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

The Startup Kids
Movie Screening

#videas @EPFL
@venturelab_ch
Welcome message

Jordi Montrerrat
Venturelab

Hervé Lebret
EPFL Innogrants

http://www.venturelab.ch

http://vpiv.epfl.ch/innogrants
venture ideas
Meet entrepreneurs (events)

venture challenge
Discover the challenge of building a start-up (semester course 14 modules.)

venture leaders
The American Boost (10 days, Boston USA)

venturelab: From ideas to business

From student to start-up
Register on www.venturelab.ch

„Swiss startup national team“
Register until 1er mars 2014
venture leaders: “Swiss Startup National Team”

- Apply by March 4th, 2014
- Win a 10 days trip in the US startup eco-system (Boston – New York)

Arnaud Bertrand
Co-founder and CEO HouseTrip
#1 Top100 Swiss startup 2013
CTI Entrepreneurship Training: The 4 modules

Module 1: venture ideas
- Event: 2h
  - for students and start-ups

Module 2: venture challenge
- Lecture: 14 lessons
  - for university students

Module 3: Business Creation
- Workshop: 5 days
  - for Individuals with business idea

Module 4: Business Development
- Workshop: 5 days
  - for ambitious high-tech start-ups

Start-ups
- 50 courses per year
- with more than 3500 participants

Consortia

Students
Pitch your idea
8 pitches / 4 projects selected

Prove the opportunity
4 pitches / 2 projects selected

the «Kick» for your start-up
2 pitches / 1 project selected

Since september 2007:
- 295 projects supported for a total of CHF 11+ mio
- 210 companies created who raised 400 mio and created +2000 jobs
There is a lot happening around you!

- Free open-space for selected project / entrepreneurs
- With a link to EPFL ecosystem
- Review Boards “light”, drive
- Networking and “attraction point”
There is a lot happening around you!

Light up your idea!
Participate in >>venture>> 2014 – the leading startup competition in Switzerland

Register now!

Your idea
Develop your business idea, create a compelling business plan, and start up as an entrepreneur.

Our support
Get inspired by 100+ experienced coaches and build your personal network for a successful business

Your prize
Win 60'000 CHF as seed capital for your business and get in contact with potential investors.

– November 12th, 2013 –

http://www.venturelab.ch

Venture Ideas @ EPFL – November 12th, 2013

http://vpiv.epfl.ch/innogrants
It’s not about high-tech only

ventures @ EPFL
Participez à l’innovation en marche, découvrez les idées du futur.

Avec

Pierre Chappaz
Fondateur de Kelkoo
evendue à Yahoo, $500M

Eric Favre
Inventeur de Nespresso
Fondateur et CEO de Monodor
et de nombreux innovateurs, inventeurs

Le 24 novembre 2005 de 14h à 18h
Auditoire SG1, EPFL
Inscriptions: www.venturelab.ch/fr/videos.asp

L’Innovation Network de l’EPFL
Le Collège du Management de la Technologie
Venturelab, une initiative de la CTI, Agence pour la promotion de l’innovation

Vendredi 5 décembre, 2008
De 12h30 à 14h00,
PO – Polyclône, EPFL
Inscriptions: www.venturelab.ch/fr/videos.asp

Avec

Daniel Rosselat
Fondateur et directeur
Paléo Festival

Ventureideas @ EPFL
Swiss ways of building start-ups

Avec

Robin Cornelius
Fondateur et Directeur
President of the Board
Switcher

Hubert Lorenz
Fondateur et CEO
Minimote

Dominik Gottling
CS-Fondateur et CEO
Wuala

April 22nd, 2010
from 13h15 to 16h30, PO - Polyclône, EPFL
Mandatory registration: www.venturelab.ch
It’s not about high-tech only

venture ideas @ EPFL
Entrepreneurs’ journey with impact

November 10th, 2010
from 8pm to 9pm,
Auditorium C01, EPFL
Pitches & panel with the best of the Rolex Awards Young Laureates Programme

Online registration until November 8th, 2010: www.venturelab.ch (ventureideas)

http://www.venturelab.ch
Venture Ideas @ EPFL – November 12th, 2013

http://vpiv.epfl.ch/innogrants
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Sharing a desire to discover new flavours

Each cup of tea represents an imaginary voyage.

