

TATATU:

THE WORLD'S FIRST  
SOCIAL MEDIA  
PLATFORM THAT  
VALUES AND REWARDS  
ITS USERS

---

## ABSTRACT

TATATU IS THE FIRST SOCIAL MEDIA AND ENTERTAINMENT APP THAT REWARDS USERS FOR THEIR TIME AND FOR ENGAGING WITH THE PLATFORM.

The company was founded in 2020 in Italy by Andrea Iervolino, an Italian-Canadian film producer, investor, and entrepreneur. Andrea created TaTaTu in response to a challenge that many social media networks were grappling with: how to build and grow a profitable social network.

Given TaTaTu was still at an early start-up stage in 2022, Andrea believed that the success it achieved to that point was only a fraction of its future potential. Looking forward, Andrea planned to quickly expand and grow the platform globally to include many countries worldwide; as well as to expand locally through exclusive experiences and events offered in major urban cities. As is the case with most start-ups, the key to TaTaTu's early success was speed. Since becoming a publicly listed company in 2022, pressure was mounting from investors who were eager to see the company grow – quickly. Determining the best and quickest path forward, that would lead TaTaTu towards realising its fullest potential was going to be Andrea's greatest challenge yet.

This case is for educational purposes and is not intended to illustrate either effective or ineffective management of an organisational situation. The situations and circumstances described may have been dramatized or modified for instructional purposes and may not accurately reflect actual events.

Copyright © 2023 The Authors. All rights reserved. No part of this case study may be reproduced, stored in a retrieval system, or transmitted in any form by any means, electronic, mechanical, photocopying, recording or otherwise without written permission of UCL School of Management.

---

## AUTHORS

### PAOLO TATICCHI, OMRI

PROFESSOR & SCHOOL DEPUTY DIRECTOR

#### Biography

Paolo Taticchi is Professor in Strategy and Sustainability & School Deputy Director (MBA, Global Engagement, Executive Education) at UCL School of Management.

Highly active in executive education, Paolo has trained thousands of managers and executives of Fortune Global 500 companies; and is a sought-after speaker regularly invited to give keynote talks at world-class academic, governmental and industry events. Paolo's research on corporate sustainability and performance measurement is internationally recognised. Paolo's latest books include "Corporate Sustainability in Practice", which was published in January 2021, and "Sustainable Transformation Strategy", published in June 2023.

Outside of the academy, Paolo has significant consultancy experience in the fields of strategy, education, and sustainability. He has worked in this capacity for firms of various sizes, and in a range of different industries.

Today, he advises (or serves in the advisory board) influential organisations and is one of the scientific advisors of the Ministry of Environment and Energy Security in Italy.

He has received numerous awards for the impact of his work. His projects, quotes and opinions have been featured over 350 times in international media outlets. In the last three years, Paolo was indicated by Italian's leading business daily Sole 24 Ore as the most influential Italian under the age of 40.

#### Contact

UCL School of Management  
Level 50, One Canada Square,  
London E14 5AA

E: [p.taticchi@ucl.ac.uk](mailto:p.taticchi@ucl.ac.uk)

[paolotaticchi.com](http://paolotaticchi.com)

---

### MELINA CORVAGLIA-CHARREY

RESEARCH ASSISTANT

#### Biography

Melina is a Research Assistant at UCL School of Management, where she supports various projects focused on business strategy and sustainability, including case studies and white papers. Melina is also a consultant supporting organisations with their marketing and business communications needs, and sustainability reporting.

---

In collaboration with Professor Taticchi and Melissa Demartini, Melina co-authored a book titled “Sustainable Transformation Strategy”, published in May 2023.

Previously, Melina worked in the Media Sponsorship & Marketing field for 15+ years in Canada, where she collaborated with various Fortune 500 companies and brands to develop strategic partnership marketing initiatives, including several programmes that garnered awards from the Sponsorship Marketing Council of Canada. More recently, Melina worked as a Sustainable Content Marketing Strategist for a UK based consulting agency specialising in the sports and sustainability field.

Passionate about the field of sustainability in sport, Melina is a current member and volunteer with Sport and Sustainability International, a not-for-profit organisation that is focused on accelerating sustainability in and through sport. A mother of two young girls, Melina is motivated to support, learn from, and collaborate with individuals and organisations that are striving to create a better world for future generations.

**Contact**

m.charrey@ucl.ac.uk

---

## ACKNOWLEDGEMENTS

The authors of this paper would like to thank TaTaTu for sharing their story. In particular, they would like to thank TaTaTu’s Founder Andrea Iervolino, Patrizia Conte, TaTaTu’s Chief Marketing Officer and Chief Revenue Officer and Nicola Allieta, TaTaTu’s Chief Content Officer for their valuable contributions.

The authors would also like to thank Andrea Rasca, TaTaTu Investor and Mercato Metropolitano’s Chief Executive Dreamer for sharing his insights for this case study.