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## Unravelling the new physics structure : the complementarity between LHC and the SuperB project

With an integrated luminosity goal larger than  $75 \text{ ab}^{-1}$ , the SuperB factory, to be built on the Tor Vergata Campus, near Roma (Italy) by 2016, has the very ambitious goal to unravel the detailed structure of the new physics soon to be discovered at the LHC, or to explore BSM physics beyond the LHC reach if nothing is found there. The complementarity between the LHC and SuperB programs will be explored in detail.

SuperB physics goals will be reached using a large number of rare B, charm and tau decays very sensitive to the presence of new heavy particles via virtual loops.

The important advantages brought by the specific assets of the SuperB project, namely beam polarization and capability to run at the charm threshold with a significant boost will also be presented.

### **Funding Source**

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**Collaboration Name** **Please enter the name of the collaboration or group using the acronym, as in: ABC Collaboration**

SuperB Collaboration

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