



Claude Florin

A3 EL82, Fondateur A3 Angels, Directeur marketing HP Software
Présentation Octobre 2009 <http://a3angels.epfl.ch>

Opportunité : un réseau pour les start-ups

Pont A³ Angels

- Investissement seed
- Mentoring et contacts



> 10'000
250 labs
CDM / VPI

 ~ 90
start-ups

Region
 > 50
start-ups



A³

- > 14'000 alumni
- 110 pays
- > 50%
10-30 ans
expérience

A man with grey hair, wearing a light blue button-down shirt, is shown from the chest up in the foreground. He has a thoughtful expression, with his hand resting on his chin. Behind him is a large-scale construction site at night. The building's steel framework is illuminated by warm lights, creating a complex geometric pattern of beams and girders. The sky is dark, and the overall scene conveys a sense of industrial activity and contemplation.

La valeur des
A³ Angels ?

La valeur ajoutée des A³ Angels

	A ³ Angel mentors	A ³ Angel investor
L'expérience	<ul style="list-style-type: none"> ✓ Entrepreneurs expérimentés ✓ Cadres supérieurs 50+ ✓ 20 membres en 2010 	<ul style="list-style-type: none"> ✓ 40-50+ ans ✓ professionnels actifs ou en transition ✓ 15 membres en 2009
Le mentoring	<ul style="list-style-type: none"> ✓ 5 jours/an niveau direction générale ✓ 5 start-ups ✓ >4h/mois 	<ul style="list-style-type: none"> ✓ Réseau, spécialistes dans le domaine de compétence professionnel
L'investissement		<ul style="list-style-type: none"> ✓ 10-50kCHF /an ✓ 3 ans, en groupe
Motivations et valeurs	<ul style="list-style-type: none"> ✓ Relations sociales ✓ Revenus ✓ Mentoring ✓ Intérêt technologie et régional 	<ul style="list-style-type: none"> ✓ Participation a l'entrepreneuriat ✓ Contribution ✓ Partage de succès et revenus

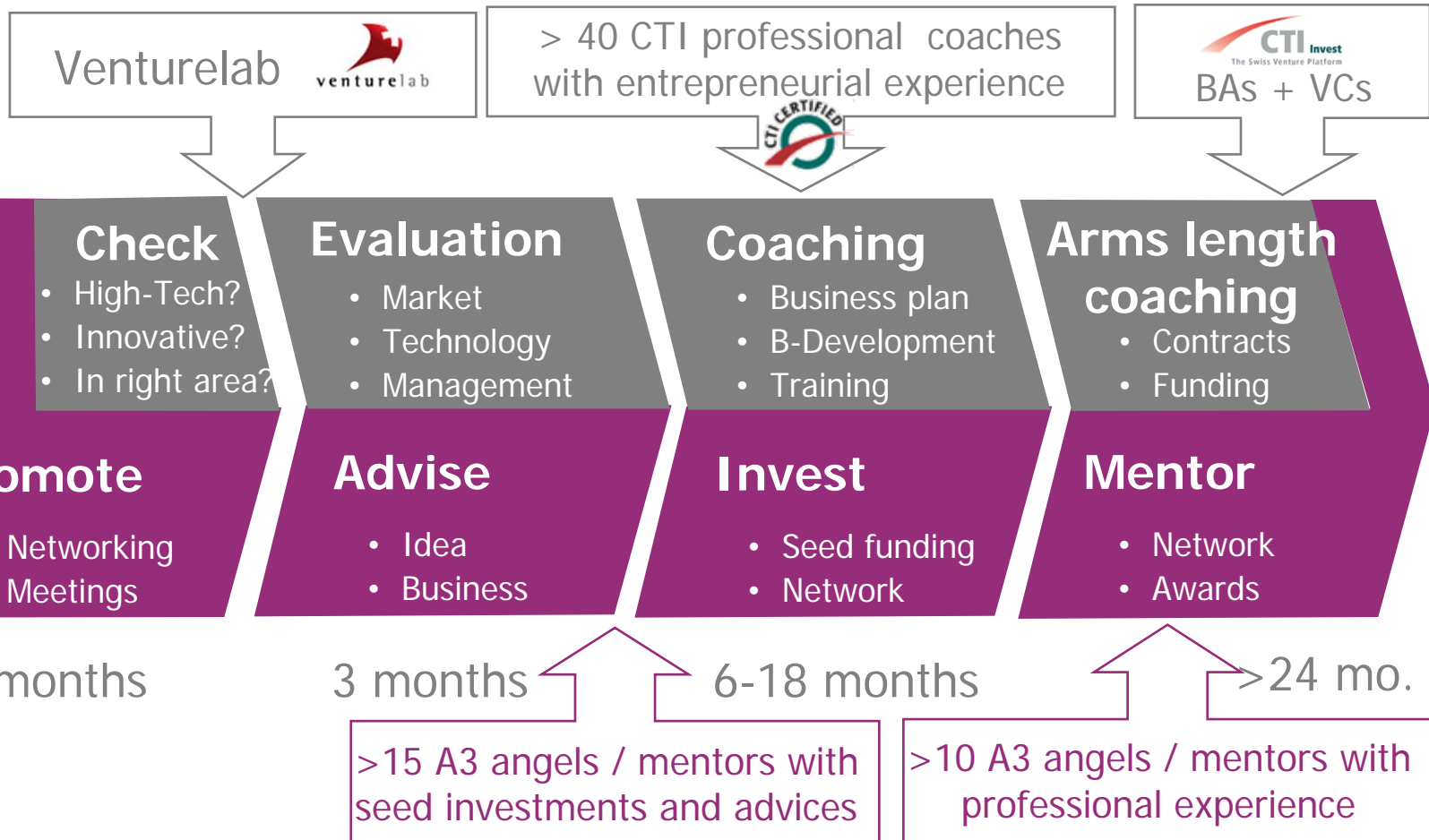
Objectifs et intérêts des mentors : expertise et contributions souhaitées

