

FACE 5

Les clefs pour
internationaliser votre
entreprise innovante en
croissance : *destination
Etats-Unis*

FACE



Un programme de RETIS, réseau des acteurs français
de l'innovation, organisé par TRIANA GROUP

TRIANA 

Avec le soutien de nos partenaires

Marie
Landel
&
Associates

 **SCHIFFHARDIN** LLP
 **NYCEDC**
New York City Economic Development Corporation

Académie Retis
T4 : international

Retis 

L'innovation en réseau

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INTRODUCTION

Qu'est ce que FACE 5 ?

FACE est une association fondée en 2008 par le groupe [Triana Group](#), [San Francisco Science](#), la [CCIP](#) et son école d'entrepreneuriat, [Advancia](#). Son objet est de faciliter la rencontre d'entreprises innovantes et de communautés d'entrepreneurs des deux côtés de l'Atlantique. FACE organise notamment chaque année un événement de networking, où conférences et ateliers d'information personnalisés sont l'occasion de rencontres fructueuses en face à face.

FACE 



www.face-network.com

Les éditions 2008 et 2009 de FACE se sont déroulées respectivement au Louvre à Paris et à l'Academy of Sciences de New York. Elles ont été très appréciées des participants, notamment pour la qualité des intervenants, des ateliers et des présentations. Les sociétés présentes ont dans l'ensemble souligné que FACE était devenu pour elles un rendez-vous incontournable pour développer leur stratégie internationale et leur réseau.

Pour son 5^{ème} anniversaire, FACE a souhaité se donner de nouveaux objectifs et optimiser son action en offrant **de nouveaux services** répondant aux besoins identifiés chez certaines entreprises françaises innovantes.



FACE, avec l'appui de **Triana Group** l'un de ses membres fondateur, s'est ainsi rapproché de **RETIS**, réseau français des acteurs de l'innovation, pour créer « **FACE 5** », un **programme de formation-action**, à visée directement opérationnelle et pratique, afin de devenir un véritable outil d'appui à la professionnalisation des entreprises innovantes françaises ou acteurs de l'innovation concernés par les questions d'internationalisation et visant les Etats-Unis.

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1.LE PROGRAMME

Cibles, objectifs et valeur-ajoutée

Il s'agit de préparer les dirigeants ou cadres d'entreprises innovantes en croissance à relever les défis de l'expansion en **Amérique du Nord** par un programme conjuguant **formation** et **mise en pratique**.

A l'issue du programme, les participants :

- Seront en mesure de mieux appréhender **l'environnement du marché nord-américain** (aspects économiques, commerciaux, concurrentiels, juridiques, financiers, logistiques et opérationnels, managériaux), les **best-practices** et les **erreurs à éviter**, le **potentiel** et les **risques** et **faiblesses** de leur projet
- Disposeront d'un **plan d'action** (business plan avec projections financières, calendrier, supports de communication) qu'il auront **réalisé** et **validé** avec les experts-intervenants
- Auront pratiqué plusieurs **mises en situations**, sur le terrain, face à des clients, partenaires ou financeurs potentiels



FACE 5

1. LE PROGRAMME

Objectifs

- **Construire votre plan d'action** pour vous lancer sur le **marché américain** en vous dotant des **compétences** nécessaires et d'**outils pratiques personnalisés**

- **Dirigeants et cadres d'entreprises innovantes**

- ☐ Accompagnées par un membre de RETIS : incubateurs, CEEI, technopoles ou pôles de compétitivité
- ☐ Ayant commencé ou planifié une démarche d'expansion vers les États-Unis, avec une approche « techo » ou « marché »

Pour qui ?

Contenu

- **5 Modules en France et aux États-Unis**

- ☐ Module 1 : Clefs pour aborder le marché américain
- ☐ Module 2 : Etude de marché et stratégie d'entrée
- ☐ Module 3 : Plan, budget et financement
- ☐ Module 4 : Communication : messages, outils et supports
- ☐ Module 5 : Mise en situation et networking aux États-Unis

➔ *Les participants pourront choisir de suivre la formation dans son intégralité ou par tranches (Module 1 ou Module 1 à 4 ou Module 1 à 5)*

- **Sessions collectives : appropriation de la « boîte à outils »** (module 1)
- **Travaux individuels tutorés à distance** (module 2 à 4)
- **Exercices de simulation et de mise en situation pratique** (module 5)

