



## 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.

### PUBLICATIONS:

**2024** Podcast: Hyper Curiosity

### 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:

As an international innovation keynote speaker, Roberta empowers Executives to ignite their organisation's entrepreneurial mindset and embrace the forefront of bold innovation, including AI, Gamification, and VR.

### HOW SHE PRESENTS:

Her transformative insights enable organisations and people to be more efficient, innovative and productive.