

WINNING IN SUSTAINTECH: TECNO'S 25-YEAR LEAP TO IPO

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EXECUTIVE SUMMARY

TECNO BEGAN AS A NAPLES-BASED CONSULTANCY SPECIALISING IN EXCISE DUTY RECOVERY FOR SMES - A HIGH-FRICTION, ANALOGUE SERVICE IN A LOW-TRUST MARKET. OVER 25 YEARS, IT TRANSFORMED INTO A SUSTAINTECH PLATFORM COMPANY DELIVERING DIGITAL AND SUSTAINABLE SOLUTIONS TO OVER 4,000 CLIENTS, 70% OF THEM SMES. THIS CASE TRACES HOW TECNO SCALED BY DESIGNING PROPRIETARY PLATFORMS, EMBRACING DATA-DRIVEN INNOVATION, AND INVESTING IN OPERATIONAL RIGOUR WITHOUT COMPROMISING ITS CLIENT-CENTRIC MISSION.

With Giovanni Lombardi anchoring the company's long-term vision, Claudio Colucci systematising growth, and Salvatore Amitrano professionalising its financial strategy, Tecno shifted from a consulting firm to a platform business ready for the capital markets. By 2025, Tecno generated €26.4M in revenues, with 53% from recurring sources, and positioned itself as Italy's first *Sustainable IPO*.

The case explores how Tecno turned the twin transition - digital and sustainable - into a competitive advantage, offering a blueprint for SMEs and investors alike on how to scale impact, secure growth, and navigate complexity with discipline.

This case is for educational purposes and is not intended to illustrate either effective or ineffective management of an organisational situation. The situations and circumstances described may have been dramatised or modified for instructional purposes and may not accurately reflect actual events.

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AUTHOR

PAOLO TATICCHI

Biography:

Paolo Taticchi is a Professor of Strategy and Sustainability and Deputy Director at UCL School of Management, where he co-directs the UCL Centre for Sustainable Business. A global expert in sustainability and strategy, he has trained thousands of Fortune 500 executives, taught at top business schools such as Imperial College London, and developed business projects across five continents.

His widely cited research includes over 50 publications and books such as *How to Be Sustainable* (2025) and *Disruption* (2023). In 2025, his research on impact investing was highly commended by the Financial Times for making a real difference. A sought-after speaker and advisor, he has delivered 250+ talks attended by more than 100,000 people and serves on several international advisory boards.

As an entrepreneur, he co-founded four companies and led major educational initiatives. His accolades include *Poets & Quants* "Top 40 Under 40 Business Professors in the World" (2018), being mentioned by *Sole 24 Ore* as the most influential Italian under 40 (2021-23), and inclusion in the *Thinkers50 Radar List* (2025).

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ALLEGRA FORTUNATO

Biography:

Allegra Fortunato is Head of Strategy, Director of UK Office at Tecno International. At Tecno, she leads the company's UK operations, driving commercial growth and managing the delivery of consulting projects that support organisations in embedding sustainability into their business models. Her work spans strategic planning, stakeholder engagement, and regulatory compliance, with a focus on SMEs and innovation-led transformation.

Along side her role at Tecno, she works with WIDE as a business consultant, supporting projects focused on the design of sustainability strategies.

Allegra is often invited to host talks, workshops, and lessons on matters surrounding sustainability in business. Through these engagements, she explores practical strategies for businesses to incorporate sustainability principles into their operations, drive positive social and environmental impact, and contribute to a more sustainable future.

Educated at the University of Glasgow's Adam Smith Business School, Imperial College London, and the University of California, Berkeley, Allegra brings together academic rigour and international consulting experience. In London, she is active in the SustainTech, investor, and startup ecosystem.

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