Méthode

Livrables

- **Un guide pratique “boîte à outils”** (méthode, aides financières, sources, etc....)
- **Votre étude de marché US “flash” et une note d'orientation stratégique**
- **Votre plan d'action budgété**
- **Vos outils de communication** (messages, supports, cibles)
- **Le rapport d'évaluation d'un comité d'experts “financeurs/ investisseurs”**

2.METHODE ET MOYENS

Méthode

- **Approche collective et individuelle**
 - La formation alternera sessions collectives et travaux individuels tutorés à distance.
- **Sessions collectives**
 - Les sessions collectives seront animées par une équipe de 3 formateurs conseil, issus de Triana Group, et par des experts mobilisés sur des thèmes spécifiques
- **Travaux individuels tutorés**
 - Durant les étapes dédiées à la construction du plan d'action, chaque participant à la formation sera assisté par une équipe projet, constituée
 - ⇒ d'un **coach** de l'équipe de formateurs-conseil
 - ⇒ d'un « **mentor** » (chef d'entreprise américain)
 - ⇒ d'un **chargé d'affaires français** (issus d'un membre RETIS)
 - ⇒ et d'un **groupe d'étudiants** français et américains, de haut niveau, suivis et coordonnés par la chargée de mission RETIS basée aux Etats-Unis
- **Supports pédagogiques :**
 - Documents techniques (présentations Powerpoint, documents annexes)
 - Articles
 - Benchmark, business cases
 - Mises en situation, « jeux de rôle »
 - Networking

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3. CONTENU DES MODULES

MODULE 1 : CLEFS POUR ABORDER LE MARCHÉ AMÉRICAIN

- **Lieu :** Paris
- **Durée :** 1,5 jours
- **Date :** Juin 2013
- **Thèmes**
 - Les États-Unis, c'est immense : où est mon marché ? Par où commencer ? Comment faire des projections de marché ?
 - Comment présenter mon produit ? Quel marketing ?
 - Quel est l'ensemble des modèles économiques à ma disposition pour cette expansion ? Lequel choisir ?
 - De quelles différences culturelles majeures dois-je être conscient pour prendre mes décisions ?
 - À quel stade de développement de mon entreprise dois-je considérer le marché américain ?
 - Quels sont les aspects légaux, fiscaux, comptables et juridiques de mon projet américain, selon ses modalités ?
 - Comment financer cette expansion ? À quel prix ? Quels financements puis-je obtenir ? (Oséo, Coface, etc.)
- **Déroulement**
 - Temps 1 : Boîte à outils et compréhension
 - Temps 2 : Préparation des parcours tutorés individuels (module 2 à 4)
- **Intervenants**
 - Jabril Bensedrine
 - François Boissinot
 - Avocat franco-américain
 - Expert-comptable franco-américain



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3. CONTENU DES MODULES

MODULE 2 à 4 : TRAVAUX INDIVIDUELS TUTORÉS

- **Lieu :** A distance
- **Durée :** 3 mois
- **Date :** Juillet à septembre 2013

- **MODULE 2 : « US MARKET STUDY »**
 - Réalisation par chaque participant de son étude de marché « flash » avec l'aide de ses « tuteurs »

- **MODULE 3 : « STRATÉGIE – BUDGET - FINANCEMENT »**
 - Au-regard des résultats de l'étude de marché réalisée durant le module 2, accompagnement dans le choix de la stratégie à mettre en place, réalisation des projections financières et mise en place d'un plan de financement

- **MODULE 4 : « PLAN DE COMMUNICATION »**
 - Réalisation du « pitch », et des documents de communication nécessaires à la mise en place de la stratégie

- **ACCOMPAGNEMENT, SUIVI ET EVALUATION**
 - **Durant chaque module :**
 - ⇒ 1 heure de coaching individuel par semaine (skype/ visioconférence) avec l'équipe de formateurs et le chef d'entreprise mentor
 - ⇒ Co-Accompagnement par son chargé d'affaire référent
 - ⇒ Echanges réguliers avec le Chef d'entreprise américain Mentor
 - ⇒ Mise à disposition d'un étudiant

 - **A l'issue de chaque module:**
 - ⇒ Revue et évaluation du projet par un panel composé d'experts associés au programme (intervenants et autres experts partenaires) et remise d'un rapport d'évaluation et de recommandations écrit

