



SECURE[®] your PORTFOLIO

When you bet on a horse race, do you want as much information on the jockey and the horse ?

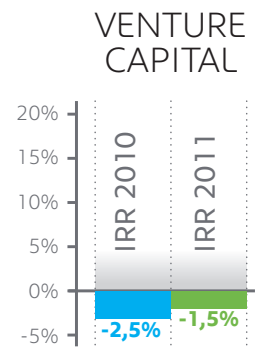


As an investor, when you finance the development of a startup or a company, do you want to analyze the business plan and to rely on your instincts and experience to evaluate the entrepreneur ?

Are you looking for methods, tools and techniques to improve your overall assessment and to reduce the risk associated with the investment ?

A correct human and economic evaluation is crucial to the financial estimation and the growth of the company..

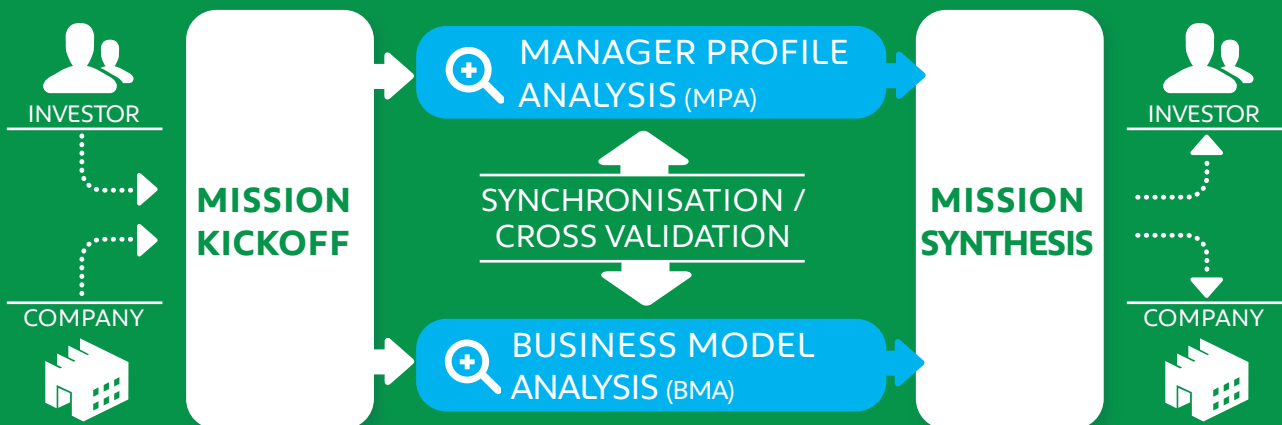
« ... venture capital is not generally profitable in Europe. Its investment rate of return (IRR) is negative. These funds have lost 2.5% of their average value between the date of their creation and the end of 2010 » according to a AFIC study of May 2012 (Association Française des Investisseurs pour la Croissance - <http://www.afic.asso.fr>)



Optimize your investment portfolio !

To make the right decision it is important to have a clear view by evaluating simultaneously :

- > The relevance of the new business model and revenue model
- > The abilities of the management team to drive the business plan



The evaluation of the growth forecasts of the company covers two aspects and their congruency :



Manager Profile Analysis (MPA)

Study of the personality of the manager or team and its / their capacity as an entrepreneur based on coaching tools, evaluation and testing as a field-proven managerial and methodological approach (Agility, process Communication Model..)



VALIDATION
of
congruency
and
compatibility



Business Model Analysis (BMA)

Qualitative analysis of the revenue model upstream business plan supported by market returns, analysis of the ability for agility. The approach uses Business Model Generation and user centered approach the Customer Development Model

Benefits of the Secure Your Portfolio® methodology

- > An independent external view with a dual approach
- > An objective assessment of the potential of the company and team
- > A decrease in project risk and uncertainty

“ There is no ultimate product, there is no perfect team, there are just teams fitted to their project.”

Two experienced and complementary field experts



Roland Pesty, Pollen Innovation, has over 25 years of experience in Management of Innovation and Entrepreneurship. He supports the creation and development of start-ups or dynamic SMEs through a period of accelerated growth. His expertise lies in his ability to combine strategic approaches with the implementation of operational activities in multicultural environments. He is strongly connected to many networks engaged in processes to support innovation in France and Switzerland.



Michel Cezon, Cogiteo, is a certified professional coach and engineer in Artificial Intelligence, Robotics and Vision. Combining 30 years of experience in industry, SMEs and research, he created a company in Singapore, one in France, has led a spin-off in the USA, and manages Cogiteo, a company dedicated to the support of managers and leaders of startups and technology companies through consulting, training and coaching. He teaches in industry, and university, and belongs to the French network of Business Angels.

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