

Week of Entrepreneurship, Research and Innovation Semaine de l'Entrepreneuriat, Recherche et de l'Innovation

Week 10 - From Monday, May 30 until Friday, June 3
Semaine 10 - Du lundi 30 mai au vendredi 3 juin

Programme envoyé par email - inscription via Doodle

Program sent by email - registration via Doodle

As part of the week of entrepreneurship, research and innovation, IFM students, IFM alumni, professors and selected external speakers will present their company, their business project or a theme in 15 minutes. Discover and exchange new ideas around challenges related to entrepreneurship and business.

Dans le cadre de la semaine de l'entrepreneuriat, recherche et de l'innovation, les étudiants, les anciens étudiants, les professeurs de l'IFM et des intervenants externes sélectionnés présenteront leur entreprise, leur projet d'entreprise ou une thématique en 15 minutes. À découvrir et échanger de nouvelles idées autour des défis liés à l'entrepreneuriat et l'entreprise.

**Lundi 30 mai - Salle 410
13h00 à 13h30**

Kryptosphère

Bilong Daniel, BBA étudiant 3ème année

Kryptosphère est un écosystème conçu pour démocratiser les cryptomonnaies, et permettre à tout individu de pouvoir surfer sur l'immense potentiel de ce marché, comparable à celui d'internet il y a 20 ans. Il a pour but de donner le pouvoir à chacun de comprendre ce marché, de pouvoir y investir, et même de pouvoir y entreprendre à terme. L'horizon d'investissement est le long terme, ainsi que nos perspectives de développement. Les moyens utilisés pour atteindre ses objectifs sont l'éducation à travers notre forum sur Télégram, dans lequel on discute au quotidien de l'actualité crypto, ainsi que des dizaines de tutos disponibles sur les opportunités d'investissement (nous ne fournissons aucun conseil en investissement), une initiation en format pdf, mais aussi le consulting (En fournissant les données, ainsi que portefeuille adapté au profil de chaque client, et des astuces d'optimisation de leur portefeuille d'actifs, en rappelant qu'il ne s'agit pas de conseil en investissement, et que nous n'assumons aucun risque en cas de pertes).



**Monday, May 30 – Room 410
13h30-14h00**

FitforLife

Dr Shelley, Attila, IFM Faculty

The health care sector in Saudi Arabia has been changing and developing in promising ways, partly due to the Vision 2030 broad economic strategy initiated in 2015 by the government. These developments have liberalized the health care system, giving impetus to new opportunities for entrepreneurs active in this area. The start-up enterprise which I and my partners are in the process of creating, FitforLife, addresses a very serious problem in Saudi Arabia (and the Gulf Cooperation Council (GCC)) countries in general, that of obesity, which is unfortunately worsening, especially child and adolescent obesity. FitforLife will be a chain of dedicated clinics in the major cities in the country, which will use the most up-to-date expertise to administer obesity-reduction programs tailored to an individual's specific characteristics and requirements. A key competitive advantage of our company is the participation of top obesity experts from the US and UK (who may coinvest and be available as advisors). In addition, a number of Saudi-based medical professionals with extensive obesity-treatment experience in the Gulf will be on the staff of FitforLife on a permanent basis. An additional advantage are the extensive relationships established by one of the co-founders with the Saudi health authorities and in the health insurance industry, thereby facilitating the regulatory approval process. We are currently writing the business plan for the venture, and are in preliminary discussions with the clinicians regarding the precise services they will provide and the modalities of cooperation. We expect to have the first clinic up and running by spring/summer 2023, and will be using it also as a pilot project for the subsequent multi-year rollout throughout the country.



Tuesday, May 31 – Room 410
13h00-13h30

L'esprit entrepreneurial

Dr Baer, Tiffany, Life Coach, professeur à l'IFM

L'entrepreneuriat est à la mode, donnant l'image de l'aventurier intrépide qui suit sa propre voie. Mais on ne voit souvent que la pointe de l'iceberg à savoir le succès, sous-estimant grandement l'investissement, les échecs et les efforts des entrepreneurs. Se lancer dans l'aventure de l'entrepreneuriat nécessite plus que de l'audace, il faut de l'endurance, de la persévérance, de la résilience et par-dessus tout une forte vision personnelle. Qu'est-ce qui vous empêche de passer cette étape ? Pourquoi et comment définir votre vision d'entrepreneur ? Et comment agir au quotidien pour garantir votre réussite ? En optant pour une discipline adéquate, vous serez le/la premier/e surpris/e de vos résultats. Découvrez le véritable état d'esprit de l'entrepreneuriat et obtenez les astuces et les clés pour développer vos compétences à bâtir votre succès pour l'avenir!



Tuesday, May 31 – Room 410
13h30-14h00

Glauser Business Partner

Glauser Arnaud, Thomas Chamagne, BBA year 1 students

Glauser Business Partner is a company that offers business advice for various small clients and is active in company registration and legal advice. It was founded by Arnaud Glauser, an undergraduate student at IFM Business School. He will give a short presentation of this recent company that he launched together with Thomas Chamagne, also a bachelor student at IFM.



GLAUSER
BUSINESS PARTNER

**Wednesday, June 1 – Room 410
12h45-13h30**

MNY MSTRS – Money Masters

Elmira Gazizova, Digital Marketing Manager and Ekta Sikder, product owner

Launched in 2021, Money Masters App was built to help you to learn and build a world where everyone can knowledgeably and confidently participate in the world of money.

Just like Duolingo helps with learning a new language, Money Masters App helps anyone learn to speak the language of money and have a little fun at the same time.