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3. CONTENU DES MODULES

MODULE 5 : MISE EN SITUATION

- **Lieu :** New-York
- **Durée :** 3 jours
- **Date :** Octobre 2013



- **Ateliers de mise en situation**

- Durant les 3 jours seront organisés des ateliers de mise en situation où les participants pourront tester la qualité de leur plan d'action et de leur communication devant des « têtes de réseau », entrepreneurs et investisseurs américains, et recueillir leur « feedback » en direct
- ⇒ *Exemple 1 : Rencontrer un client potentiel*
- ⇒ *Exemple 2 : Rencontrer un investisseur potentiel*
- ⇒ *Exemple 3 : Présenter son projet devant un groupe de business angels*

- **Bilan général, mise en perspective**

- La dernière demi-journée sera consacrée à un bilan général de la formation avec expression et échanges entre participants et formateurs, et à une mise en perspective quant aux projets et actions à suivre pour chacune des entreprises

- **Soirée « Networking FACE 5 » de clôture**

- La formation sera clôturée par un événement Networking auquel seront conviés les partenaires et sponsors de FACE, Triana Group et RETIS, des personnalités New-Yorkaises impliquées dans le développement économique et la vie des entreprises, et des chefs d'entreprises

- **Visites sur site**

- Des visites sur site (« incubators », coworking space, entreprises, universités) seront aussi organisées sur les jours 1 et 2

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4. INTERVENANTS

FORMATEURS CONSEIL

**Jabril BENSEDRINE**

Jabril Bensedrine is Managing Director and founder of The Triana Group. He started his career as a strategy consultant and faculty in Paris, California, Michigan, and New York. Over the years, he was instrumental in the execution of market analyses and competitive studies for companies ranging in size from \$1M-to-\$18B in annual revenue, providing executive teams with critical decision-making information to lead strategic and tactical deployments. Over the years, he worked for research firms, including Financial Times' sister company Eurostaf, Elm, Intelligentsia; for foundations and institutions, including European Commission programs, the German Marshall Fund of the United States, the City of San Francisco, the Paris Chamber of Commerce, the University of California; for corporations, including Pfizer, Apollo Group's University of Phoenix, Microsoft, Visteon; and numerous engagements with financial and management firm Kenneth J. Dalto for Midwestern midmarket companies' investment projects totaling several hundred million dollars.

A graduate of the University of Paris Dauphine in Entrepreneurship, he holds a Ph.D. in Strategy from ESSEC and is an alumni of U.C. Berkeley's Haas School of Business post-doctoral program. The author of strategy-related articles and chapters with publishers including John Wiley & Sons and Oxford University Press, he continues to lecture graduate courses in business, most regularly at the Polytechnic Institute of New York University.

An active entrepreneur, and member of ESSEC Business Angels, in 2008 he founded and provided the seed-capital for The Triana Group. He has lived extensively on three continents.

**François BOISSINOT**

A Project Manager at The Triana Group, François Boissinot started his career as a shareholder and active manager of a family-owned 60-employee industrial company, which he helped to sell successfully to a global industrial corporation. He then joined the global R&D management team of the industrial group ArcelorMittal, with budget responsibility for a strategic exploratory project; he took part to process improvements for development of new materials, helped to shorten time-to-market for projects. He then lead FACE, a Triana Group-sponsored international business group; he successfully coordinated multiple partners and brought together 65 CEOs of midmarket companies for invitation-only workshops and roundtables on European-American business, leading to several revenue-generating collaborations. Joining thereafter the core team of The Triana Group, he holds management and execution responsibility for several projects. So far, he has helped about ten European companies grow and achieve results in the US, with a strong focus on the software industry. François is also a jury member in the yearly selection of promising business ventures (which receive early-stage financing and free consulting) organized by the New York French American Chamber of Commerce. François is a graduate of HEC Paris and holds a Master in Innovation Management from the École Polytechnique. He speaks French, English, Spanish, and German.

**Jean-Marie BERGEAL**

A Triana Group Advisor since 2011, Jean-Marie Bergeal has served as Interim Executive for selected clients and provided financial expertise in capital-raising. He started his career in New York as a Systems Engineer at IBM. He was quickly promoted to Marketing Manager, holding increasing P&L responsibilities, and managing relationships with selected Fortune 500 companies. After eight years at IBM, he joined the banking sector where he developed relationships and drove business with medium to large US corporations. At Bankers Trust, the Bank of Tokyo-Mitsubishi and Santander, he progressed from Vice President, Senior Vice President and Managing Director, taking on responsibilities for P&L as well as risk and balance sheet management. Jean-Marie Bergeal has structured financing transactions totaling in excess of \$5 billion.

