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The Most Powerful Name in Corporate News



Interactive Social Media App

Interview with: Paolo Fassari, CEO, Bella Technologia, LLC

CEOCFO: Mr. Fassari, what is the concept at Bella Technologia?

Mr. Fassari: Our concept, as you can tell by our name, was to come up with some real change in the industry. With an Italian last name, it seemed only fitting to have an Italian name for the company. There is so much of the disruptive nature going on in the business right now that we thought we would shake things up a little bit on this end. As a start-up company, we wanted to try to get away from the tech name scenario. In doing so, we came up with this name and we feel that our products are going to do the same thing. Everybody is boasting about being innovative, so we thought we would really try to reach the furthest end of that by being pioneers in some areas.

CEOCFO: What are those areas?

Mr. Fassari: We have a new social media app that actually allows you to socially engage while using the app rather than the current standard, which is to take photos and post them somewhere on one of the various social media sites. We have heard many complaints that those sites are static, so we decided to do something a little bit different and actually use the photo to engage the consumer. Things have been working quite well. We also have a smart home product and an automotive product.

CEOCFO: How does it work?

Mr. Fassari: The app is called Jigsie, and you take a photo, selfie or photo that you can download from the gallery, and our app allows you to sign that photo or draw on it directly in the app virtually instantaneously. You do not have to go get a drawing tool, pen, or go to another app to use or anything like that. Once it is signed, it is called a Scripsie. You can then make choices and the "jig" or send your photos. Everything is based on jiggling, so really what you are doing is jiggling these photos back and forth to each other. After you make your choices, there is even a Meet Me At feature, so if you wanted to take someone on a date, you would select Meet Me At and you would have the date and time calendar. You take the photo of where you want them to meet you and send it to them. The idea with our app is that you are not just sending a photo or taking a photo. In our app, once you take that photo, when you send it scrambles the picture and turns it into a jigsaw puzzle. The recipient then has to solve that puzzle and put that picture together to find out where to meet you, where you are on vacation or who you are with. If you met a celebrity and did a selfie with them, you could send it to your friends. It is more like a guessing game as if to say "You're never going to believe where I am or who I am with".

CEOCFO: Why are you sure that people want a little bit of a challenge when they are engaging?

Mr. Fassari: Because they *really do* want a challenge. If you look at any of our lifestyles like sports, entertainment or business, it is all based on competition. We looked and it and did research, and we said there was really no challenging way to socially engage currently other than to go on a site, look for pictures or a name, and see what somebody has already posted. Now, we can actually do this on the front end with somebody immediately right now. It seems to be very well received.

CEOCFO: Has this concept been tried in the past?

Mr. Fassari: Not like this. No.

CEOCFO: Where are you in the development and/or commercialization process?

Mr. Fassari: The app is currently live and available now in both the Google Play and Apple Store. We are done with the app on its first build, but we are now installing more updates and creating many different features that will enhance the app and make it more user friendly and international.

CEOCFO: What has been the feedback so far?

Mr. Fassari: We exhibited at the CES show, and we have learned that there is a tremendous interest in it on the business level. We had two major companies want to use this for their business to reach out to their distributors as well as their

consumers. As far as we know, we are the first to invent an app that allows this to happen and provide a way for retailers to use social gamification to reach consumers the way we do it.

CEOCFO: *What was the challenge in putting the technology together?*

Mr. Fassari: Well, coming from owning a flip phone only six months ago, pretty much everything! But seriously, the standard algorithms that I think most everybody deals with. In our case, it was just some of the gamification parts of the app – how to put the puzzle pieces together, how to get all the usability and how to get all the things that we wanted our app to look like, flow and function. It was everything from the Scripsie feature into how to make the choices fit and how to make the flow work. It was very challenging, and we did it all in five weeks.

CEOCFO: *How would a company implement?*

Mr. Fassari: If you go to our website at jigsie.com, you can click on the link and download it immediately or you can go the stores. Retailers can also contact us there. Having been a former chief marketing officer and brand expert, what we do is not just provide the app, we provide a service. When they contact us, I will actually walk them through it and design a program that will help them market their products using our app. It does not cost them anything to do this, That is the beauty of it. They are not going to have to pay for banner ads and those kinds of things anymore; they are going to be able to use our app and directly put it in your hands, challenge you as a user, and then reward you for doing it. That is the idea, and that makes good business sense. Right now, they are putting ads out there and they are just fishing. They are hoping you are going to see it and click on it, but now they can directly put it into your hand using the database that they have and send it out to everybody.

“We are opening up new frontier and breaking new ground with social media and our smart home and automobile products. Things that you did believe were possible before, are now, and we found a way to do it.” - Paolo Fassari

CEOCFO: *Are you funded for the steps you would like to take or are you seeking funding or partnerships?*

Mr. Fassari: We are, but this is not our only project. We certainly want to take Jigsie to higher levels, and we plan to build our own social media site for you to post your photos and share them. We have a smart home product that we invented as well that is the first ever of its kind in the history of the world. We are looking for funding for that as well as a new automotive product that will change the way you drive your car.

CEOCFO: *What are the next steps?*

Mr. Fassari: Our next steps will be to focus on promoting our products and raise capital.

CEOCFO: *Put it together for our readers. Why pay attention to Bella Technologia today?*

Mr. Fassari: We believe that when our products come out, it is not a product that you normally see. We plan on taking social media to new levels, so there is still a lot more to add to it. Our products are truly pioneering and truly innovative in the sense that you are going to see some things that you have never seen before. We are opening up new frontier and breaking new ground with social media and our smart home and automobile products. Things that you did believe were possible before, are now, and we found a way to do it.

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