



interact
One unique Business Approach

360° d'espace pour développer vos projets New Media.

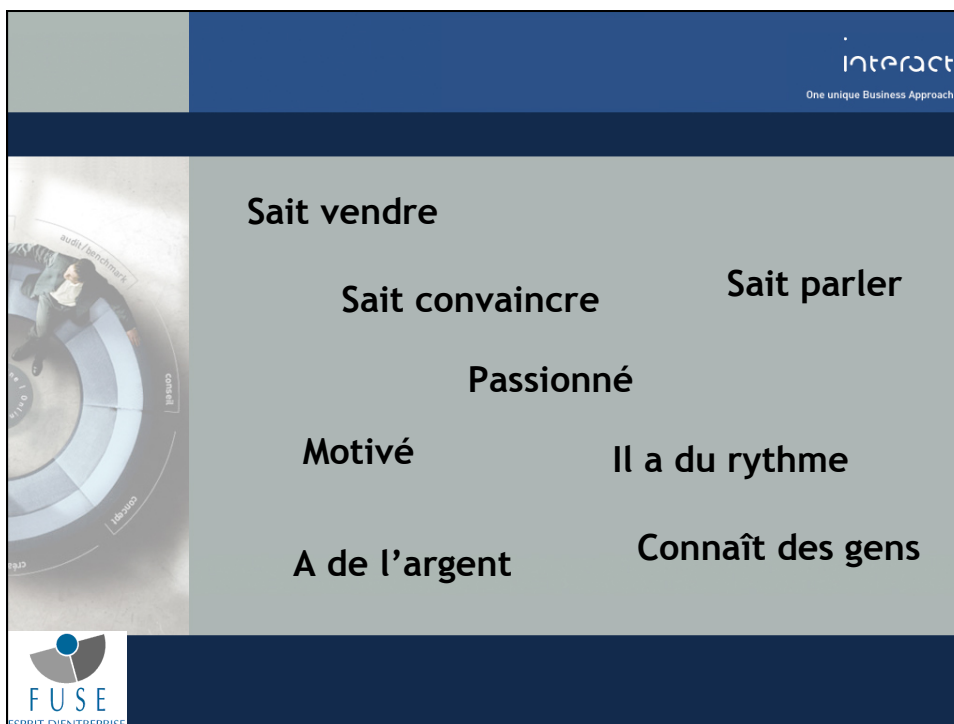
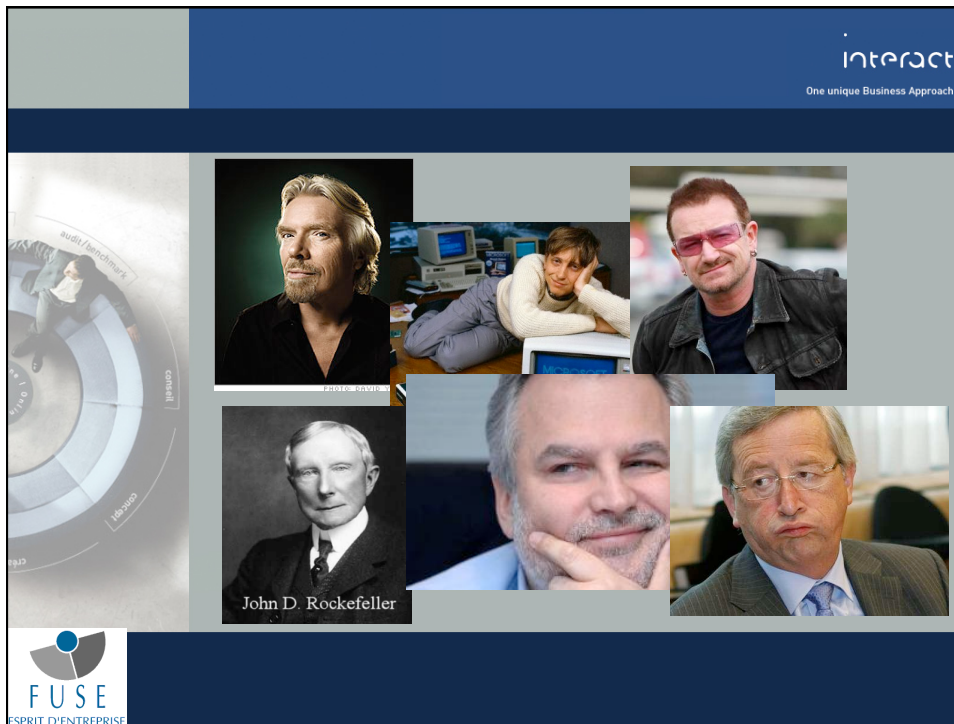
Daniel Eischen
Administrateur délégué & CEO
Interact s.a.
deischen@interact.lu