Jean-Marie subsequently turned his focus on emerging companies. Leveraging his unique combination of technical, business development and financial expertise, he assists client companies in developing and implementing their expansion strategies. Jean-Marie currently acts as the President of a software venture in the Tech sector.

Jean-Marie graduated from Ecole des Mines de St Etienne, and holds a Master of Science from Yale University as well as an MBA from New York University.

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4. INTERVENANTS

EXPERTS



 SCHIFFHARDIN LLP

Philippe MANTEAU

Juridique

Philippe Manteau's practice focuses on growth and mid-cap companies, governmental organizations, and individuals in the United States and abroad in the areas of corporate and business law, as well as technology transactions. The core of his practice consists of assisting French and other international private companies in their U.S. investments and cross-border transactions and litigation.

Mr. Manteau's training and international experience allow him to identify, analyze, and resolve issues arising in cross-border transactions for European and U.S. clients.

Mr. Manteau is active in multiple industries, including the information technology, medical device, pharmaceutical, equipment, wine, food, and fashion industries.



Marie
Landel
&
Associates

Marie LANDEL

Administratif, gestion, ressources humaines

Marie Landel worked several years for a French CPA firm before starting her own practice in 1990. She has more than 20 years of experience in finance and administrative work done in the United States on behalf of European subsidiaries.

She is a well-respected member of the French community in Boston. A former president of the French-American Chamber of Commerce. Chevalier de la Légion d'honneur, Marie is also the President of Foreign Trade Advisors to the French government for the Boston area (CCEF or Conseillers pour le Commerce Extérieur de la France).

Marie Landel is a French CPA (expert comptable), and she holds an MBA from the European Business School (Paris – Frankfurt and London)

Specialties: Accounting, HR, Paralegal, Administration



 Michele Landel

Michèle LANDEL

Marketing, communication

Michèle Landel has fourteen years of communications and marketing experience working with architecture firms, software shops, and an American Ivy League university. She started writing for and organizing websites in 1998 and has been working on search engine referencing and with social media since 2004. She has managed multinational teams and global projects for small and large French, American, and international organizations.

In 2012, she left SAP, the German business software enterprise, to launch her business offering online marketing and communications services. She helps small companies use their English website and the Internet to:

- Generate more direct inquiries from new clients
- Nurture and create a community for current clients and partners
- Raise their business's profile as a leader and expert

She has experience successfully optimizing websites for search engine referencing, using social media tools to increase buzz and traffic, and monetizing pay-per-click advertisements to find new clients.

She also enjoys combining her professional skills with her personal knowledge of French and American culture to assist companies entering or expanding into English speaking markets.

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4. INTERVENANTS

ENTREPRENEURS AMERICAINS "MENTORS"

**Julien MAMET**

Dr. Julien Mamet founded Adynxx in October 2007 and served as Chief Executive Officer and President through December 2010. He currently serves as Chief Scientific Officer and is a member of the Board of Directors. Julien has extensive pharmaceutical experience in the areas of neuroscience and drug discovery and is the inventor of the AYX technology platform. Prior to Adynxx, he worked at the SCRIPPS Research Institute and Novartis Genomics Institute in San Diego, California.

Julien obtained his PhD in Pain and Pharmacology at the Institute of Molecular and Cellular Pharmacology in Nice-Sophia Antipolis, France, where he worked in the laboratory of Prof. Michel Lazdunski, a worldwide leader in pain research with over 600 publications in the field. His graduate work focused on the identification and validation of novel targets for pain drug therapies. In parallel to his PhD work, he taught biochemistry Masters' courses at the University of Nice-Sophia Antipolis, France. Julien obtained his BS and MS in Pharmacology and Genetics at the University Claude Bernard in Lyon, France.

**Richard GABRIEL**

Richard Gabriel has a broad based experience in start-up companies and how to make them operational and profitable. He spent 7 years of team set-up, management and implementation for a 165 person company (Pharm-Eco) and has been a lecturer on the cGMP-Current Good Manufacturing Practices process and teams within the Pharmaceutical Industry.

Since 2009, Richard Gabriel has been a Partner-COO for GLG Pharma, LLC which have cancer drug and diagnostic technology packages in early stage development for the treatment of cancer. He is responsible for marketing, sales, business plan, negotiations etc. including the formation of the company and funding. Last November, he incorporated GLG Pharma SAS in France.

He is also the Director of the Life Sciences practices at Semaphore, Inc., a mentoring and start-up companies consulting organization. Finally, he is a mentor at the North Shore InnoVentures Biotech Incubator.

