A new class of RAC1-TIAM inhibitors was designed and synthesized from simple and cheap reagents as nitroacetati, thiols, orthoformate and cyclopentadiene. [1] The compounds differ for stereochemistry of the substituents on a norbornanic scaffold. The common synthetic strategy for the compounds AR129, 148, 177, 180, 194, 201 consist in: i) Diels-Alder cycloaddition between the appropriate acrylate and cyclopentadiene; [2] ii) functionalization of the double by Heck-type hydroarylation; iii) Buchwald amination iii) deprotection steps and reductive manipulations. The synthesis of the compounds AR148 and AR129 was optimized and scale-up to 1 gr. The regiochemistry of Heck-type hydroarylation on norbornen core was object of further investigation on large substrate scope highlighting long-range effect between EWG in endo position of C2 or C3 with the p orbital of the double bond. [3] Subsequent developments have shown also the possibility to run the reaction in absence of phosphi lignads.