~ Catherine Douzel
Tekoe: the concept

Our vision: To bring a strong and modern tea drinking culture to Switzerland and beyond.

Make no compromise on the highest levels of environmental concern, ethics and quality in the selection of the products as well as in production & consumption

Mission

• We **innovate** to continuously discover new ways to drink & eat tea
• We **take pleasure in sharing** our passion, knowledge, expertise
• We **understand** the diversity of tea, tastes, moments & people
History

2002
Dream

TEKOE Tea shop concept conceived in Valérie Peyre's/Pierre Maget’s mind

2002-2004
Explore

- Traveled in Europe to investigate potential competitions
- Traveled to the tea producing countries to study the supply chain and find suppliers

2004
Implement

- Applied/Bid for a location at the Lausanne Train station in Switzerland
- Positive answer from CFF and first Tekoe tea shop location won (among 167 applicants)
- Opened first Tekoe shop at Lausanne train station.
## Evolution

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 2004</td>
<td>Tekoe tea shop - Lausanne train station</td>
</tr>
<tr>
<td>November 2005</td>
<td>Tekoe tea shop - Basel train station</td>
</tr>
<tr>
<td>September 2007</td>
<td>Tekoe tea shop - downtown Lausanne</td>
</tr>
<tr>
<td>May 2008</td>
<td>Tekoe shop - Bern train station</td>
</tr>
<tr>
<td>April 2009</td>
<td>Tekoe Tea Lounge - Haute-Nendaz (seasonal business)</td>
</tr>
<tr>
<td>September 2010</td>
<td>Tekoe Tea shop - Geneva International Airport</td>
</tr>
<tr>
<td>October 2010</td>
<td>Tekoe Tea shop – St Gallen train station</td>
</tr>
</tbody>
</table>
November 11, 2013
(yesterday!)
Tekoe at EPFL

Spring 2014
Tekoe at Geneva Train
station Cornavin

Spring 2014
Tekoe at Zurich Train
Station
If you are cold, tea will warm you.
If you are too heated, it will cool you.
If you are depressed, it will cheer you.
If you are excited, it will calm you.

Gladstone, 1865
Lausanne

Lausanne train station (16 m²)

- Lausanne center (12 m²)
Bern
Basel
St. Gallen
« Come, let us have some tea and continue to talk about happy things.

Chaim Potok

The People & Positioning
Leadership team

Pierre Maget  Co-founder
(Swiss)
- Seasoned entrepreneur/tea expert
- Diploma CFC Commerce (Accounting)
- Former Swiss professional football player
- Founder of OA

Valerie Peyre  Co-founder
(French)
- Tea and marketing expert
- Former lead tea consultant for one of the largest multi-national food companies in the world.
- Former Global MarCom manager at Reuters (GVA) and BeOS (Silicon Valley)

Mrs Peyre and Mr Maget are the co-founders and owners (equally) of the company TeaConsulting SA.
« Nous privilégions un rapport direct avec nos fournisseurs... »
« We’ll watch the tea leaves in our cup
When our drink is all sipped up.
Happiness or fortune great,
What will our future be? »

Afternoon Tea at Pittock Mansion Quote by R.Z. Berry
Switzerland – Business Development

- To strengthen our position as the “leader” on the loose leaf tea market and as the expert of “Gourmet Takeaway”.
- To complete our geographical “coverage” of the Swiss market
  - EPFL Campus - Lausanne (Nov 2013)
  - Geneva train station (Spring 2014)
  - Zurich train station (June 2014)
International – business development

- Franchise Network
  - To develop a network of franchisees, unique and specifically chosen in strategic territories and cities, with serious partners dedicated to the Tekoe concept.
Tekoe EPFL

• hot and cold take away tea
• fresh bakery and bred all day long
• sweet and salty « tartines »
• sandwiches with fresh, local and seasonal products
• 2 menus every day, including one vegetarian
• bento boxes : your daily menu to take away
• tea time : 2 options : for 2 or 4 people, with sweet and salty mignardises
• unique cocktails, based on tea
• Sunday brunch
• Over 125 varieties of tea from around the world
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