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

**FUSE**  
Séminaire Création Entreprise  
11 février 2011



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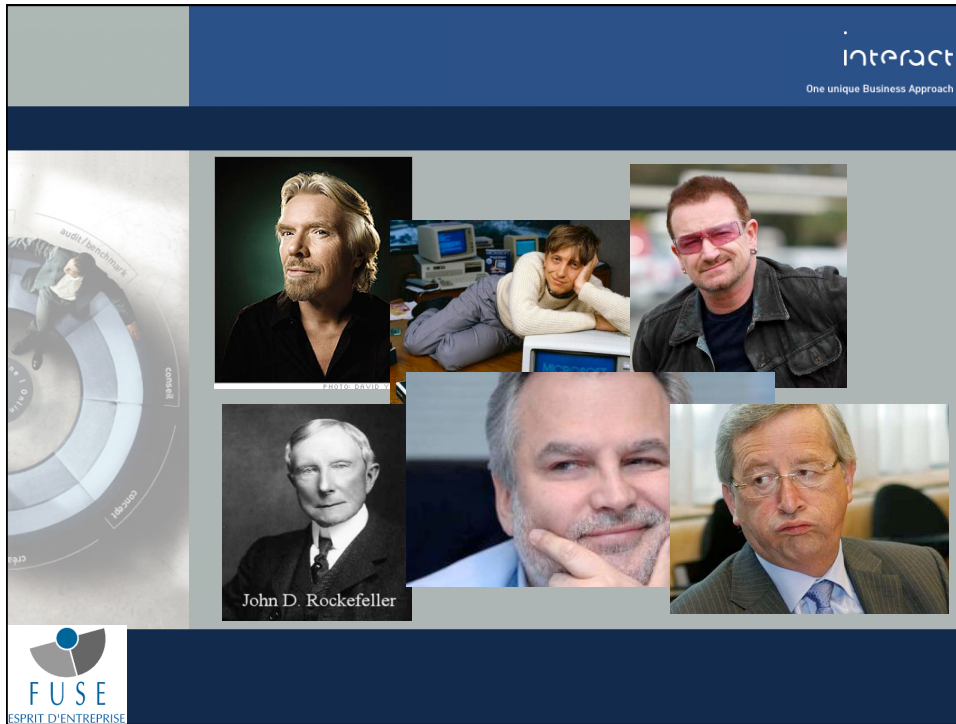
**L'ABC de l'entrepreneur**  
la personne - le projet  
le volet administratif - le financement - GO



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**L'entrepreneur!**







# L'entrepreneur!



**Sait vendre**

**Sait convaincre**      **Sait parler**

**Passionné**

**Motivé**      **Il a du rythme**

**A de l'argent**      **Connaît des gens**

**CNN**  **Interact**  
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## 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."




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## Executive Education

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**"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."**



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pourquoi / benchmarks  
Ressources  
Ressources

# Pourquoi?

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Pourquoi?

Idée Idée Idée Idée  
Idée Idée Idée  
Idée Idée Idée  
Idée Idée Idée

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Pourquoi?



# Idée

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Projet



**Idée**  
**Besoin**  
**Talent**  
**Support**



**Marché**  
**Demande**

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## Projet




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## Pourquoi?

# Volet administratif



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### 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

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### Pourquoi?





# Volet financier

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## 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**




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## GO!



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## 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

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## Notre structure



**The Factory Group**  
Through the line marketing and communication

Knowledge		Creativity
Technology		Sustainability

sustain	Quest	exxus	interact	concept factory
Sustainable Development	Market Research	Marketing Consulting	New Media & Technology	Advertising & Design


  

Network membership:

Mobile Marketing	IT Integration	Mobile Internet	Electronical Communication
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Where knowledge meets creativity



Knowledge — Creativity — Technology — Sustainability


The Factory Group




Through the line marketing and communication - [www.thefactorygroup.com](http://www.thefactorygroup.com)


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## 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








### 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



### Problèmes



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



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## 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





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## En résumé



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



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