

PIERRE BONNET

META

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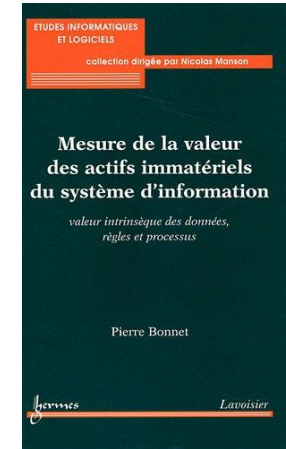
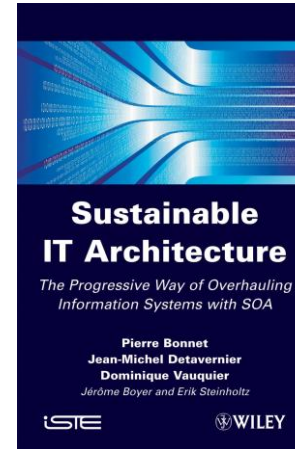
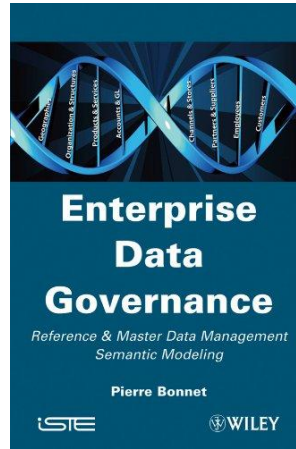
**INCREASE YOUR CHANCES
OF SUCCESS**



A VETERAN IN IT ARCHITECTURE BRINGS OVER 30 YEARS OF EXPERIENCE AND AUTHOR



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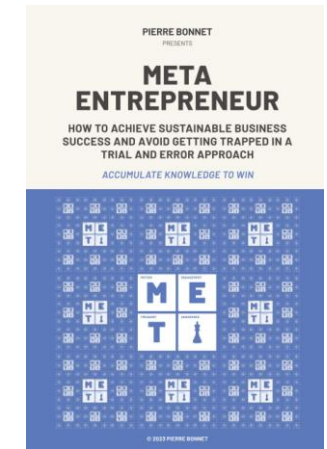


ENTREPRENEUR

IN 2000, I CREATED A START-UP IN SOFTWARE FOR DATA MANAGEMENT WITH TWO CO-FOUNDERS AND BECAME AN ENTREPRENEUR. WE SOLD THE COMPANY EIGHTEEN YEARS LATER (ORCHESTRA NETWORKS) TO AN INTERNATIONAL GROUP

EXIT END 2018 –
TRANSITION TO END 2022

TIBCO® Platform–Data Management



WHY META?

POWERFUL PREPARATION



“IT IS NOT A MOVE, EVENT THE BEST MOVE, THAT YOU MUST SEEK, BUT A REALIZABLE PLAN”,
A. ZNOSKO-BOROVSKY

Eugene Znosko-Borovsky was a Russian chess player, music and drama critic, teacher and author. Born in Pavlovsk, Saint Petersburg Governorate, he settled in Paris in 1920, and lived there for the rest of his life (Wikipedia)