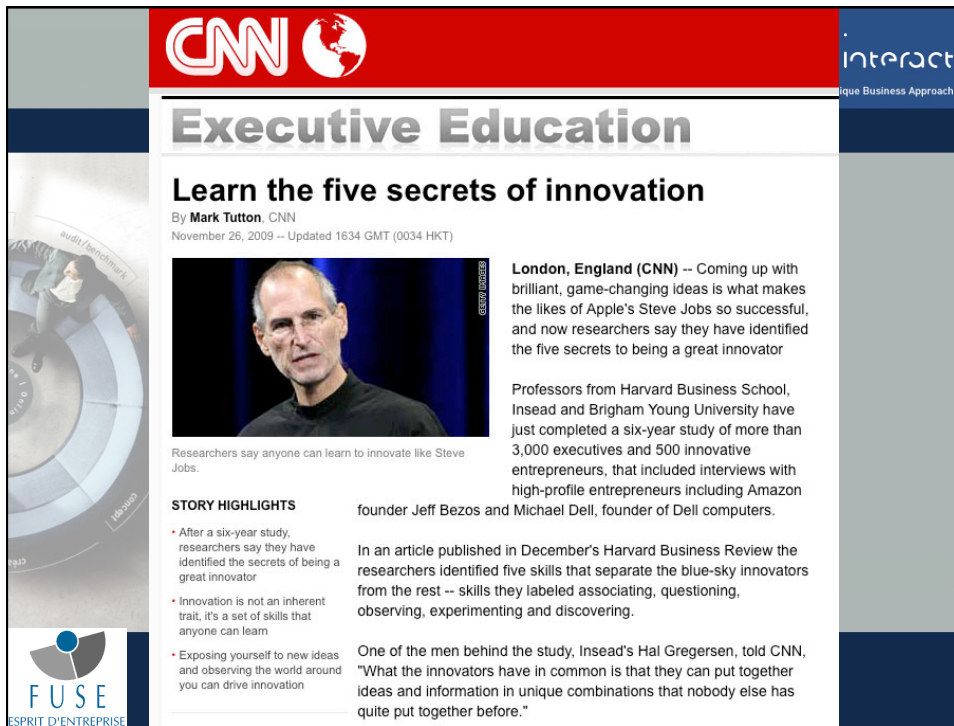



interact
One unique Business Approach

L'entrepreneur!








CNN 

Interact
Unique Business Approach

Executive Education

Learn the five secrets of innovation

By **Mark Tutton** CNN
November 26, 2009 -- Updated 1634 GMT (0034 HKT)



Researchers say anyone can learn to innovate like Steve Jobs.

STORY HIGHLIGHTS

- After a six-year study, researchers say they have identified the secrets of being a great innovator
- Innovation is not an inherent trait, it's a set of skills that anyone can learn
- Exposing yourself to new ideas and observing the world around you can drive innovation