Engineering	Marketing & sales	Operations
<ul style="list-style-type: none"> ✓ Market research ✓ Standards ✓ Engineering talent ✓ Alpha, Beta, GA ✓ QA 	<ul style="list-style-type: none"> ✓ Value proposal ✓ Competitive position ✓ Lead generation ✓ Pipeline ✓ Sales & channels 	<ul style="list-style-type: none"> ✓ Field operations ✓ Customer service ✓ Customer satisfaction ✓ Lifetime value
Team coaching		Finance & Admin
<ul style="list-style-type: none"> ✓ Interview ✓ Recruit ✓ Manage ✓ Compensate ✓ Evaluate ✓ Develop ✓ Integrate 		<ul style="list-style-type: none"> ✓ Business models ✓ Controls ✓ Financing ✓ Plans and budgets ✓ Cash management ✓ Monitor and report ✓ Prospective



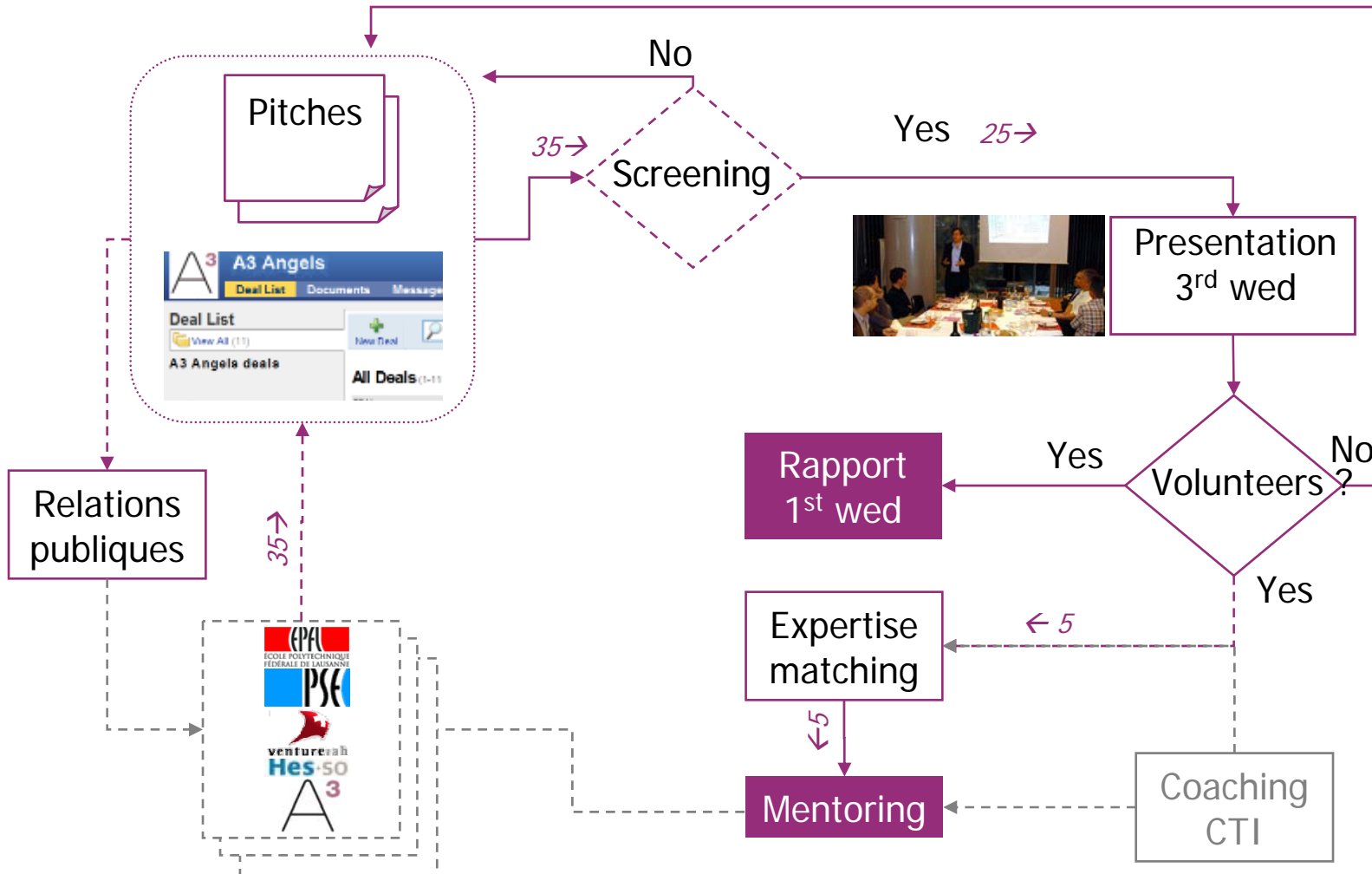
Le positionnement
des A³ Angels ?