FORMALIZED KNOWLEDGE

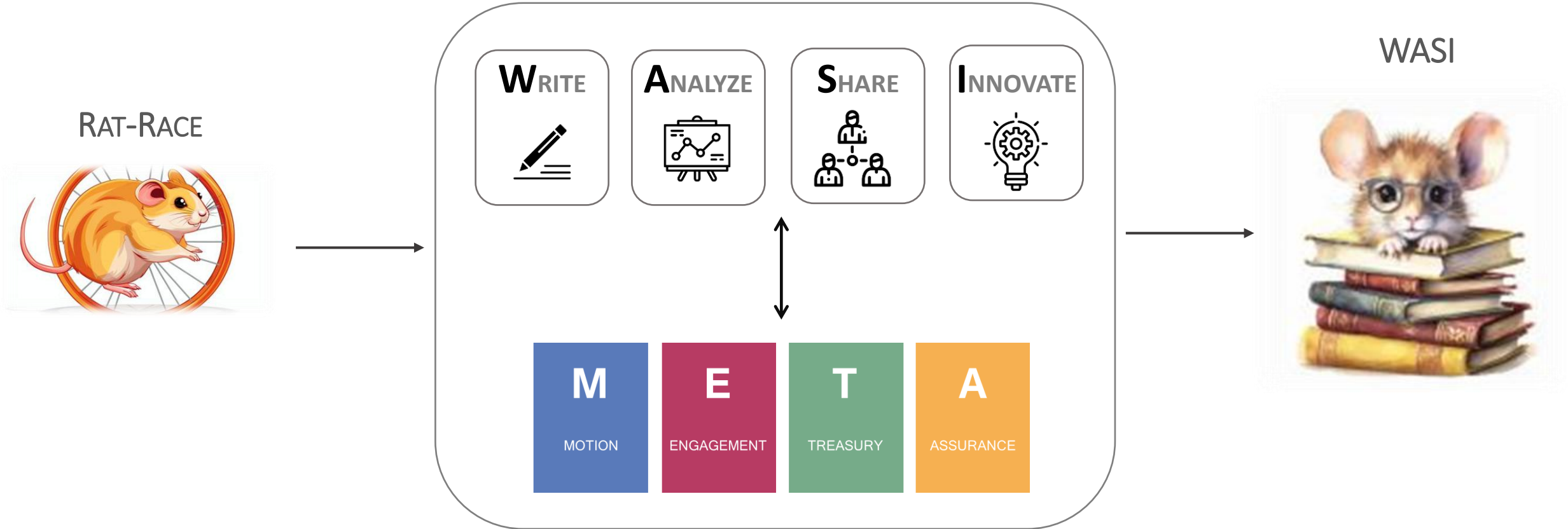


“THE MORE KNOWLEDGE YOU HAVE, THE MORE YOU'RE FREE TO RELY ON YOUR INSTINCTS”,
ARNOLD SCHWARZENEGGER

Arnold Schwarzenegger is an Austrian-American actor, film producer, businessman, retired professional bodybuilder and politician who served as the 38th governor of California between 2003 and 2011 (Wikipedia)

ANALYSIS
+
CUMULATIVE
KNOWLEDGE
=
MORE FAST AND
WINNING
ACTIONS

RAT-RACE TO WASI



ENGAGE META

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For entrepreneurs and investors

META-ENTREPRENEUR

- ✓ Mindset
- ✓ Body of practices

To augment chances of success

Based on Pierre Bonnet's experience and his network

- ✓ Founder of a software company in 2000 with exit end 2018
- ✓ Expert in data management and service-oriented architecture

For companies

TRAIDA

- ✓ Data strategy, governance, modeling
- ✓ Digitalization

To solidify IS projects

Intervention types

- ✓ **MENTOR:** Advise by a person who has already followed the path successfully
- ✓ **CONSULTANT:** Expertise (audit, advice) in an identified area

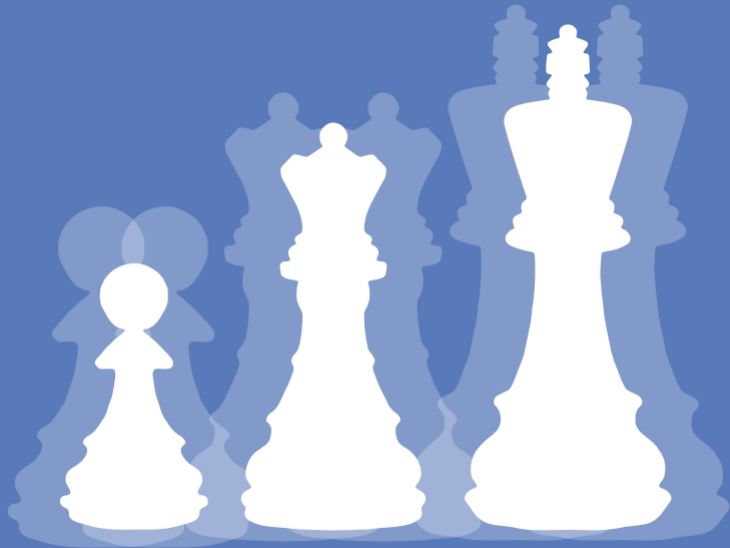
I APPLIED IT FOR MYSELF

META: Take a step back from your own experience to find what is universal and lasting

