



The Liquid Enterprise 25M users and no office

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In this talk, Fabrizio Capobianco explains how he concluded this is the best organization for our times. And how it works scaling a company over multiple continents, while keeping everyone engaged and on a mission to change the world.

What is a liquid enterprise?

A liquid enterprise is a company which hasn't got an office and the employees work at home from all over the world.



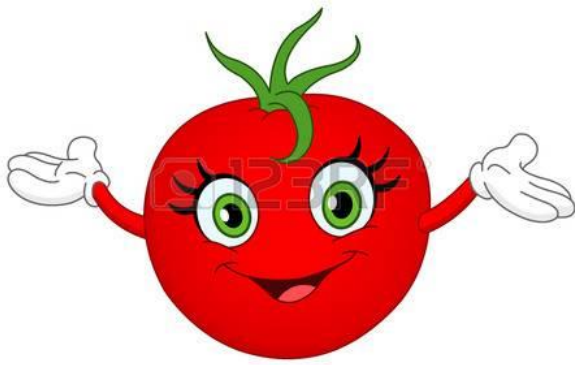
Where should the headquarter and the employees of your high-tech startup be?

The headquarter of the high-tech startup should be in Silicon Valley and its employees are all around the world because of the Tomato Paradigm.



What is the "tomato paradigm" about?

The tomato paradigm is a paradigm which is useful to explain that as a tomato grows up better if you plant it in Naples instead of Norway, a company will grow up more efficiently if you start it in Silicon Valley instead of anywhere else.



What is the innovation about “Funambol”?

Funambol is “your everything in one place” – it is the leading white-label personal cloud solution for mobile providers. It is a company with the target of synchronizing several devices through clouds so you don’t run the risk of losing your data.

What is TOK TV?

TOK TV is the number one sport social network company with its headquarter in Silicon Valley. This a company with 25 million of users, and partnerships with Real Madrid, FC Barcelona, Juventus and Paris-Saint Germain. It has employees in Silicon Valley, in London, a subsidiary in China and in Italy, where most of the engineers are based. TOK.tv, however, has no office. Anywhere. It is a liquid enterprise. Everybody works from home, or in a co-working space.

