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This publication is part of the Mamma, che impresa! project, a workshop that promotes corporate culture, founded on the initiative of Rancilio Cube and open to collaborations and synergies. The stories of nine bright business case-histories, narrated, together with professional writers, by those who have founded them and lead them, and the stories that won a national essay contest for students from Italian schools, called to bring youths closer to the idea of entrepreneurship and its importance. One of the ten stories by the very young writers acts as a common thread, as it's extraordinarily capable of covering all the key elements of best entrepreneurship. After #librosospeso, dedicated to the incredible story of a young independent bookseller, another confirmation of the partnership between Rancilio Cube and dEste, a publishing house oriented towards innovation and attentive to young audiences, with the further contribution of Feduf Foundation for Economic Financial and Savings Education that has promoted and coordinated the literary prize for schools.