PIERRE BONNET

PRESENTS

MOTION TREASURY
META
ENGAGEMENT ASSURANCE
ENTREPRENEUR

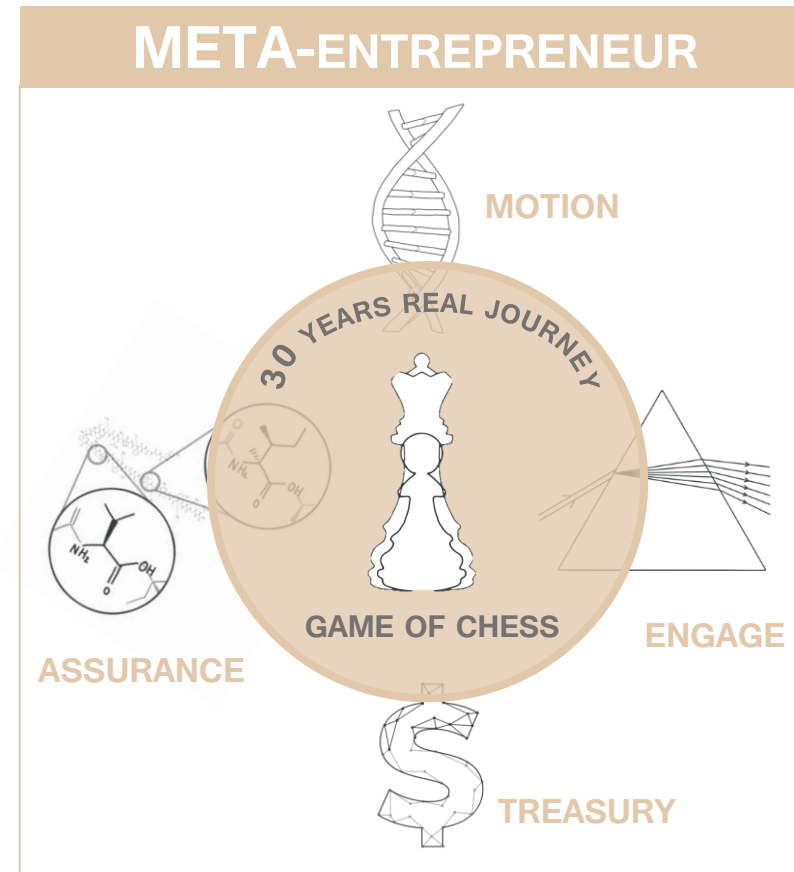


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META-ENTREPRENEUR
INCREASE YOUR CHANCES
OF SUCCESS IN YOUR BUSINESS

THE META-ENTREPRENEUR

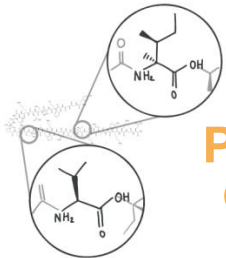
ANYONE CAN BE
SUCCESSFUL IN
BUSINESS!





