Linklaters

In chat with

Fabio Marniga and Stefano Allegra, co-founders of Qodeup

As part of the Italy Digital Pulse initiative, Alessandro Tanno, Practice co-ordinator of the Fintech and Digital Transformation Group, interviews Fabio Marniga and Stefano Allegra from Qodeup, a start-up from the 2021 Bocconi for Innovation Acceleration Program.

Fabio Marniga – Fabio is the co-founder of Qodeup. After 10 years in sales he decided to open his first startup in the beauty industry, Marny Cosmetics, but that wasn't enough. That's why he wanted to challenge himself with a new challenge launching Qodeup. He strongly believes in the potential of teamwork and sales strategies. In Qodeup he deals with creating, training and following the sales network. He has a great passion for adventure travel around the world.

Stefano Allegra – Stefano is passionate about technology and IT. After graduating in Mechanical Engineering he works in the field of occupational safety, dedicating himself at the same time to web portal projects and development of management software. In 2016 he created the software system for the management of the billiard world championship. In Qodeup he deals with the programming of the App and the co-ordination of programmers. He is passionate about travel and sports.

Q1: What is Qodeup and how did your business idea come about?

A1: Qodeup is an innovative digital start-up. Me and Stefano, the other co-founder experienced some issues when we were at the restaurant. We realised that we were getting frustrated when we were trying to pay our bill. Every time it was time to leave the restaurant, we were taking a long time to flag the waiter down and to get our bill. The payment process was also very long, especially when there were a bunch of us that wanted to split the bill. From there we developed Q-Pay. It will revolutionise the way that customers pay at the restaurant. They will easily scan the QR code on the table and they will be able to pay with their credit card, Apple Pay or Google Pay. They can split the bill in any way they want, evenly, with a custom amount or one pays for all. Also, we care about the restaurant staff, so they can leave a tip for whoever served them. We expect to increase the tips by 200%. The entire process will pass from an average of 18 minutes to 18 seconds.

Q2: Technology and innovation play a central role in your business. Specifically, how are they applied?

A2: Technology is what our start-up is founded on. Our goal was to develop the technology in a way that the users could find easy to use. The owners can just control everything from their phone, tablet or PC. No integration is needed. This will allow us to attack the Italian market, and in general the restaurant business, which is characterised by small business owners. Also, the microservice infrastructure that we developed allows a better security and control.

Q3: What results have been achieved so far and what are the future plans for Qodeup?

A3: Q-pay is ready to launch within a month, but our start-up was initially born in a different way. In fact, while traveling, we realised that we were not able to understand all the dishes at the restaurant, so we wanted that everyone in the world could read the menu in their own language. Because of that we developed a smart menu that can be automatically translated in over 100 languages. The customer can scan the QR Code on the table and have a clear view of what the restaurant has to offer. That's not it. The restaurateur has his own accesses and can easily modify and personalise the menu in just a couple of clicks.

With this service we reached over 1,000 customers, and we are growing more and more every day. Because we already have a good customer base, this will help us to penetrate the market with Q-pay in a really easy way. Our team is young and really goal orientated. We are trying to be the first unicorn start-up based in Italy.

Want to know more about Qodeup? Click here and get in touch.

Interview by:

Alessandro
Tanno

Practice Coordinator of the
Fintech and Digital Transformation Group
Tel: +39 02 88 393 5264
alessandro.tanno@linklaters.com

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