**Wednesday, June 1 – Room 410
13h30-14h00**

Marmenia SARL

Dr Alheritiere, Cyrille, IFM Faculty

Marmenia SARL was founded to help entrepreneurs of small & medium enterprises (SMEs) to prepare to hand over the reins of their company to acquirers or to the future generation. Faced with this task, too many entrepreneurs have little choice to either turn to mainstream Management Consultants, often too onerous for SMEs or to transaction-focused M&A boutiques who generally only cover the late stage of the transaction. Join us to discover this fascinating topic and join the entrepreneurial journey.



**Thursday, June 2 – Room 410
13h00-13h30**

**Entrepreneurship Fulfilment and Challenges
Caracciolo, Michele, Career Coach, IFM Faculty**

The presentation tackles the setting up of a company in Switzerland and the crafting of a business idea that is financially sustainable. Michele shares all the obstacles that he found in creating his own PR agency with his associate and the creation of a take-away pizzeria with other friends. Those are two totally different businesses. The focus is on the selling proposition, how to find clients, how to hire people and all the administrative tasks related. Furthermore, the presentation is about the choice of being self-employed with all the advantages and disadvantages that it brings.



**Thursday, June 2 – Room 410
13h30-14h00**

**Uzuffy
Romain Kirchof, CEO**

UZUFLY founder will present this start up that provides ultra-detailed 3D modeling of territories by aerial imagery using drones. Uzuffy offers an all-in-one solution for the planning and communication of your urban development, construction and virtual reality projects. Applications for urban planning, gaming, virtual reality, culture etc.

uzuffy

Vendredi, 3 juin - Salle 410
11h30-12h00

EyesSnap

Mr. Nicolas Cubaud, professeur à l'IFM

Eyesnap accompagne les organisations industrielles dans la digitalisation de leurs processus métiers et dans l'amélioration de la collaboration homme-machine. Pour répondre aux besoins des professionnels de terrain (maintenance, inspection, service client, service juridique ..), EyeSnap édite des logiciels de reconnaissance d'image permettant d'accéder à des informations métiers complexes à partir de l'analyse de photos et de vidéos.



Vendredi, 3 juin - Salle 410
12h00-12h30

InHive Inc. Sarl

Glauser Arnaud, BBA year 1 student

With the participation of Alexandre Crespo - DRH et Dylan Hebreard - Operating Officer

InHive Inc. Sarl fondée par Arnaud Glauser, étudiant en bachelor à l'IFM Business School, propose tout un écosystème de produits de digitalisation et de Digital Marketing : Création de site web, Digitalisation de processus, Growth hacking, SEO, SEM, Adds, Mailing . Ils utilisent un système de partenariat innovant pour coordonner avec leurs fournisseurs de services partout dans le monde entier et fournir la meilleure valeur à leurs clients.



**Friday, June 3 – Room 410
12h30-13h00**

WindShape
Guillaume Catry, CEO

WindShape designs, manufactures and operates digital wind facilities – an innovative alternative to wind tunnels. The technology invented and developed in Geneva, Switzerland, enables indoor free flight testing of drones in any wind and weather conditions – a condition to develop better and safer drones. WindShape is a facilitator and an enabler for the drone industry with the main goal: solving the problem of drone performance benchmarking, certification and yearly inspection.



**Friday, June 3 – Room 410
13h00-13h30**

Freely Handustry SA
Arndt, Marcel Arndt & Puyo, Lea, IFM alumni class 2014

Both founders, when students at IFM Business School, they founded Freely from their bachelor project to the creation of a viable SME. Being vegan (Léa) and gluten & lactose intolerant (Marcel), they wanted to combine their quirks to create biscuits that bring people together. Their principal objective is to tickle your taste buds no matter what your cravings or constraints. To achieve that, they only use organic ingredients that are free from gluten, dairy, eggs, and soy. Furthermore, they don't use palm oil or any animal-derived products.



**Friday, June 3 – Room 410
13h30-14h00**

**Écurie Freca, G4 Racing
Gnos Quentin, MBA student**

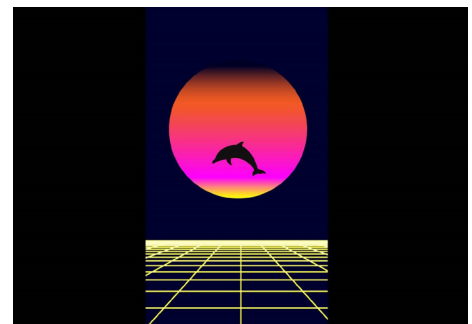
G4 Racing is a F3/Freca racing team, providing mechanical, logistical support, coaching and services to young semi-professional drivers who are competing in order to reach Formula 1. The company is a business located between Switzerland and Spain, founded 4 years ago by Quentin Gnos (currently undertaking MBA at IFM). This presentation will focus on the real experience of starting a business, focusing on concrete examples and experiences.



**Friday, June 3 – Room 410
14h-14h30**

**Cosmic Dolphins Corporation
Alami, Adam, MBA Alumnus class 2021**

The Cosmic Dolphins Corporation is based in Switzerland where neutrality allows us to provide better privacy and security-oriented solutions. We have founded the company because after the Whatsapp Privacy scandal in January 2021, we decided it was enough and we had to step in to provide users with real solutions.



Merci à tous pour votre participation à la première édition de la Semaine l'Entrepreneuriat, de la Recherche et de l'Innovation.

Thank you all for your participation in the first edition of the Entrepreneurship, Research and Innovation Week.