

INTRODUCTION TO SUCCESSFUL ENTREPRENEURSHIP

by Pierre Bonnet

You are looking to venture into entrepreneurship, or you have already started a company and need support to reinforce your practices as an entrepreneur.

With over 30 years of experience in entrepreneurship and IT, Pierre Bonnet share the mindset of a leader who questions how to industrialize their activity to secure it and increase profitability. In 2019, he founded the startup www.drinkizz.com in the beverage industry



ENGAGE
META

First half-day

During the first half-day, I will present all my fundamental rules for increasing the chances of success in entrepreneurship. They are organized according to the META framework: **Motion** for the preparation; **Engagement** for the execution; **Treasury** for financing; and **Assurance** for governance and legal.

Second half-day

The second half-day is a working session with you to address your concerns and seek solutions on all aspects of your entrepreneurship journey. If certain topics require additional input available in my network, I will make it available to you.

Why Working With Pierre Bonnet?



With over 20 years of experience in entrepreneurship, I share the mindset of a leader who questions how to industrialize their activity to secure it, increase profitability, and scale up. In 2019, I founded the startup Drinkizz which markets an innovative drink in the natural energy segment. This activity in the physical world demands rigorous data management for manufacturing, inventory, supply chain, and sales. From the start of operations, we decided to digitalize using No-Code tools, and later, AI. With my background in computer engineering and my experience as a technology entrepreneur, I lead the Drinkizz team to succeed in its digitalization in a pragmatic way. I share with you a concrete case study rich in experience.

With over 30 years of experience in the computer industry as an expert in Enterprise Architecture and data governance, I have been working since 2022 with AI experts in Vietnam and I founded the Engage-meta think tank.

I began my career as a computer engineer with the mindset of an intrapreneur. During my first ten years in the profession, I created profit centers that helped me achieve financial independence. In 2000, at the age of 33, I founded the startup Orchestra Networks to develop a data management software. By the end of 2018, after eighteen years of entrepreneurship, my company was acquired by a major American player in the IT industry, TIBCO Software. During my entrepreneurial journey, I experienced all stages of the startup life, including fundraising, international expansion, and the exit. In 2022, I wrote the book "META Entrepreneur" which details my entrepreneurial adventure and lays out the fundamental rules that led to my success.