Global Venture Lab 2016, Berkeley

Turning students into brave entrepreneurs: the 45-year experience with the HEC Entrepreneurs method

Olivier Younès, PhD, Affiliate Prof @ HEC, founding CEO @ EXPEN

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1. The Speaker
2. HEC Entrepreneurs within HEC Paris
3. HEC Entrepreneurs’ Program
4. Next step
Member of:

One-stop shop advisory and CPA company for

Entrepreneurs and Venture Capital

Entrepreneurs
- Business Plan
- Strategy
- Fund raising

Venture Capital
- Due diligence
- Legal Audit
- Company’s valuation

Source: www.expen.com
• Inception in 2013 (2.5 years) - 3 partners – team of 10
• 30+ tech transactions advised for a total of 90M€+
• Best due diligence Advisor (Acquisition International)
• Top 15 Fund raiser (Leaders’ League)
• Top 15 Transaction Services (Leaders’ League)
• Top 15 Company’s valuation (Leaders’ League)
• Top 30 Influencers in innovation (MIT)
• Top 100 Leaders in finance in Europe (Décideurs)
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HEC Paris - Business School

#1 European Business School
#5 World Institution

*Times Higher Education - Alma Mater Index 2013*
(Number of CEO among Fortune 500 companies)

#1 Business School in Europe

*Rankings 2013*
HEC Paris Campus
15 miles out of Paris - 300 acre Campus
HEC Paris - A blue Chip’s CEO track-record

Jean-Paul Agon
L’Oreal

Stéphane Richard
Orange

Henri Proglio
EDF

Rémy Pfimlin
France Télévisión

Rodolphe Belmer
Canal +

François Henri-Pinault
Kering Group

Henri de Castries
AXA

Mercedes Erra
Havas

Aline Sylla-Walbaum
Christie’s

François Hollande
France

Confidential | younes@hec.fr
HEC Entrepreneurs
How to turn students into brave entrepreneurs?
HEC E. within HEC Paris: Similarity Base line & Mantra

• HEC Paris
  • “The more you know the more you dare”

• HEC E. original mantra
  • “Push them overboard, they will learn to swim”

• HEC E.’s students proposition
  • “Push them out of the window, they will learn to fly”
HEC E. within HEC Paris: Singularity Role Model & Related KPI

Role Model
- HEC Paris: CEO
- HEC E: Entrepreneur

KPI
- HEC Paris: 1st year salary in an existing company
- HEC E: Launch of a new venture within 12m
HEC E. within HEC Paris: Consequence

The recruiting process
• 1/3 - From HEC Paris
• 1/3 - Engineers
• 1/3 - Other profiles (pharma, law, politics...)

... and the program!
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Structure of the program: The 4 salient stages of a company
1. Trek 1 in the Jura
2. **Mission 1:** Start up
3. LEX Silicon Saclay
4. Self-awareness
5. **Mission 2:** Recovery
6. Navy – Crisis management
7. Department store – Hard sell during XMas
8. Trek 2 in the Jura + personal startup pitch
9. **Mission 3:** LBO
10. Service - Waiters in restaurants
11. **Mission 4:** Scale up
12. LEX Silicon Valley
13. **Launch of the student’s startup (80%) or « right-hand » Internship (20%)**
14. Courses (6 themes over the year) and testimony
15. **Profesional Thesis**
Focus 1/5: Jura Treks (Sept + Jan)

• Trek 1: walk / climb 100km in 5 days to know each other
• Trek 2: skiing + testimony + pitch / team-up on startups
Focus 2/5: LEX @ Silicon Saclay (Oct)
Focus 3/5: Self-awareness (Oct)

• Get inspired by others’ life @ the Collège des Bernardins
• Know yourself – Become entrepreneur of one’s own life
Focus 4/5: Navy (Nov)

• X-fertilization with the Navy / Commandos
• Compare the crisis management approaches
Focus 5/5: LEX @ Silicon Valley (April)
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Next step

• Consolidate the Paris Saclay cluster
• Develop partnerships abroad, eg. w/Berkeley
• Switch a part of the program into english
Thank you – Q&A