ENTREPRENEUR'S DNA

5 STRANDS OF DNA



PROTECTION OF ASSETS

2 ELEMENTS OF ENDORPHIN TO REDUCE STRESS

META ENTREPRENEUR

II. LANCER

LE CHEMIN VERS L'ENTREPREURIAT

LE LANCEMENT

Point à retenir

Point à retenir

Point à retenir

Point à retenir

META ENTREPRENEUR

V. PROTÉGER

LE PACTE D'ACTIONNAIRES

PROTECTION D'ASSETS

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META ENTREPRENEUR

III. AGIR

LES TYPES DE FINANCEMENT

AGIR

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META ENTREPRENEUR

IV. FINANCER

FINANCE & INDEPENDENCE

Point à retenir

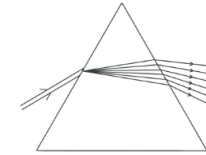
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UNIVERSAL ACTIONS

6 LIGHT ENTERING THE PRISM OF ENTREPRENEURSHIP



FINANCE & INDEPENDENCE

FUNDING TO STAY INDEPENDENT



MOTION IS

TAKE A STEP BACK ON YOURSELF



1. Career bootstrapping and path to quit the rat race
2. Willing to growth and types of activity (cofounders, size, investors...)
3. Money mindset
4. Eight intrinsic risks to master in priority
5. Obligation to act rather than a motivation

THE JOURNEY TO ENTREPRENEURSHIP p.32

- Employee
- Talent employee in a start-up
- Intrapreneur
- Employee with a side business

GROWTH AND TYPES OF BUSINESS p.37

- Growth
- Solopreneur
- Microenterprise solopreneur
- Micro/SME entrepreneur
- Start-up entrepreneur
- Summary

MONEY p.45

- Look ahead
- The richest 1% of people
- The richest 0.1% of people
- Build and protect your fortune
- Easy money?

THE INTRINSIC RISKS p.51

- Health
- Tax
- Procrastination
- Learning
- Decision-making
- Personal bankruptcy
- Standard of living
- Friends and family

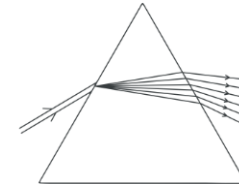
OBLIGATION p.60

- A personal fact
- Money
- Inheritance



**MOTION IS
TAKE A STEP BACK ON YOURSELF**

ENGAGEMENT IS FORMALIZE YOUR KNOWLEDGE



1. Intrinsic value of the product
2. Turn knowledge into a second source of income
3. Put the business out of the competition
4. Sustainable relationship between the cofounders
5. Support to get started
6. Preparation for the future exit

TO SCALE
DIGITALIZATION AND
DATA MANAGEMENT

THE IDEA p.64

The intrinsic value
Scaling
Research and development

A SECOND SOURCE OF REVENUE p.67

The tactical offering
Cross-marketing

OUTCOMPETE THE COMPETITION p.70

Reduced offer
Niche marketing
Partnership
Disruption

THE CO-FOUNDERS p.73

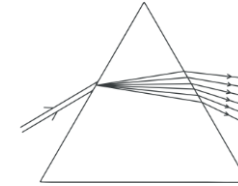
A relationship of trust
Roles and sales skills
Remuneration

SUPPORT p.76

The incubator
The mentor

SALE OF THE BUSINESS p.78

Trigger conditions
The right tempo to sell
Peace of mind



**ENGAGEMENT IS
FORMALIZE YOUR KNOWLEDGE**

TREASURY IS

MAINTAIN YOUR FINANCIAL INDEPENDENCE



Types of fundings

Valuation of the company and shares capital table computation

Risk in the event of overvaluation and down-round

Fundraising and break-even points

Funding lifecycle

TYPES OF FINANCING p.84

- Support from friends and family
- Debt convertible to shares
- Business angels and investment funds
- Crowdfunding
- Initial Coin Offering

FUNDRAISING p.90

- Valuing the company and number of shares
- Risk of overvaluation

FINANCING CYCLE p.96

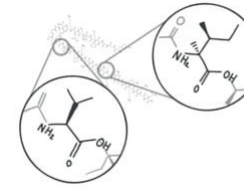
- Break-even points
- Pre-seed
- Seed
- Acceleration (series A)
- Consolidation (series B, C)
- Summary



