

# Marketing Strategy & Internal Planning

## B2B, B2C, and Long-Term Framework

**Documento Prodotto da:**

**ColivingLiguria**

(Società a Responsabilità Limitata – ColivingLiguria S.r.l. — Startup Innovativa)

**Sede Legale e Operativa:**

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## Sommario

This document outlines the comprehensive marketing and communication strategy for ColivingLiguria S.r.l. - Startup Innovativa. The goal is to define clear guidelines for B2B networking, B2C audience building, and the long-term structural integration of marketing personnel into the company's equity framework.

# 1. Team Structure & Contractual Frameworks

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As an innovative startup operating with a bootstrap methodology, the current marketing task force relies on external contributions. It is legally imperative to classify these contributors according to their specific contractual frameworks.

## 1.1. Spontaneous Volunteers (Community Residents)

**Governing Contract:** *Contratto di Comodato d'Uso Gratuito per Residenti (Free Loan Agreement).*

Individuals who are integrating into the coliving environment may spontaneously decide to offer their time and skills. Because these individuals reside under a Free Loan Agreement, there is **strictly zero subordination, zero organizational directives, and zero fixed working hours**. Their contribution to content creation or digital media is entirely voluntary, sporadic, and driven purely by community participation. They are not employees, and the company cannot formally direct their daily activities outside of standard house rules.

## 1.2. Academic Interns & Researchers

**Governing Contract:** *Contratto di Stage/Tirocinio (Curriculare o Extracurriculare).*

University students, PhD candidates, or researchers who collaborate with the company under formal internship agreements. Unlike volunteers, interns operate under a recognized educational framework with predefined learning objectives and structured hours. They bring specialized expertise to precise marketing or strategic tasks, fulfilling their academic requirements through active participation in the startup's growth.

## 1.3. Long-Term Core Contractors: CMO (Chief Marketing Officer)

**Governing Contract:** *Contratto per Marketing (Customized tailored commercial agreement).*

This category represents the core operational leadership of the marketing team, working across both the *ColivingLiguria Living* and *ColivingLiguria Business* branches. The primary objective is to find a dedicated individual to cover the role of **CMO (Chief Marketing Officer)**.

The CMO must be the single point of contact with total responsibility over all social media metrics, marketing performance, and the corporate image. They are expected to organize and lead other team members (interns and volunteers) under their supervision. While this role does not strictly require full-time dedication immediately, it requires maximum dedication and a clear transition plan to establish an on-site presence within 1-2 years.

These marketing contracts are structural, long-term positions spanning a minimum of 1 up to 5 years, highly customized around the specific individual. Compensation is strictly structural to ensure long-term alignment:

- **Profit Sharing & Equity:** Direct percentages of generated revenue or distribution of company shares via a vesting plan (Work-for-Equity)<sup>1</sup>.
- **In-Kind Compensation:** Free accommodation, free access to all internal activities and benefits, food may be included as well.

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<sup>1</sup>Equity distribution for the marketing team is strictly limited to the *ColivingLiguria Living* and *ColivingLiguria Business* branches. It **does not** include the *ColivingLiguria Luna* branch, which remains entirely separate. Long-term partners may eventually enter the Board of Directors (CDA).

- **Business Incubation:** Direct assistance in establishing their own commercial activities in Italy, providing them with full access to the ColivingLiguria business network.

#### 1.4. Long-Term B2B & Grants Specialists (Success Fee)

**Governing Contract:** *Contratto per Marketing (Customized tailored commercial agreement).*

This profile works exclusively for the *ColivingLiguria Business* branch under a highly customized marketing contract. Their role is pure Networking and B2B strategy, specifically focused on finding organizational partners and writing applications for large European Grants (e.g., Horizon, Erasmus+). Given the high-risk, high-reward nature of this task, compensations are tied entirely to success: if a European Grant is won, this profile receives a substantial, pre-agreed percentage of the obtained funds as their "success fee".

#### Mandatory Non-Tangible Asset Protection

Regardless of their classification (Volunteer, Intern, Core Contractor, or Grants Specialist), **every individual producing marketing content or accessing company accounts must sign "Allegato G (Tutela degli Asset Non-Tangibili)"**. This critical annex regulates the handling of digital credentials, protects the company's Intellectual Property, and grants formal GDPR consent for their personal data, images, and work to be published on official ColivingLiguria channels.