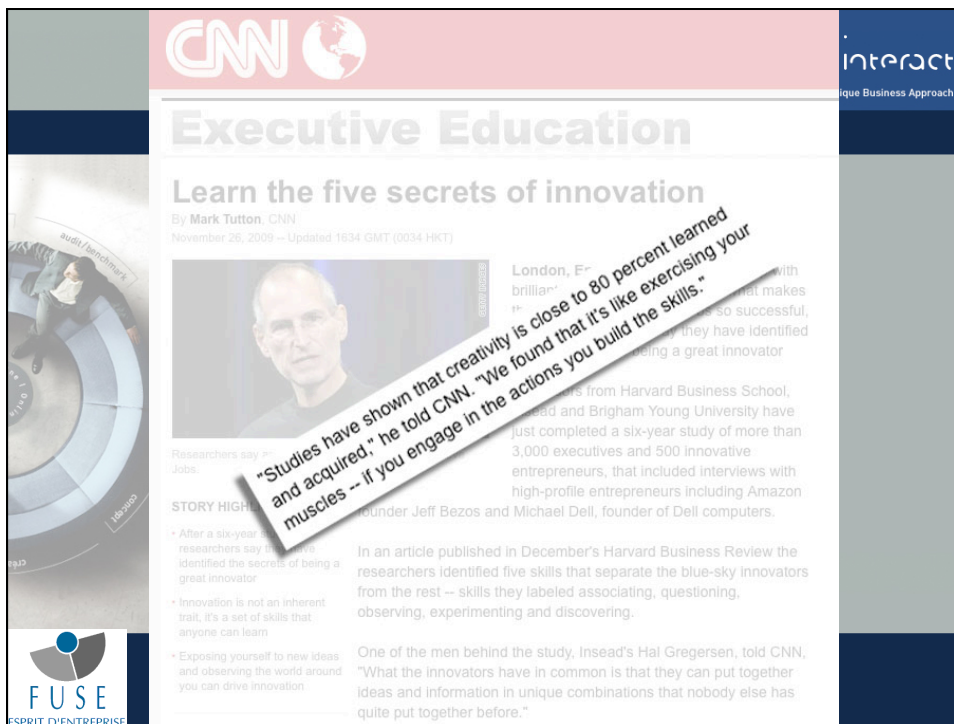
London, England (CNN) -- Coming up with brilliant, game-changing ideas is what makes the likes of Apple's Steve Jobs so successful, and now researchers say they have identified the five secrets to being a great innovator


Professors from Harvard Business School, Insead and Brigham Young University have just completed a six-year study of more than 3,000 executives and 500 innovative entrepreneurs, that included interviews with high-profile entrepreneurs including Amazon founder Jeff Bezos and Michael Dell, founder of Dell computers.

In an article published in December's Harvard Business Review the researchers identified five skills that separate the blue-sky innovators from the rest -- skills they labeled associating, questioning, observing, experimenting and discovering.

One of the men behind the study, Insead's Hal Gregersen, told CNN, "What the innovators have in common is that they can put together ideas and information in unique combinations that nobody else has quite put together before."

FUSE
ESPRIT D'ENTREPRISE




CNN 

Interact
Unique Business Approach

Executive Education

Learn the five secrets of innovation

By **Mark Tutton** CNN
November 26, 2009 -- Updated 1634 GMT (0034 HKT)



Researchers say anyone can learn to innovate like Steve Jobs.

STORY HIGHLIGHTS

- After a six-year study, researchers say they have identified the secrets of being a great innovator
- Innovation is not an inherent trait, it's a set of skills that anyone can learn
- Exposing yourself to new ideas and observing the world around you can drive innovation

London, England (CNN) -- Coming up with brilliant, game-changing ideas is what makes the likes of Apple's Steve Jobs so successful, and now researchers say they have identified the five secrets to being a great innovator

Professors from Harvard Business School, Insead and Brigham Young University have just completed a six-year study of more than 3,000 executives and 500 innovative entrepreneurs, that included interviews with high-profile entrepreneurs including Amazon founder Jeff Bezos and Michael Dell, founder of Dell computers.


In an article published in December's Harvard Business Review the researchers identified five skills that separate the blue-sky innovators from the rest -- skills they labeled associating, questioning, observing, experimenting and discovering.

One of the men behind the study, Insead's Hal Gregersen, told CNN, "What the innovators have in common is that they can put together ideas and information in unique combinations that nobody else has quite put together before."

FUSE
ESPRIT D'ENTREPRISE

"Studies have shown that creativity is close to 80 percent learned and acquired," he told CNN. "We found that it's like exercising your muscles -- if you engage in the actions you build the skills."

interact
One unique Business Approach



Pourquoi?

FUSE
ESPRIT D'ENTREPRISE

interact
One unique Business Approach

Pourquoi?



Women Money Friends

FUSE
ESPRIT D'ENTREPRISE

The screenshot shows the TIME magazine website interface. At the top right, the 'Interact' logo and tagline 'One unique Business Approach' are visible. Below this, a dark blue banner contains the word 'Pourquoi?' in white. The main content area features a large article titled 'HE DID IT AGAIN!' with a sub-headline 'Daniel Eischen: King of the World'. The article text includes: 'Actor, director and former bartender, Eischen goes to Joe Stein's house for dinner and explains how he plays the game - George Clooney's Oscar Pool Picks'. To the left of the article is a vertical image of a person on a circular platform with the word 'Heritage' repeated. At the bottom left of the screenshot is the 'FUSE' logo with the tagline 'ESPRIT D'ENTREPRISE'. At the bottom right, the text 'Fame!!!!!!' is displayed in a large, bold, white font.