TREASURY IS

MAINTAIN YOUR FINANCIAL INDEPENDENCE

ASSURANCE IS PROTECT YOUR ASSETS



- Rules between shareholders and investors
- Risk in the event of a breach of intellectual property
- Risk of the preference shares
- Risk of hypergrowth forced by investors
- Rules to facilitate the future exit

SHAREHOLDERS' AGREEMENT p.106

When to write the agreement

Issuing new shares

Transfer of securities

Drag-along rights

Tag-along rights

Non-compete clause

Intellectual property

Employee stock ownership

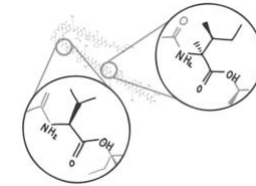
SUBSCRIPTION OF SHARES p.113

Protection of the investor

Distribution of dividends

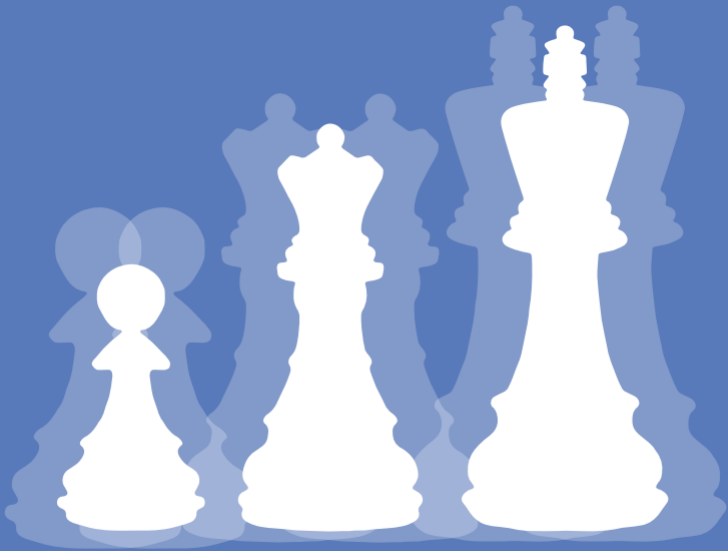
Anti-dilution (ratchet)