## 2. Living B2C Strategy (Deferred / Low Priority)

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**Target:** Individual end-consumers looking for a room (Digital Nomads, Students, Tourists).

**Status:** **Extremely low priority.**

At present, actively searching for new room customers is a strictly low priority due to a surplus of organic demand and limited immediately available rooms. However, the foundational digital infrastructure must be prepared.

#### 2.1. Tasks: Instagram Strategy & Presence

- **Core Grid Setup:** Prepare and publish 5 to 10 high-quality "Core Posts" that permanently explain the coliving, its location, and core values.
- **Reel Series:** Plan and execute a structured series of Reels over the summer months focusing on daily "Living" activities and behind-the-scenes renovations.

#### 2.2. Tasks: YouTube Video Material

Create a foundational suite of presentation videos:

- A presentation video of the houses/facilities.
- A presentation video of the business idea and goals.
- A video focusing entirely on the community.
- A "Founder's Diary" or vlog series (updates and rants by the CEO) to build personal connection.

#### 2.3. Tasks: Workaway & Alternative Platforms

- Compile a comprehensive list of all platforms (like Workaway) that attract volunteers and economy tourists.
- Create perfectly optimized accounts on each platform.
- Establish direct contact with platform representatives or account managers for priority support.

## 2.4. Tasks: Paid Advertising Pre-Planning

While paid ads are currently paused, the team must prepare a 5–10 page PDF strategic plan (including ready-made Reels and Stories) charting exactly how to spend a hypothetical €5,000 to €10,000 budget if liquidity becomes available.

## 2.5. Tasks: Additional Platforms

Setup dedicated official accounts for Facebook and TikTok, currently missing from the ecosystem.

# 3. Business B2C Strategy (Community Expansion)

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**Target:** Individuals seeking to establish their own micro-businesses or offer specialized services within the Coliving network.

**Status:** High priority.

This branch targets proactive individuals (B2C, where the "Consumer" is an active community participant/freelancer) who wish to build a parallel career utilizing ColivingLiguria's infrastructure (e.g., carpenters, "WeWash" operators, private tutors, lawyers, commercialisti).

## 3.1. Tasks: LinkedIn Setup & Job Openings

- **Company Page Creation:** Formalize the ColivingLiguria company page on LinkedIn, ensuring it is properly linked to the CEO's personal account.
- **Publish Open Roles:** Actively post highly detailed listings for roles such as Co-Founder, Real Estate Manager, Legal/Accounting Advisors, and specific operational roles (WeWash managers, Tutors).

# 4. Business B2B Strategy (Grants & Consortia)

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**Target:** Other Companies, Institutions, Eco-villages, Deep-tech Startups.

**Status:** High priority & strategic expansion.

This is the pure Business-to-Business tier. The objective is to secure major European Grants by building structural alliances.

## 4.1. Tasks: European Network Building

- **Market Research:** Create a structured database of similar mid-sized businesses, eco-villages, and rural renovation projects across Italy and Europe.
- **Consortia Formation:** Reach out to these entities to form legally recognized international *Consortia*, which are heavily favored in scoring metrics for Horizon Europe and Erasmus+ grants.

## 4.2. Tasks: B2B Outreach Platform

- **Dedicated Landing Pages:** Build a dedicated website or specific, highly-targeted landing pages on the current site designed exclusively to attract and convert other founders and B2B partners.

## Appendix: Allegato G (Non-Tangible Assets Protection - English Translation)

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The following is the standard non-tangible asset protection agreement that every marketing contributor is required to sign.

*Disclaimer: The official and legally binding version of this document is the Italian one. This English version is an AI-generated literal translation provided strictly for courtesy and comprehension purposes.*

COLIVINGLIGURIA  
*Documentazione Contrattuale Integrativa*

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**Non-Tangible Assets Protection**  
Allegato: G

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**LA SOCIETÀ**

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**LA CONTROPARTE**

(Già identificato nel Contratto di Riferimento)

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## G.1 Purpose and Validity

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This annex governs the access conditions to the GitHub platform, Social Media profiles, and information systems of ColivingLiguria S.r.l. - Startup Innovativa S.r.l. (private repositories, documents, source code, databases, communication platforms, and company materials).