This screenshot uses the same layout as the one above, but instead of the TIME article, the central area is filled with the word 'Idée' (French for 'idea') repeated in various colors (purple, green, blue, black, red) and sizes. The word 'Idée' is arranged in a way that suggests a collection or abundance of ideas. The 'Interact' logo and 'Pourquoi?' banner remain at the top, and the 'FUSE' logo is at the bottom left. The text 'Fame!!!!!!' is not present in this version.

interact
One unique Business Approach

Projet



Idée
Besoin
Talent
Support






Marché
Demande

FUSE
ESPRIT D'ENTREPRISE

interact
One unique Business Approach

Projet




Original Apple II

FUSE
ESPRIT D'ENTREPRISE

interact
One unique Business Approach

Projet



FUSE
ESPRIT D'ENTREPRISE

interact
One unique Business Approach

Volet administratif

- Qualifications
- Forme de la société à créer?
- Financement aujourd'hui et demain
- Constitution de la société
- Autorisation de commerce
- Bureaux, locaux, infrastructures...
- Investissements matériel
- RH
- Compta & administration
- Day 2 Day





FUSE
ESPRIT D'ENTREPRISE

interact
One unique Business Approach




Volet financier


- Mon banquier à moi
- Mon argent à moi
- Ma grand-mère à moi
- Mes partenaires
- Mes besoins financiers
- Mes accords fournisseurs/clients
- Mon accord avec moi-même (salaire)
- Les autres...
- La fête de Noël



interact
One unique Business Approach


GO!






One unique Business Approach


A propos de nous



- 14 années sur le marché
- De la « 2-men-startup » au Top-5
- 50 personnes employées
- Une claire orientation: marketing & com
- Modèle d'entreprise basé sur l'innovation
- Modèle commercial basé sur le relationnel
- Modèle de gestion basé sur le contrôle




ESPRIT D'ENTREPRISE



One unique Business Approach

Notre structure



Knowledge Creativity

The Factory Group

Through the line marketing and communication

Technology Sustainability



Sustainable Development

Quest

Market Research

exxus

Marketing Consulting

concept factory


Advertising & Design

interact


New Media & Technology


Network membership:













ESPRIT D'ENTREPRISE

Interact s.a. • Daniel Eischen
deischen@interact.lu

9


Startup

- Basé sur un business plan concret
- Basé sur une approche commerciale claire
- Basé sur une vision de la clientèle
- Basé sur un plan de financement prudent
- Auto-financement
- Financement par chiffre d'affaires/projets




interact
One unique Business Approach


Evolution



- Investissement « soft » (-> know-how)
- Extrême rigueur pour investissements « hard » (-> infrastructures & matériel)
- Plan d'investissement en phase avec « business model » et plan d'évolution
- Relation bancaire prioritaire (-> création de confiance et de partenariat)
- Gestion de frais rigoureuse




FUSE
ESPRIT D'ENTREPRISE




interact
One unique Business Approach

Problèmes



- “It’s all about people »
- Croissance
- Organisation et suivi
- Concurrence
- Self-marketing
- « One good idea per day »
- Temps & ambitions



FUSE
ESPRIT D'ENTREPRISE

interact
One unique Business Approach

Vision

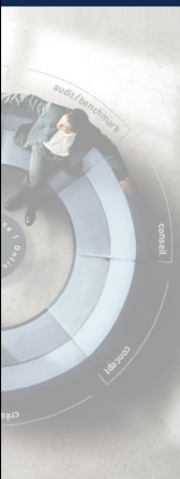


- Re-engineering continuuel
- Évolution de la structure entrepreneuriale en phase avec les processus d'innovation produits & services
- Self-evaluation et benchmark externe
- Création de valeur d'entreprise
- Renforcement positionnement
- Gestion des liquidités


FUSE
ESPRIT D'ENTREPRISE

interact
One unique Business Approach

En résumé



- Cela a marché
- Si c'était à refaire.... Oui!



FUSE
ESPRIT D'ENTREPRISE