Positionnement : value-chain



Source : CTI + A3

Rencontrer, comprendre les projets



Lancement du mentoring A3-Angels

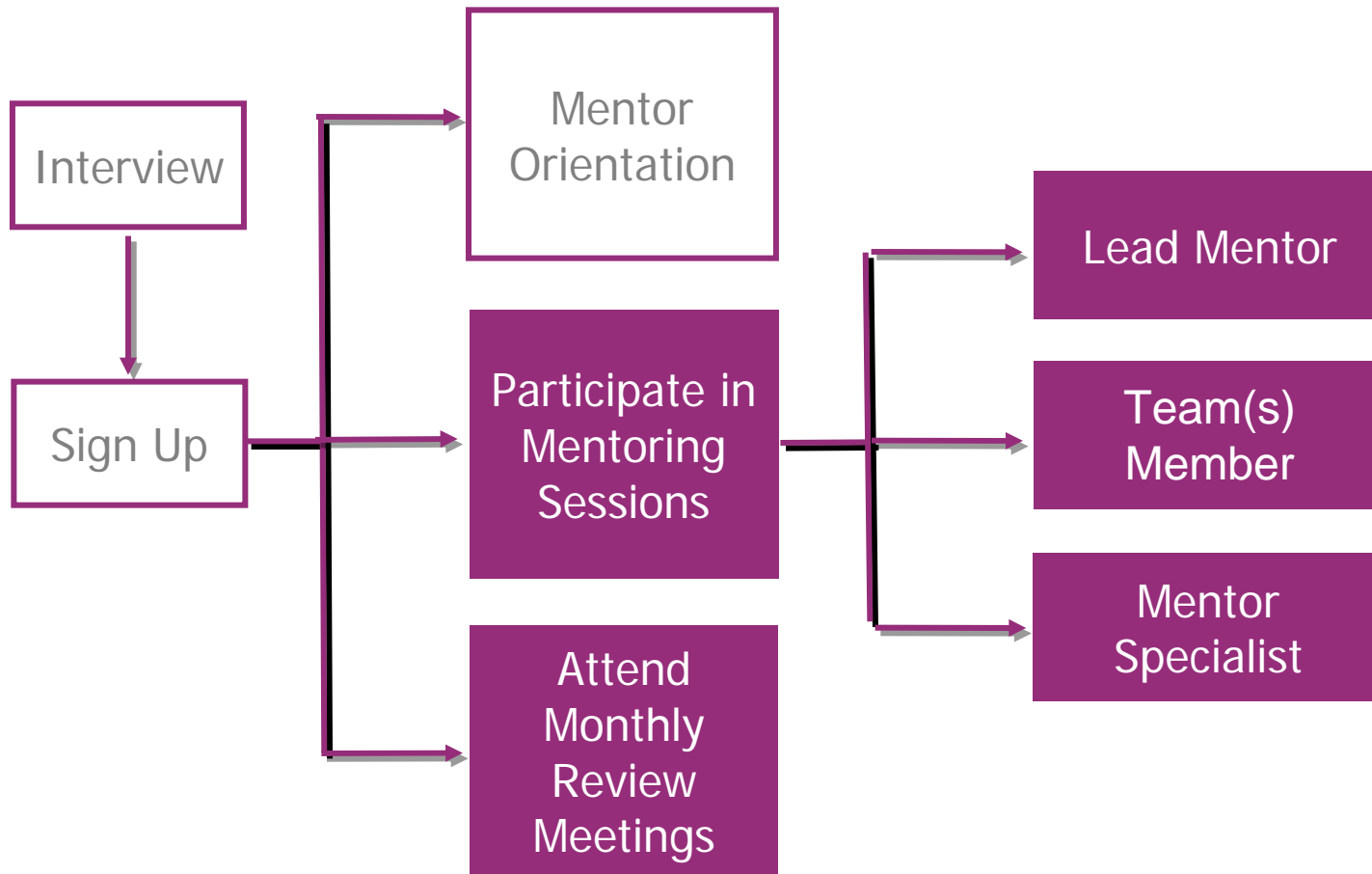
- Forum innovation EPFL, 18 Novembre :
"Mentoring, Business Angels, Proximity to the Industry: How Can We Further Help Our Entrepreneurs?"
- Sherwin Greenblatt, director, MIT Venture Mentoring Service - web.mit.edu/vms
- Philippe Eyries, chairman, Nexthink
- Jean-Philippe Lallement, PSE
- Claude Florin, Thomas Leurent, A3 Angels



Modèle MIT VMS

- 133 mentors of record
- 107 mentors
- 56% with an MIT background
- Most with startup experience
- Broad range of:
 - backgrounds
 - motivations
 - technical + industry expertise
 - business expertise
- 238 ventures of record
- 98 active ventures
- 50 launched/executing
- 6 liquidity events
- Various stages of funding - over \$520M raised
- Every field imaginable

Equipes de mentoring



Source : Jerome Smith, Co-Director, vmsoutreach@mit.edu

Engagements mentoring

- Mentors
 - 1 days of mentoring each month
 - Attend Monthly Review Meetings
 - Discretion and confidentiality
 - Adherence to guidelines
 - Role
 - Listen
 - Advise
 - Suggest
 - Anticipate
 - Troubleshoot
 - Supply Contacts
 - Role Model
- Entrepreneurs
 - Serious about learning, making progress
 - Prepared – do homework and submit agenda + materials
 - Keep in regular communication – be responsive
 - Give us the whole story
 - Don't come to us purely for \$\$\$ or connections

Comité A³ Angels



Claude Florin, EL82, Président

Directeur Hewlett-Packard, expérience internationale business développement R&D expérience in IT, medtech, télécom



Marc Gandar, IN85, Secrétaire

Conseiller Alliance, expérience Directeur informatique, Fondateur de start-up



Edmond Haiat, EL 84, Trésorier

Directeur H.Capital, 15 ans d'expérience finance et banque privée



Gregorio Bonnadio, EL08, Communication

Ingénieur système Polyright SA, fondateur Electrinfo, ancien Président Agepoly



Antoine Ghosn, EL 83, Programme d'investissement

Directeur AlmaZ Informatique , expérience de management en Suisse et multinationale.



Thomas Leurent, ME 97, Programme de mentoring

Risk Manager for BNP Paribas