**Joel BERNIAC**

With ten years of experience in drug discovery and then business development in the pharmaceutical industry, Dr. Berniac co-founded Akrivis Technologies LLC, a life sciences startup company headquartered in Massachusetts. Akrivis is engaged in the early diagnosis and treatment of serious and life-threatening diseases from the applications of its patented ZEPTACSYS(TM) technology platform.

Prior to that, Joel became in 2008 Associate Director of Business Development at Paratek Pharmaceuticals, Inc. in Boston where he overviewed the preclinical research portfolio and out-licensing activities for rheumatoid arthritis. In 2005, Joel earned an M.B.A. from Northeastern University while rising to the position of Principal Scientist at Paratek where he had been involved since 2001 in the discovery of pre-clinical drug candidates for a variety of therapeutic areas such as antibacterial, malaria, multiple sclerosis and spinal muscular atrophy, a neurological genetic disease. Prior to that, Joel started his career as a medicinal chemist in 1999 at Bayer Pharmaceuticals in Connecticut, where he was involved in the design and synthesis of preclinical drug candidates in the CNS (obesity) and diabetes therapeutic areas. Joel earned his Ph.D. in Organic Chemistry in 1999 from the University of Notre Dame in South Bend, Indiana, after graduating from the French Engineering School ESCIL-CPE Lyon in France.

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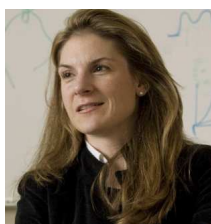
ENTREPRENEURS AMERICAINS "MENTORS"



**Cell Viable
Corporation**

Jill FABRICANT

Dr. Fabricant is a co-founder and President of Cell Viable Corporation. She has been working in technology commercialization for the past 20 years. She received a Ph.D. in genetics at McGill University in Montreal, Canada and was a Post-Doctoral Fellow in the laboratory of Dr. Francois Jacob in Paris where she worked on teratocarcinoma cells. She is fluent in French and has been involved in the biotechnology industry for the past two decades in various management positions.



Corporos

Jane BEARINGER

Dr. Bearinger holds a PhD in Biomedical Engineering, conducted postdoctoral research at ETH Zurich and was a Senior Scientist at Lawrence Livermore Laboratory until starting Corporos in 2011. At LLNL, Dr. Bearinger led and managed research teams on medical diagnostics and devices, countermeasures, sensor development and lithography techniques.



Tomasz GRZEGORCZYK

Tomasz M. Grzegorzczuk received his Ph.D. degree from the Swiss Federal Institute of Technology, Lausanne, in December 2000. In January 2001, he joined the Research Laboratory of Electronics (RLE), Massachusetts Institute of Technology (MIT), USA, where he has been a Research Scientist until July 2007.

Since then, he is a Research Affiliate at the RLE-MIT, and founder and president of Delpsi, LLC, a company devoted to research in electromagnetics and optics.

His research interests include the study of wave propagation in complex media and left-handed metamaterials, electromagnetic induction from spheroidal and ellipsoidal objects for unexploded ordnances modeling, optical binding and trapping phenomena, and microwave imaging.

He is a senior member of the IEEE, member of the OSA, has been a Visiting Scientist at the Institute of Mathematical Studies at the National University of Singapore, and has been appointed as Adjunct Professor of The Electromagnetics Academy at Zhejiang University in Hangzhou, China, in July 2004. From 2001 to 2007, he has been part of the Technical Program Committee of the Progress in Electromagnetics Research Symposium and of the Editorial Board of the Journal of Electromagnetic Waves and Applications and Progress In Electromagnetics Research series.



Todd HORTON

Todd is the co-founder and CEO of Kango Gift.

Previously, he held a variety of roles at Monster Worldwide where he was the marketing director for JobKorea in Seoul, Korea and helped Monster enter Turkey, Russia, Mexico, and Brazil.

Back in the day, Todd was one of the earliest employees of Salary.com which went public in 2007.

Todd has brought to market have won many accolades and awards from leading consumer and trade press.

Todd has a B.A. degree from Boston College, and an MBA from Yale.



4. INTERVENANTS

ENTREPRENEURS AMERICAINS "MENTORS"

**André GUEZIEC**

André is an entrepreneur and executive with a unique combination of product vision, technical depth, and start up expertise. His passion is to build a quality product and experience from the ground up.

André founded Beat the Traffic (nicknamed "BTT") in 2001-2003 and successfully sold it to a Canadian media group, Pelmorex (The Weather Network and MeteoMedia) in 2012.

