

# THRIVE

THE ESCP EUROPE STUDENTS MAGAZINE

ESCP  
EUROPE  
BUSINESS SCHOOL



# IN THIS ISSUE

*Dear friends,*

*Here we are with a second issue of Thrive magazine. In this edition we have brought to you two stories of ESCP Europe students who have travelled to different continents on an exchange. These are just two of the many exchange opportunities that the school offers us. We figured that this is a good time of the year for those enrolled in the M1 or the first year of a programme, to decide what they want to do in the second year at ESCP Europe, and hopefully you'll get some guidance from our two fellow students.*

*We also had a chat with the founder of DailyInternship, a platform which you may have seen on LinkedIn or at school, to help you find internship announcements to your taste, by receiving them straight to your inbox. The platform was founded by ESCP Europe students and has grown even more in the weeks and months after our interview.*

*Finally, we have an interview with someone who interned at Amazon and the story of the ESCP Europe team who went to L'Oréal's Brandstorm final, a worldwide competition for marketers.*

*We hope you'll enjoy this issue and we invite you to get in touch with us if you're interested in writing for Thrive.*

*Thanks,*

*Giulia Cammarata  
Maria Vittoria Filippi  
Silvia Masoero  
Aishwariya Ravi Prakash  
Rounak Sahni*

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*We all know how hard and stressful it can be to find an internship that matches our interest and expectations. How much time do we spend on endless researches seeking a good internship position? How many times are we afraid about not getting the offer that we were looking for?*

*In light of this issue, we had a chat with Francesco Carboni, co-founder of the recently launched recruiting platform Daily Internships. Francesco, who is also the co-founder of the ESCP Europe Consulting Club and president of Build it Up, studied at Università Cattolica del Sacro Cuore in Milan and after his graduation attended the Pre-Master Year at ESCP Europe, Turin. After the M1 in Madrid, he specialized in the Option E in Berlin and Paris during in his final year.*

**Francesco, when did you start developing your idea for a recruiting platform?**

In my first year, I worked as an intern in strategy consulting at Deloitte. Finding this internship was not easy and it was very time consuming. Thus when I finished my internship in 2016, I decided to start the **ESCP Europe Consulting Club** with the aim of bringing students closer to consulting companies and vice versa. Consulting is a very popular sector but it is also very complex. Companies cannot easily get in touch with students and at the same time students do not fully understand what the actual difference between consulting companies are, even though they are remarkable.

**That is definitely a great opportunity for students to approach consulting firms. What kind of feedback did you receive?**

We received a great response from both the students and consulting companies. We now have 10 important names such as BCG, McKinsey, Oliver Wyman or Bain & Company. Our first Consulting Track, which took place in Milan, gave students the chance to provide their CV to the firms even if they hadn't been selected for the track. This was indeed a great opportunity for them to get in touch with the firms.

**Recently, you launched a recruiting platform called *Daily Internships*. Who is part of this project and what is the idea behind it?**

The team is made up of six ESCP Europe students namely - Francesco Albertinale, Virginia Bassano, Francesco Casagrande, Marco Cortinovis, Gianmarco Savi and me.

Our mission is to simplify  
the process of searching  
and applying for  
internships

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The underlying concept is simply to connect students looking for internship opportunities with companies that are looking for new talents. We also aim to drastically reduce the time and money spent by companies to find candidates and the time spent by students to find valuable internships. We do it by using an algorithm that we are developing which enables companies to immediately identify top candidate profiles that match the selected criteria. This eliminates time-consuming screening activities, where recruiters screen a thousands of CVs per hour. Currently, companies take one to two months in order to find a candidate and a student can take up to three months. We want to take these down to a couple of weeks.

### ***Where do you find your offers and what is the selection process?***

We have two main channels: one is made up of our partner companies that publish their offers on the platform by filling an initial online form with their details and information regarding the open position.

Our second channel is based on the carefully sourced daily offers that we find on different websites. We select the offers by targeting sectors. We have business and engineering-related offers and are now introducing law offers.

Another criterion is of course, quality. We only target top-business school and students from highly ranked European universities. Also, we only publish offers from companies that satisfy certain requirements.

### ***What do you count on to differentiate *Daily Internships* from other online platforms to obtain a competitive advantage?***

Well, first of all we define ourselves as a “social recruiting platform”. *Daily internships* was born on Instagram, even before we created the online website. What we wanted to do is to find users where they spend most of their time.

Our second differentiating element is that we work closely with universities. We are in six different European universities with seven different ambassadors and our goal is to create a network of students that are present in the different campuses. This will allow us to better promote the platform and the companies that are signed up on it. In this way, companies can brand themselves both on social media and on campus by getting closer to the students.

### ***How long does it take before students get a response?***

When a student applies online, companies have a limited time frame to answer to the application. There will no longer be waiting times for students because within 15 days, you will have a “yes” or a “no”. This also ensures a more transparent communication between students and companies.

### ***Who took care of the development of the platform? Did you have to look for external investors?***

We developed everything ourselves. The site was the most technical part followed by the algorithm. We haven't started looking for external financing since we are still working on our structure and planning our growth for the next months but we will surely consider it soon.

