

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

The logo for HEC Paris, featuring the letters 'HEC' in a large, bold, black serif font, with 'PARIS' in a smaller, bold, black sans-serif font below it. The background is a blurred image of a building facade with yellow and white tones.

HEC
PARIS

Friday 8 January 2016, Berkeley

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2. HEC Entrepreneurs within HEC Paris
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EXPEN

**EXPertise &
ENTrepreneuriat**

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affiliated to





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

EXPEN

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ENTrepreneuriat**



Olivier Younès



Valentin Salcedo



Patrick Berger

- 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 Pfmilin
France Télévision



Rodolphe Belmer
Canal +



François Henri-Pinault
Kering Group



Henri de Castries
AXA



Mercedes Erra
Havas



Aline Sylla-Walbaum
Christie's



François Hollande
France

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...)

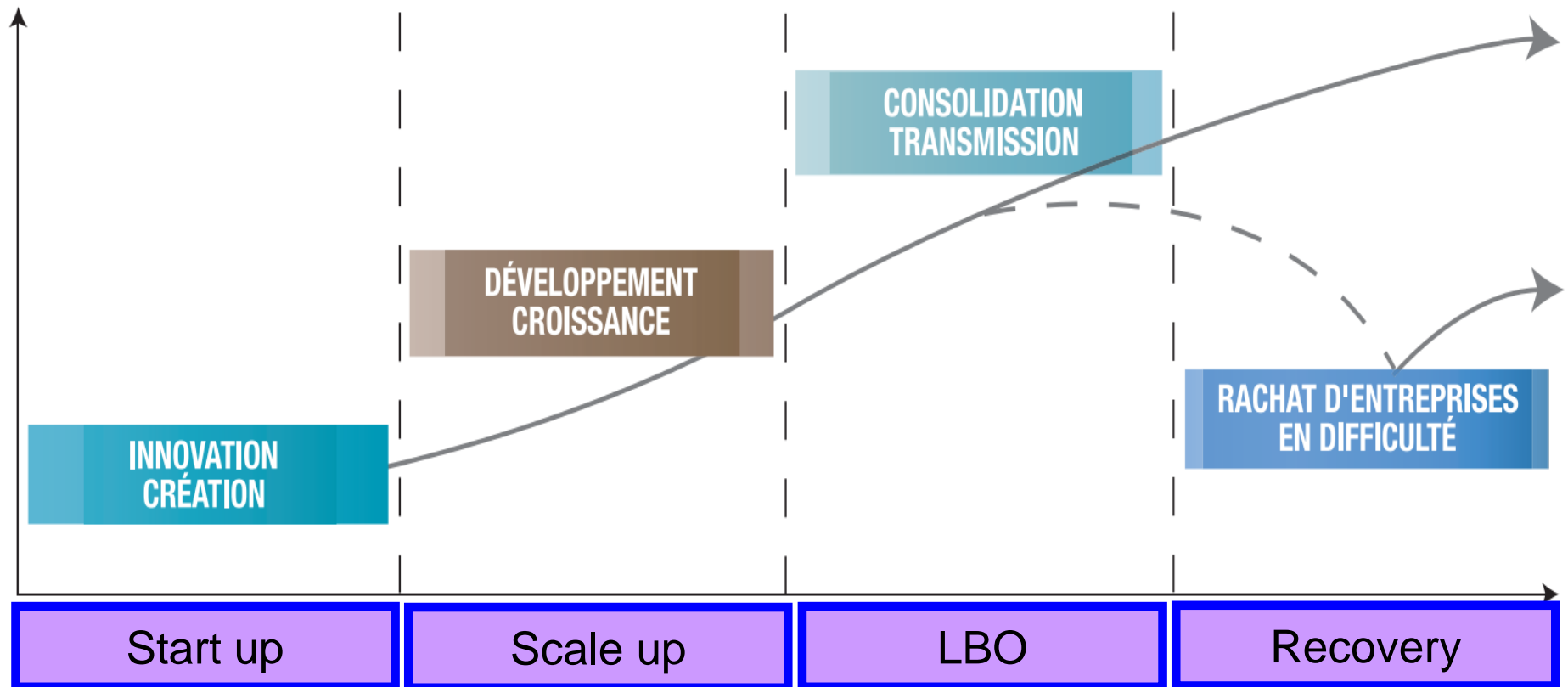
... and the program!

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Structure of the program: The 4 salient stages of a company



Pedagogic sequence of 15

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. **Professional Thesis**



Optional tracks

Digital, Berkeley, Impact Entrepreneurship

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



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