Liquidation preference

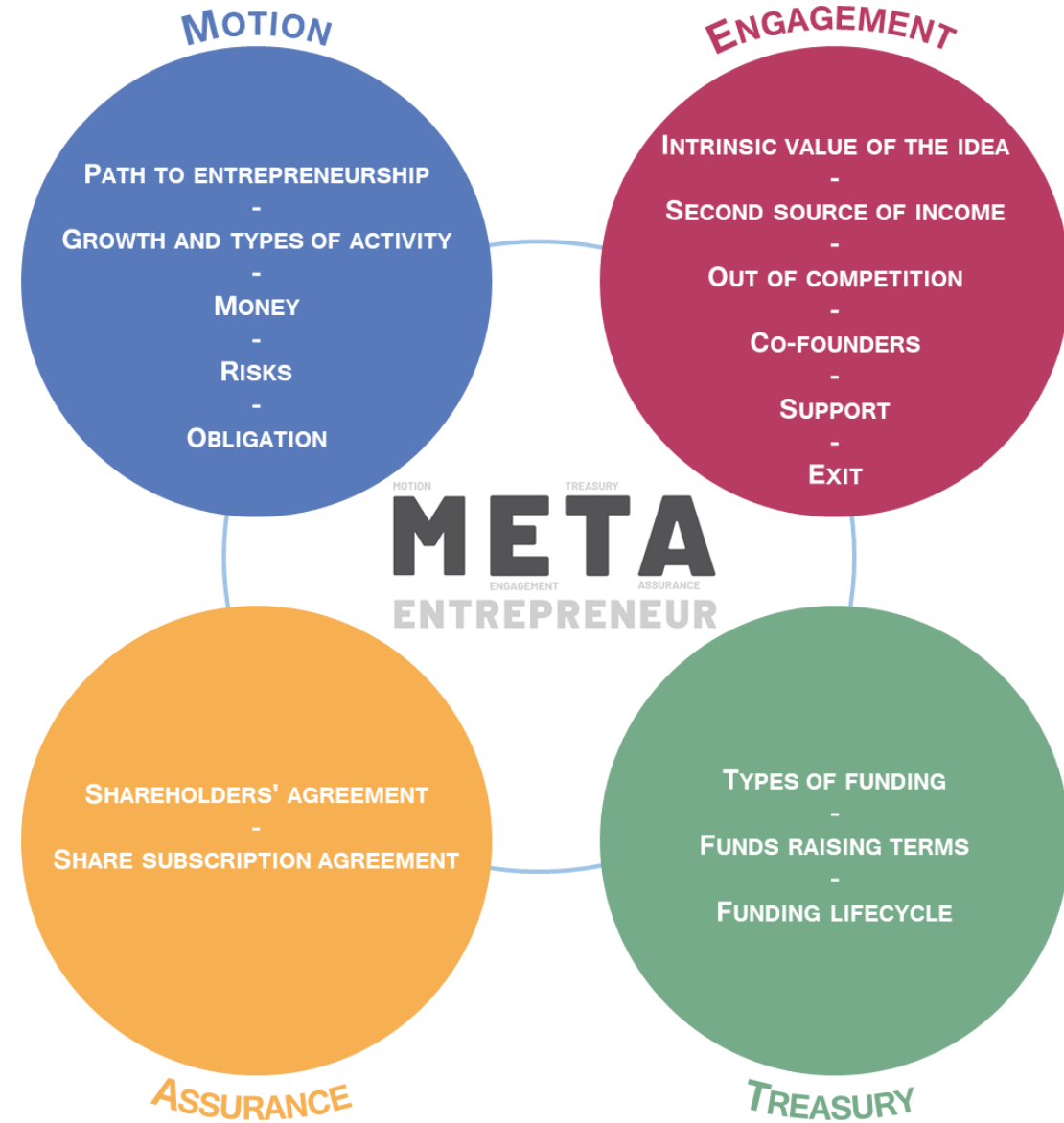


ASSURANCE IS PROTECT YOUR ASSETS

NOT A PROCESS BUT
A LIFECYCLE APPLIED
SEVERAL TIMES DURING
YOUR JOURNEY



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EXAMPLES

NO

Believing to get rich quick

Spending intermediate earnings

Accept only small sacrifices

Limit yourself to a motivation to move forward

Not wanting to manage business growth

Bet everything on a single offer

Delay legal matters

Limit yourself to oral knowledge management

Stay in your comfort zone