André started BTT and, as its CEO, grew it to a profitable business with original and defensible Intellectual Property, and an excellent team. In addition to being employed by Pelmorex as Director of R&D, he is also an active Angel investor and advisor to a few technology companies. His sweet spot is to be the catalyst in early stage opportunities where it also makes sense for him to actively participate in an advisory role. Earlier André was Senior Software Engineer and Architect at Multigen and Borland.

André started at IBM T.J. Watson Research Center and has a Ph.D. in Computer Science from Univ. Paris 11, and a MS in Economics from Univ. Paris 11 Sorbonne. André also holds a MS in Engineering from Ecole Centrale Paris. He has published about forty peer-reviewed papers, journal articles and book chapters and is an inventor of about 25 U.S Patents.

**Matthew SILVER**

Dr. Silver has eleven years of experience at the intersection of entrepreneurship, engineering design, and innovation strategy. As CEO of Cambrian Innovation since 2006, he has guided the firm through six years of growth, been director of several government-funded grants, and successfully executed corporate and investment partnerships with local and international firms. Prior to co-founding Cambrian, Matt co-founded Intelligent Action Inc., an MIT spin-out providing strategic decision-making capabilities based on patent pending simulation algorithms that he developed during his Master's work at MIT

He was previously a consultant to industry on early-stage innovation and a Staff Research Scientist at the Massachusetts Institute of Technology. Matt speaks widely on innovation strategy and entrepreneurship, with particular focus on capital intensive energy and water innovation, and in 2011 he testified before the United States Senate Small Business and Entrepreneurship Committee on the government's role in early stage innovation. He has published over 15 academic and conference publications on engineering design and innovation strategy and is co-inventor on six patent applications. Matt received a Doctorate in Engineering Systems and two Master's in Astronautical Engineering and Technology and Policy from the Massachusetts Institute of Technology.

**Joseph TESAR**

Mr. Joseph Tesar is the co-founder and President of Quantalux.

Mr. Tesar is an advocate for next-generation energy systems that are both economically viable and environmentally responsible.

Since 2010, Mr. Tesar has been focused on the development of waste-to-energy technology for the agricultural sector. As Principal Investigator for a USDA Phase II grant, he is responsible for technical development of small-scale anaerobic digestions systems. In addition to technical tasks, he also is responsible for managing subcontractors and developing new business opportunities. In particular, he is focused on expanding anaerobic digestion into new markets into Europe and Central America via partnerships and joint ventures.

Previous to founding Quantalux, Mr. Tesar was the Director of Research and Development at Cybernet Systems in Ann Arbor from 1998 to 2007.

From 1990 – 1997, Mr. Tesar was a Senior Scientist with the Special Technologies Laboratory (STL), which is a Department of Energy laboratory in Santa Barbara, CA.

4. INTERVENANTS

TETES DE RESEAU & INVESTISSEURS DE NEW YORK



NYTECH.ORG
new york technology council

Erik GRIMMELMANN

Erik K. Grimmelmann, Ph.D. is Executive Director of the New York Technology Council (NYTECH), a nonprofit industry association dedicated to the furtherance of the technology industry in New York. Prior to joining NYTECH and The Triana Group, he was the Chief Technology Officer and Chief Architect of SendWordNow, a multi-channel alert and response service start-up that raised thirty million dollars and which he helped to establish and develop into a global company. Earlier, he was the Chief Technology Officer and Lead Architect at Cometa Network, a provider of enterprise-grade WiFi formed by IBM, AT&T, Intel and the venture firms Apax and 3i. Before Cometa, Erik was a Senior Vice-President at Dun and Bradstreet, where he was responsible for modernizing and deploying its technology Infrastructure worldwide.

Erik started his career at AT&T Bell Labs, where held a number of positions including Supervisor of Nuclear Weapons Effects and Network Survivability and Head of Government Communications Systems; on the business side of AT&T he was Division Manager of Business Orchestration Solutions at AT&T Computer Systems and Vice President for IP Networks and Access of AT&T where, as Chief Internet Strategist, he helped to plan \$400 million in annual investments in technology infrastructure.

Erik has served on a panel of the National Academy of Sciences, on the Counter-Terrorism Technology Oversight Panel of the White House Science Office, and on the boards of a number of industry associations. He is a graduate of Haverford College and holds a Ph.D. in Chemistry from The University of Michigan, Ann Arbor, and has attended Executive Program in Business Administration at both Duke and Columbia Universities.



