



Carlo Usai

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ABOUT ME

CEO and Cofounder of CLENTECH SRL, Spinoff of the University of Cagliari - CEO of ICARUS SRL - CFO of Alkelux SRL. I graduated at LIUC University with a Master in Entrepreneurship and Innovation where I was student representative, where I had the opportunity to train in cluster formation and entrepreneurial ecosystems and innovative project development. I specialised with a master's degree in Business Sustainability management from Cambridge University and certifications in finance and market analysis from Stevens University in New York. I have three years of management experience in social media marketing as co-founder and CMO of Unconventional. Throughout my professional career, I have had the opportunity to follow and participate in various acceleration and internationalisation paths in the start-up world. Specifically, I have had the opportunity to live in Milan, Palermo, Dubai, and New York.

WORK EXPERIENCE

15/06/2021 - CURRENT

CEO - CLENTECH

Clentech (Clean Environmental Technology) offers innovative materials for protection and safeguard of environment in building sector. Clentech is a spinoff of the University of Cagliari and its core business is the development of an international patent for an innovative compound that makes building products, including paints, glazes and tiles anti-pollution, anti-viral and anti-bacterial, That allows creation of a photocatalytic compound that degrades pollutants, mold, bacteria, viruses by receiving light. Innovation lies in use of both UV rays and LED light to sanitize air and environments.

Clentech was selected as:

- Best climate impact startup 2023
- Best green startup for invitalia's Bravo innovation Hub route
- Best technology transfer start-up with special mention from the Vanvitelli University of Naples
- Best sustainable construction startup from the boot your ideas path by lazio innova.

Clentech has participated in several international excellence paths, including 3 months at Awesome Accelerator in Dubai, among which it was selected as one of the 10 best companies for internationalisation in the MENA region; Smau Paris with the sardinia region for market penetration in frances, Cagliari DLAB for business development and strengthening in the construction market.

15/02/2023 - CURRENT Cagliari, Italy

CEO

Icarus develops an AI-based platform that assists patients at any time during the post-hospitalization phase or upon receiving specific diagnoses, and supports doctors in managing follow-up care. Icarus has validated pathologies such as celiac disease, diabetes, and post-operative care for stomies with an internal pool of 20 doctors. Icarus will be provided via voice call for elderly people, chatbot, or virtual medical assistant.

- Icarus was selected among the best start-ups for the global startup programme (3 months in Seoul)
- Icarus was selected in San Francisco by Smau for an internationalisation programme

Participated in:

Web Summit London, Dublin Tech Summit, Gitex Africa (Marrachech),

10/05/2024 - CURRENT

CFO - ALKELUX

Alkelux is an innovative start-up that exploits an international patent for processing liquorice chain waste to create an innovative additive that is used to make water-soluble and antibacterial bioplastics for the retail packaging chain.

2015 - 2018

CMO - UNCONVENTIONAL CAGLIARI

Social media marketing company, aimed at the organisation and creation of events aimed at promoting small and medium-sized enterprises.

I took care of the social media marketing part. Specifically strategic planning

EDUCATION AND TRAINING

BACHELOR OF ECONOMICS University of Cagliari

2019 - 2021

MASTER DEGREE ENTREPRENEURSHIP AND INNOVATION LIUC - Università Carlo Cattaneo

Master in Entrepreneurship and Innovation. In partnership with Harvard Business School and the MOC (Microeconomics of Competitiveness) Network at the Institute for Strategy and Competitiveness. I had the role of student representative of the university. I dealt with issues related to teaching, organisational aspects and covid issues.

Final grade 110 | **Thesis** Startup and sustainability in the italian ecosystem

2020

BUSINESS SUSTAINABILITY MANAGEMENT University of Cambridge - Cambridge Institute for Sustainability Leadership

Highly specialized management formation on environmental sustainability. Drafting of business sustainability plans and study of business processes.

Proactive role formation for sustainable business change at Cambridge Institute for Sustainability Leadership

2022 New York, Italy

PYTHON, FINANCE, AND BLOOMBERG Stevens Institute of Technology of New York

LANGUAGE SKILLS

Mother tongue(s): **ITALIAN**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C1	C1	C1	C1	C1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

DIGITAL SKILLS

Microsoft office(WordExcel Powerpoint Outlook) | Wordpress - Basic Knowledge | Excellent Knowledge of Canva | Very good knowledge of MS Office (Outlook Word PowerPoint Excel) | google scholar | Social media communicator | Buona padronanza e utilizzo dei Social Media (Facebook Twitter Instagram) | Google advertising | environmental sustainability | Sustainable Practises | project managment | Sustainable Development