YES

Be prepared to wait 10 or 20 years

Living simply before being rich and reinvest

Accept all sacrifices to win

Have an obligation to succeed

Manage smart growth

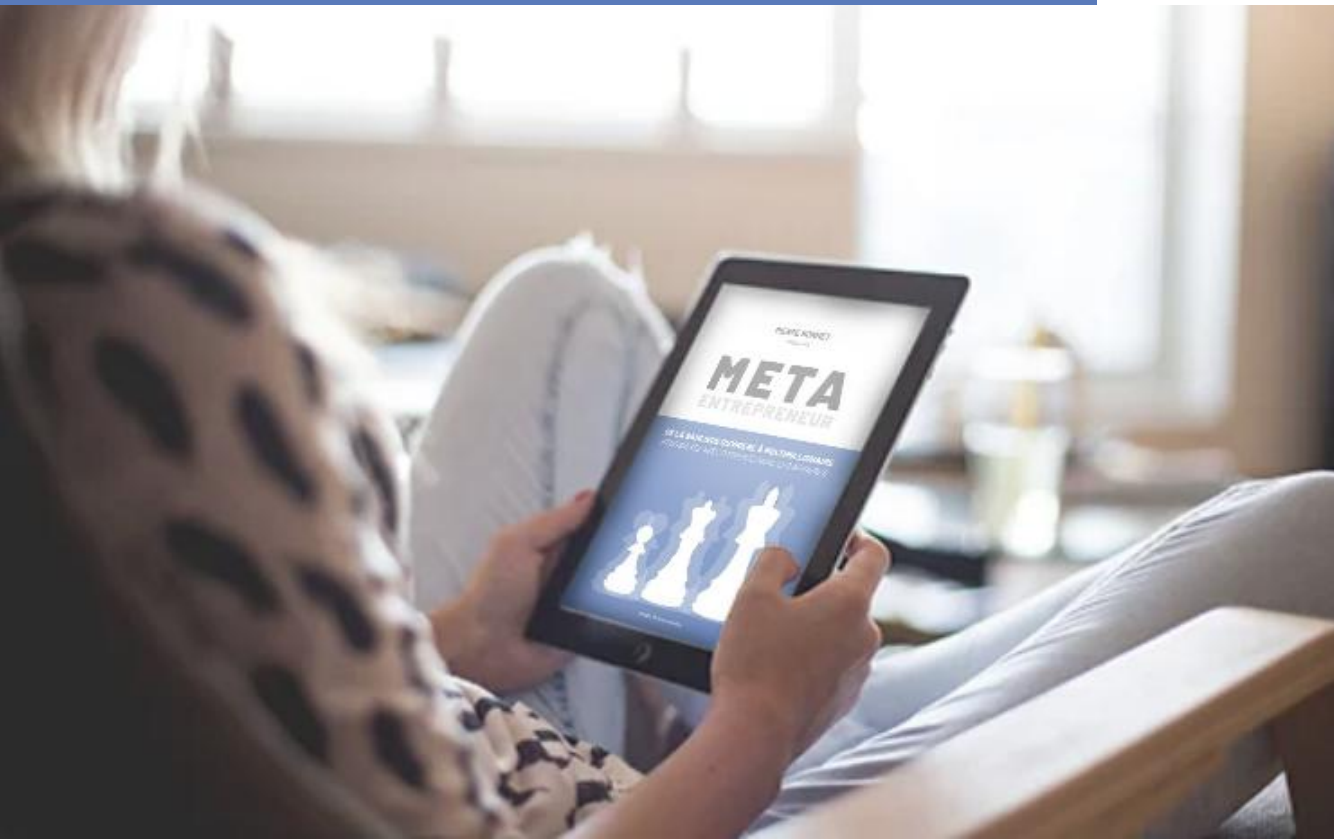
Have a multiple cash flows strategy

Anticipate the legal to protect your assets

Know how to formalize knowledge in writing

Expand your comfort zone

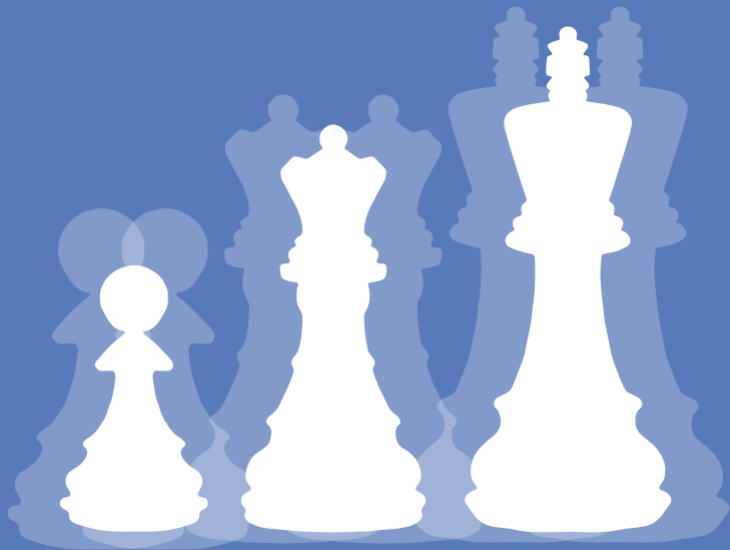




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THANK YOU & JOIN US!

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