 Cognizant

Lorraine MARCHAND

Lorraine Marchand is a Senior Partner at The Triana Group. Over her career, she has held executive roles in Management, Operations, Business Development and Marketing for large pharmaceutical and biotechnology companies, drug-development service companies, and healthcare services companies in addition to academic medical centers and the Federal government. She held P&L responsibility for budgets ranging from start-up capital to \$275 million, and operations on several continents.

Lorraine started her career as a program director at The National Institutes of Health where she was the founding director of a new program. She then joined the public relations firm Porter Novelli-Omicom in New York where she was Senior Vice President and Managing Director. She later became the Executive Director for Business Planning and Operations at Bristol-Myers Squibb. She left BMS to join the leading contract research organizations Covance (Princeton) as Vice President for Late Stage Services, then Clinilabs (New York) as its Chief Operating Officer. Since then, she has helped to launch as an Advisor, CEO, Board Member, and/or Business Angel several privately funded medical and information technology companies. She is currently a senior leader in the Life Sciences Consulting Practice at Cognizant Technology Solutions. In 2010, she joined The Triana Group, Inc. as Senior Partner and co-founder of its Healthcare practice.

Lorraine holds a Masters in Public Affairs from the American University and M.B.A.s from Columbia University as well as the London Business School. She has Six Sigma Certification. She is also Executive Coach at Hewlett Packard Sales University, and James Wei Visiting Professor of Entrepreneurship at Princeton University.

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4. INTERVENANTS

TETES DE RESEAU & INVESTISSEURS DE NEW YORK

**Omar MENCIN**

Dr. Omar Mencin is a senior advisor in corporate finance for The Triana Group, and Director of the Investment Group at Ben Franklin Technology Partners. Prior to these positions, he was the President of The United States Market Access Center (USMAC), a Silicon Valley-based high-tech business incubator partner of The Triana Group. He and his teams helped dozens of companies design and implement successful market entry strategies, with a focus on initial customer acquisition, business scaling, capital raising, and successful exit positioning when applicable. Between 2008 and 2010, this totaled over 160 million dollars in growth capital raised; increased revenue generation, for some companies from zero to 200 million dollars; and facilitated deals such as Spanish Grupo Clavijo's licensing partnership with a US manufacturer, and the Brazilian Totvs -Latin America's largest software company- R&D deal with Stanford University.

Prior to USMAC, Omar worked at the World Bank's Paris Office, then in the New York Office of Goldman Sachs' Merchant Banking Division (which invests private equity capital worldwide), and several Stanford University programs. Omar is a graduate of Swarthmore College, Stanford University, the Executive Development Program at Harvard Business School, and has studied advanced Mandarin. He holds a Doctorate in Business Administration with a focus on Finance from the ISM for his work on the valuation of privately-owned companies. He is a member of the Pacific Council on International Policy and serves on the Advisory Board of an early-stage battery technology company, Zeptor Corporation. He is an active business angel in addition to being an early investor in Clarity Payment Solutions, which was acquired by TSYS in 2005.

**Karin HOLLERBACH**

Dr. Hollerbach is an Adviser to the Triana Group, and the founder and CEO of Triana's partner firm the Taku Group. A graduate of the MIT, the University of California at Berkeley, and the University of California at San Francisco, she holds degrees in Molecular Biology, Electrical Engineering & Computer Science, Global Business, and a PhD in Biomedical Engineering.

Dr. Hollerbach started her career in research positions at the University of California, the Whitehead Institute, Stanford Research Institute, the C.S. Draper Laboratory, and the Lawrence Livermore National Laboratory. Moving to the industrial sector, she served as CEO, President, Executive Vice President, VP of Technology, VP of Products, and other management roles in companies ranging from Fortune 500 corporations to startups. She served on the Board of Directors of multiple companies, of a major regional hospital in San Francisco, and of the Association for Corporate Growth.

Dr. Hollerbach founded the California-based Taku Group to serve the national and international business development needs of medical and other technology companies. Since then, Dr. Hollerbach has helped numerous foreign and American companies with a variety of projects, including the design of clinical trials suitable for FDA submission, expansion into US and foreign markets, development of licensing deals with US and foreign partners, creation of distribution channels, facilitating financing, technology and business due diligence on behalf of investors. Moreover, as a Principal in Pacific Bio-Health Consulting, Dr. Hollerbach facilitates the formation of long-term partnerships originating in and/or entering into the Pacific-Asia region, for clients in medical/health/wellness sectors.

