

Riccardo de Bernardinis is one of the youngest Italian digital entrepreneur. Story, lifestyle and secrets.

Riccardo de Bernardinis inspires people to start a digital startup, because he wishes someone had given him the same boost when he started.



Roma, Nov 19, 2020 ([Issuewire.com](https://www.issuewire.com)) - Riccardo de Bernardinis born in Rome in 1994 and after

founding Ernesto.it, a marketplace for local businesses, he moved between Silicon Valley and Milan to participate in acceleration programs for Startups.

In 2018 Riccardo de Bernardinis launched Ernesto, the marketplace for small businesses.

[Ernesto](#) is the marketplace that connects consumers with local service professionals such as plumbers, electricians, general contractors, and many more. Launched in 2018, [Riccardo de Bernardinis](#) and his team at Ernesto have recently raised seed investments from important investors and are determined to disrupt the home services market. Riccardo de Bernardinis started Ernesto when he was 21.

Moreover, Riccardo de Bernardinis launched Buytron a Software House developing digital Services.

In addition to Ernesto, Riccardo de Bernardinis founded [Buytron](#), a prestigious Italian digital agency specialized in marketplaces development, E-commerce, digital marketing, branding, SEO, and other tech services. In the last years, he has worked extensively with companies and startups, supervised an important Italian agricultural company, and followed projects in the music industry.

Thanks to the experience gained with Buytron and Ernesto he has acquired good experience in the creation of marketplaces, design, and optimization of processes and strategies.

Travel, hip-hop music and social life are the frames of the Riccardo de Bernardinis identity, one of the youngest Italian digital entrepreneur.

What is Riccardo de Bernardinis story?

We reveal his story, made of great professional and worldly commitments.

As a digital entrepreneur, his goal is to inspire brilliant minds to exploit their passions.

Riccardo knows this story well because I have lived it and he is living it.

During his teenage years, he attended courses in Miami, Boston, Los Angeles and San Diego. A defining moment of his life was the first time in Los Angeles, studying at UCLA, I discovered a new philosophy of life and entrepreneurship. His passion for the United States led him to enrol at John Cabot University, the most important American university in Rome.

The choice to stay in Italy during his studies is linked to family affection, although the desire to start a new life in another continent led him to study and think big.

Riccardo de Bernardinis tells us:

I was told that I could not do it and that I would be alone. However, I had this incentive to grit my teeth and keep on going. I knew that the chosen path was the riskiest and the non-traditional one, but I always wanted to live a life out of the ordinary.

Today I am proud to have created a digital reality, but not without overcoming obstacles, fear and doubts about the decisions to make.

My background was not what seemed suitable for success in the digital world, but I started my mission to get to the top, doing what I believed in to give voice to my generation. At first, I was wrong! A lot. And it served me well.

But I kept believing in it, all the way to the end, making my dream of developing one of the leading home

services platforms, [Ernesto.it](https://www.ernesto.it)



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Source : Ernesto

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