### G.1.1 Effective Date and Termination of Access Rights

This document has full legal validity **from the signature date of the main contract**, regardless of the actual start date of the operational activities or the stay.

Access rights to the digital platforms and social profiles of the Company terminate on the **End Date of Access Rights**. Such date, unless otherwise and specifically agreed in writing, corresponds to:

- The end date of the stay at the facilities of ColivingLiguria S.r.l. - Startup Innovativa (as indicated in the Type-R Contract);
- Or, in the presence of other work or collaboration contracts, the end date of the employment or training period.

At the stroke of such date, access to the platforms and social profiles of the Company will be revoked and cannot be restored except through new formal agreements. The prohibitions on dissemination and the confidentiality obligations set forth in this document, however, have **permanent and perpetual validity**.

## G.2 Classification of Information and Assets

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All material to which the Collaborator will have access or will produce on-site is strictly classified into three fundamental categories, covered by an obligation of utmost confidentiality:

### G.2.1 Sensitive Materials (Privacy and GDPR Protection)

This category includes all data protected by privacy regulations and reserved internal documents not intended for the public. Specifically:

- Personal data, contacts, identity documents, and sensitive information of residents, guests, collaborators, candidates, or partners who have granted their data to the Company;
- Balance sheets, accounting reports, economic and financial data;
- **Any document**, file, or internal communication marked as confidential or **not explicitly published** by the Company on its official channels.

### G.2.2 Proprietary Data and Trade Secrets (Industrial Protection)

This category includes all strategic, creative, and intellectual assets exclusively owned by ColivingLiguria S.r.l. - Startup Innovativa:

- Source code, algorithms, and software architectures developed for ColivingLiguria S.r.l. - Startup Innovativa;
- Research projects, schematics, models, and technical documentation related to the "Luna" project;
- SQL databases, data architectures, and server operational logic;
- Market research, Business Plans, private B2B contacts, organizational models, and company know-how.

### G.2.3 Consent to the Publication of Non-Sensitive Data for Promotional Purposes

The Receiving Party, by signing this Annex and the corresponding Main Contract, expresses explicit consent for the Company to publish and disseminate its non-sensitive data on its official channels (particularly on the company website).

Such data includes, but is not limited to: name, surname (or chosen pseudonym), personal photograph provided voluntarily for this purpose, information on professional skills, role within the team, educational qualifications, nationality, educational paths, portfolio, and personal interests. This information will be used exclusively for the presentation of the project team, the enhancement of the community, and institutional promotional purposes, in full compliance with GDPR regulations.

### G.2.4 Multimedia Material and Physical Resources

This category includes any photograph, video, audio recording, or visual reproduction made inside and outside the properties, coliving spaces, and physical resources of ColivingLiguria S.r.l. - Startup Innovativa during the period of stay, collaboration, or any subsequent instance.

## G.3 Social Media and Digital Platforms Management

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### G.3.1 Direct Access and Safekeeping of Credentials

By signing this agreement, the Collaborator may be given direct access to the Company's Social Media profiles and digital communication platforms (e.g., Instagram, LinkedIn, Facebook, etc.) through the provision of the relevant passwords and administrative credentials. Such credentials are strictly personal, confidential, and non-transferable to third parties for any reason.

### G.3.2 Publication Rules

The use of company profiles is subject to the control of the Sole Director. The methods, what to publish, how to interface with the public, the timings, and the contents are determined exclusively by the Company. Any specific regimes, publication rights, and operational delegations are determined and governed separately through dedicated directives or agreements.

## G.4 Intellectual Property and Multimedia Material

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All intellectual, industrial, and copyright properties resulting from the activities carried out for the Company belong exclusively, totally, and inalienably to ColivingLiguria S.r.l. - Startup Innovativa.

### G.4.1 Technical Material (Software/Code and Data)

The ownership and use rights of software, code, scripts, or SQL queries developed within the company repositories are the **exclusive property of the Company**. It is forbidden to reuse such codes for personal projects or for third parties.

