



## Roberta Lucca

**Co-Founder @ Bossa Studios & Unconventional Entrepreneur**

*"Forbes Top 50 Women in Tech"*

Roberta Lucca is Co-Founder and Chief Brand Officer at BAFTA-winning games company Bossa Studios. Her YouTube channel Beta Lucca, widens her support to aspiring entrepreneurs. Roberta has built and launched over 20 digital/mobile products, games, and brands.

### TOPICS:

- Future of Tech
- AI
- Entrepreneurship
- Women in Business
- Innovation and Disruption

### LANGUAGES:

She presents in English.

### IN DETAIL:

With a strong team of 90+ people based in London, Roberta helped Bossa grow from zero to a multi-million dollar business. Bossa is now amongst the 1% top performing UK start-ups in terms of annual sales. Their games are B2C and went viral due to their ingenious growth strategy. They are played by millions of people worldwide - on PC, mobile, iPad, PlayStation, Xbox and VR. Roberta's latest venture, BOLDR, brings to mobile platform a virtual career/personal coach that is part Artificial Intelligence, part game. In presentations she shows how BOLDR uses evidence based neuroscience and coaching techniques to make the coach-bot engaging, credible and effective.

### WHAT SHE OFFERS YOU:

Roberta creates original products and concepts while inspiring people to make big things happen and being bold every day. In addition to AI and the future of tech, Roberta talks about her experience as a founder who has both succeeded and failed, and how to engage and inspire a millennial workforce.

### HOW SHE PRESENTS:

Roberta has contributed to conferences and events talking with authority about her experience as an entrepreneur and the world of technology and AI.