CREATIVITY AND INNOVATION ON THE WEB: YOUNG TUSCANS DIALOGUE WITH THE WORLD

by:
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TO START A BUSINESS IN 2009, THE YEAR OF THE INTERNATIONAL ECONOMIC CRISIS, WAS A RISKY MOVE, AT THE EDGE OF RECKLESSNESS FOR SOME, AND FOR OTHERS A MAKING – SENSE MOVE AMONG MANY THAT COULD HAVE BEEN CHOSEN.

Shambix was born out of passion, will to work, to put yourself to the test, to create an alternative to the classic entrepreneurial model, o just to establish a more up-to-date version.
I founded Shambix from scratch, or rather, from myself, demonstrating to the many young people, crippled by fears and stereotypes, that to become an entrepreneur at the age of 23 is not only possible, but extremely fulfilling too.
Shambix can be considered a creative agency, but in point of fact it is a step (or two) ahead of the widely accepted interpretation: we create, build and plan everything that has, as its divulgation channels, technology, the new media and innovation in the broadest sense.
Therefore I begun working alone, with the technical skills acquired as a self-taught person during my life, a wide experience in the field of web and graphics, in addition to the studies on Business Economics and Marketing at the university, in a year when Italy still struggled with understanding the benefit of iPhone applications for business purposes, where investments in social communication were timid, if not hesitant.
I started from the basis, following at first only graphic development, user interface and user experience of Australian startups, being chosen as a reference point in web development for american serial entrepreneurs, collaborating with asian professionals for the planning of B2B international marketplaces, and coordinating with business realities in several fields and parts of the world.
Definitely a demanding experience, but incomparable at professional and personal level.

Today, we are a team of energetic and skilled professionals, curating the whole creative, planning and development process for our clients (including some italian startups), thanks to technical resources and high-level talents, a know-how that grew as a result of the close sinergy of the group. From a general need we not only generate a definite customized answer in the technologic sector, but also a communicational strategy suitable for the media and for the current social dynamism.
In an inspirational and unrestricted environment, many are the ideas that every day zip through minds, screens and keyboards, not just for our clients, and it was in this context that our first web (and later mobile) app, Houndr (http://houndr.com), currently under development, was born.
Stemming from global experience of social commerce and network, it mixes business with pleasure for users, while offering innovational services to entreprises.
Shambix is the virtual embodiment of young professionals' passion, a little Indiana Jones always eager for new and exciting challenges!

Some menbers of the team

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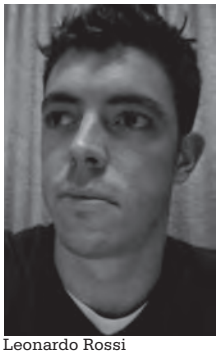
Emma J. Eames

Jacopo Pasquini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