### G.4.2 Acquisition and Dissemination of Images and Videos (Physical Resources)

Any photo, video, or multimedia content produced, taken, or recorded by the Collaborator depicting the properties, spaces, setups, or physical resources of ColivingLiguria S.r.l. - Startup Innovativa becomes the **exclusive property of the Company**.

The dissemination, publication, or sharing (even on the Collaborator's personal social profiles) of such material is **always and strictly subject to the prior explicit consent of the Company**. The Company reserves the absolute and unquestionable right to deny authorization for the dissemination of any image or video, in order to protect its image, the privacy of the residents, and the confidentiality and security of its facilities.

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## G.5 Obligations, Prohibitions and Data Removal

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### G.5.1 Prohibition of Dissemination and Public Access

It is **strictly forbidden** to access the data, IT services, or social profiles of ColivingLiguria S.r.l. - Startup Innovativa via public computers or unprotected public WiFi networks. Should the violation of this prohibition cause or facilitate security breaches, unauthorized access, or data leaks, the Collaborator will be held solely responsible, with the obligation to fully compensate the damages suffered by the Company and the application of the expected sanctions.

### G.5.2 Obligation of Post-Collaboration Removal

On the End Date of Access Rights, the Collaborator has the **strict and immediate obligation** to:

1. Permanently log out from all Social Media accounts, GitHub repositories, and company platforms on any personal device;
2. Permanently delete any credential, local save, backup copy, downloaded file, or multimedia material portraying company properties from all physical devices and personal cloud archives;
3. Issue, if requested, a written declaration certifying the successful destruction and removal of accesses.

### G.5.3 Contractual Derogations and Operational Freedoms

The prohibitions and limitations set forth in this annex may be subject to specific derogations in order to guarantee the Collaborator the necessary operational freedoms (such as, by way of example, the authorization to autonomously manage and publish content on the company's social channels, or the derogation from the removal of specific materials).

Such derogations shall be considered valid and effective **only if put in writing and explicitly integrated into the main contract** to which this annex refers. For the derogation to have legal value and relieve the Collaborator from the prohibitions, the document containing it must necessarily be **signed by both parties**.

Any verbal agreement, informal understanding, or written document lacking the joint signatures of the Company and the Collaborator is to be considered null, ineffective, and unsuitable to overcome the prohibitions established herein. Any subsequent modification, integration, or extension of the operational freedoms granted must likewise occur only in writing and bear the signature of both parties.

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## G.6 Sanctions and Penalties Regime

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### G.6.1 Violation of Sensitive Data

The dissemination or improper use of Sensitive Materials (personal data) exposes the Collaborator to direct civil and criminal liability towards the competent authorities and the interested parties.

### G.6.2 Unauthorized Dissemination of Images and Private Property

The intentional or negligent dissemination of photographs, videos, or multimedia material depicting the physical properties of the Company without explicit consent constitutes a violation of company security and confidentiality. In case of non-compliance, the Company will act in the competent venues to seek compensation for all damages, both material and to its image, arising from the illicit publication or dissemination of the material, without predetermined limitations, reserving every action to protect its physical and reputational assets.

### G.6.3 Violation of Secrets and Proprietary Data

The prohibition of dissemination, sharing, or misappropriation of Proprietary Data (e.g., source code, SQL databases, Luna projects, Business Plans) is **absolute and perpetual**.

In the event of a violation of this prohibition, or misappropriation of intellectual property, the **flat-rate compensatory sanctions and penalties provided for by Art. 16 of the Articles of Association**<sup>2</sup> of ColivingLiguria S.r.l. - Startup Innovativa shall automatically and mandatorily apply, which the Collaborator declares to have understood and fully accepts, without prejudice to the Company's right to act in civil and criminal proceedings for compensation of further damages.

## G.7 Modifications and Updates

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This annex may be modified or updated over the course of the contractual relationship in compliance with the procedures established in **Annex P - Procedure for the Modification of Annexes**.

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*This Annex G governs the access and protection of digital, social, and physical data, and is a document drafted, managed, and of exclusive relevance to the Business Branch **ColivingLiguria Business**.*

*End of Annex G - Access to Digital Platforms, Social Media and Asset Protection*

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<sup>2</sup>Cf. Art. 2469 of the Italian Civil Code on negotiating autonomy and the protection of company know-how, in conjunction with the protection of assets provided for by the Articles of Association.