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Theory on BSM Explanations on Flavor Anomalies

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Recent results in semi-leptonic B-meson decays exhibit interesting hints of discrepancies from the Standard Model predictions. More precisely, data seem to indicate a non-universal behaviour of the different lepton species in such processes. I will show how all the different hints provide a coherent picture, indicating the existence of a new flavor non-universal interaction, i.e. an interaction distinguishing the different fermion families. The implications of these findings for the ultraviolet completion of the Standard Model, and for future searches of new physics both at low- and at high-energies are also briefly discussed.