Dr. Hollerbach is German and American, speaks multiple languages, has worked with companies in North America, Europe, Asia, and Australia, and has lived in Europe and in North America. She enjoys flying airplanes and climbing mountains.

4. INTERVENANTS

TASK-FORCE "ETUDIANTS"

- Un talent-pool d'étudiants français et américains de haut niveau, et recrutés dans le cadre d'une mission de stage dédiée à ce programme de formation, sera constitué.
- Sous la coordination de la Chargée de mission de RETIS basée aux Etats-Unis, Audrey Guazzonne, ces étudiants seront chargés d'appuyer les entreprises participantes dans la réalisation de leur étude de marché

FACE 5

5.CONTACT ORGANISATEURS

RETIS



- **Cristèle COUGET**, Déléguée Générale
 - cristele.couget@retis-innovation.fr
 - +33 4 94 03 89 10
 - +33 6 19 93 28 73

- **Réseau des acteurs français de l'innovation**
 - Lobbying
 - Professionnalisation des membres
 - Ingénierie de projets d'innovation à valeur-ajoutée pour les membres

www.retis-innovation.fr

TRIANA GROUP



- **François BOISSINOT**, chef de projet
 - fboissinot@trianagroup.com
 - +1 646 481 2713

- **Cabinet conseil spécialiste de l'accompagnement des PME innovantes dans l'expansion aux États-Unis**
 - Organisation de missions collectives
 - Organisation d'événements de networking
 - Accompagnement individuel de sociétés technologiques : étude marché, mise en place réseau distributeur, recrutement, joint-venture et recherche de partenaires, etc.



Retis

L'innovation en réseau

www.trianagroup.com



FACE 5

6. INSCRIPTION ET
CONDITIONS GENERALES

TARIFS

- Module 1 : 500 € TTC *
- Module 1 à 4 : 3 000 € TTC *
- Module 1 à 5 : 5 000 € TTC *

- Non compris : le prix du billet d'avion France-New-York et l'hébergement pour le module 3

**prise en charge possible par l'OPCA de l'entreprise (numéro d'organisme de formation à demander auprès de RETIS)*

DATE LIMITE D'INSCRIPTION

- Inscriptions jusqu'au 14 juin 2013

ORGANISATION LOGISTIQUE

- Les modules seront dispensés en France et aux Etats-Unis.
- Les dates et lieux de la formation seront confirmées au moins un mois avant le début du premier module.
- Les frais de restauration lors des séances collectives sont compris
- Sont à la charge du participant* :
 - Le transport
 - Les frais d'hébergement à Paris et New-York

**Certains OPCA peuvent prendre en charge les frais de déplacement et d'hébergement (Barème de prise en charge)*

FACE 5

6. INSCRIPTION ET
CONDITIONS GENERALES

MODALITES D'INSCRIPTION

- Les inscriptions s'effectuent auprès d'Amélie Place (Animatrice Réseau, RETIS) en renvoyant le bulletin d'inscription dûment rempli sur l'adresse suivante : amelie.place@retis-innovation.fr
- Une fois votre inscription validée vous recevrez une convention de formation dans les 30 jours suivants, à retourner signée et cachetée à RETIS, ainsi qu'à votre OPCA si vous faites une demande de prise en charge.
- La facture vous sera envoyée par mail et par courrier. Vous devez vous en acquitter dès réception.
- Seules les inscriptions complètes seront prises en compte (Bulletin d'inscription renvoyé à l'animatrice réseau)

ANNULATIONS

- **Par le participant :**
 - **En cas d'annulation du participant**

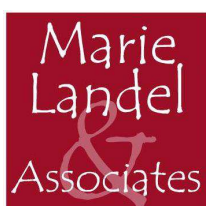
Les demandes devront être formulées par écrit (fax, e-mail, ou courrier) et donneront lieu à un remboursement intégral si elles sont reçues 10 jours ouvrés avant la formation. Si aucune demande d'annulation n'est formulée, aucun remboursement ne sera effectué, même en cas de non présence du stagiaire à une journée pour les modules de plus d'un jour.
- **Par RETIS**
 - **Cas exceptionnel d'annulation ou report de la formation**

Si le nombre minimum de participants - défini à 10 participants minimum pour cette formation - n'est pas atteint, RETIS se réserve le droit d'annuler et/ou de reporter la formation. En cas d'annulation, la formation vous sera remboursée.

FACE 5

7. PARTENAIRES

MARIE LANDEL & ASSOCIATES



SCHIFF HARDIN



NEW YORK CITY ECONOMIC DEVELOPMENT CORPORATION

