venture ideas @ EPFL
The multiple faces of entrepreneurship

Tuesday, November 12th, 2013
From 18h00 to 21h00
EPFL Rolex Learning Center

Speakers

Valérie Peyre
Co-founder Tekoe

Pierre Maget
Co-founder Tekoe

Mandatory registration: www.venturelab.ch
venturelab and EPFL, through its Innovations and College of Management of Technology offer you an exceptional event with the presence of worldclass entrepreneurs and the projection of a outstanding movie:

Valérie Peyre (46) has worked in several key positions in marketing and communication in France (her country of origin), in the USA (where she worked for 3 and a half years) and in Switzerland since 1999. Before creating the Tekoe concept, she was the director of marketing and communication for the “Retail Financial Solutions” division at Reuters Group in Geneva. She was in charge of the marketing strategy, creating communication material and organizing events operations. Very polyvalent, her job implicated some team management, partners relations and budget control.

Pierre Maget already has a long career as a field entrepreneur. In 1987, he gave away his football professional career (Swiss international junior) in order to focus on the business world, in accounting and management. In 1995, he founded his first company, OA, specialized in textile and promotional goodies, who rapidly became one of the best suppliers in Switzerland in this field. He also developed the distribution network “Switzerland Edelweiss Time” which counts today over 350 point of sales. In 2002, with Valérie, he launched the Tekoe concept.

A film about young entrepreneurs in digital age made by two of these entrepreneurs themselves, The Startup Kids is a documentary about the growing number of young web dynamos such as the founders of Vimeo, Soundcloud, Kiip, InDinero, Dropbox, and Foodspotting in the U.S. and Europe. Made by two Icelandic entrepreneurs who founded their first company shortly after the economic collapse of Iceland, this doc is an insider’s look into what it takes to make it even when everyone is telling you it is impossible.

Why participate?
- To discover a new dimension associated with technology: the entrepreneurial career!
- To be part of the innovation revolution
- To acquire the basic but essential tools to start working on your entrepreneurial project

The Management of Technology has been an important effort within EPFL over the last several years, and it has come to fruition in the form of the new College

ventureideas @ EPFL

When: November 12th, from 17h00 to 21h00
Where: EPFL Rolex Learning Center, 1015 Lausanne
Who: Anyone interested in innovation and entrepreneurship
How: Entrepreneurs presentation & Movie screening
How much: venture ideas is free of charge

Program
18h00 Opening and welcome words
Hervé Lebret, Manager of Innovations@EPFL
Jordi Montserrat, Manager venturelab western Switzerland
18h15 Keynote: Tekoe co-founders
Valérie Peyre
Pierre Maget
18h45 Open Discussion
Founders profiles: What does it take?
19h00 “The Startup Kids” Movie Screening
20h00 Pizza Round Table Discussion
“The multiple faces of entrepreneurship”

Online registration until November 11th, 2013: www.venturelab.ch

Any questions?
venturelab jonathan voumard@venturelab.ch
Innogrants herve lebret@epfl.ch
CdM jean micol@epfl.ch

The innovations were created in June 2005 to support entrepreneurs and project carriers with a network of competences and grants tailored to the financial and technical needs of inventions and to the management of innovation.

venturelab, as nation program financed by the Commission for Technology and Innovation CTI, offers custom-tailored training modules to help increase awareness of students for entrepreneurship, as well as individual coaching measures for high-tech start-ups, jointly with partners, in particular universities and engineering schools.