## Are there any ways to gain technical skills?

Yes, there are many tools that you can use to learn. Considering that we didn't know how to do half of the things we know now, we learnt very fast. When you have something that is yours and the results depends on how hard you work, you really learn fast. There are also tools that can help you gain core competencies, such as *Code Academy*, where you can learn many different things relating to coding with very low costs.

## What kind of feedback did you receive when you launched the platform?

Considering that we did not spend a single euro in marketing, we got some great feedback from students, especially in terms of numbers. Of course,

the support of the school and the different student associations, including the ambassadors, guaranteed growth at zero-costs.

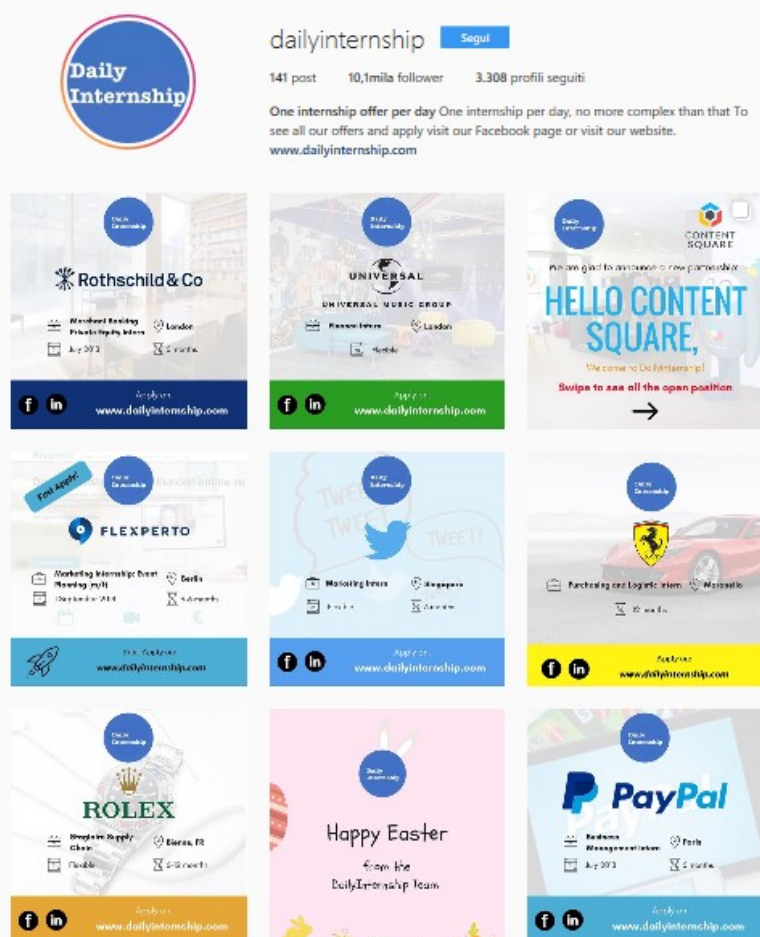
## What are your goals for the future?

In a short-term perspective, we want to keep developing our platform by giving it a more complex structure and also be able to gather data more efficiently. In the next one year, we aim at being the reference point for all university students. We want to reach them when they are still looking for something to do and are unsure about what to do. By reaching out to them during that phase, we can show them the different opportunities and guide their application process till they sign a contract with the company.

## Lastly, I would like to ask you if you had any suggestions for the students that have an idea and are thinking about developing it?

My advice is: DO IT. For any kind of idea you might have (and there are tons of ideas), do it. It makes no sense to keep dreaming about things that could actually come true because you will never know whether they work out or not and how to implement them until you try. Doing it these days is very easy since can create something with a VPN and be ultra-connected to people on the other side of the world very easily. My advice is to just do it.

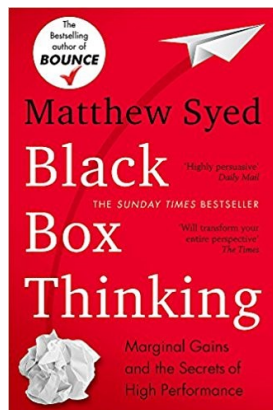
M.V. Filippi





# BOOKS I RECOMMEND... & PODCASTS TO LISTEN TO

S. Masoero

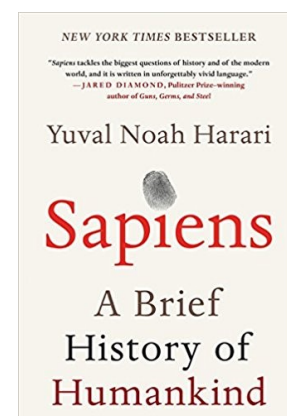


## BLACK BOX THINKING - MATTHEW SYED

Black Box Thinking is a wonderful book on the power of learning from your own mistakes. It analyses how completely different fields leverage these, from healthcare to aviation, from sportsmen to business men. Why it's important to create a climate where it's safe to fail, and why the consequences of not learning from an organisation's mistake can lead to its long-term failure. Eye-opening and never boring, a must-read for any future manager.

## HOMO SAPIENS - YUVAL NOAH HARARI

A long but worthwhile read that explores the history of humanity like no other history book. Starting from the beginning of human kind and how homo sapiens was the only species to survive, this book explores some macro topics such as how money was born, how religions developed and how capitalism and communism spread. I picked this book, despite it not being a purely business book, because it was recommended by high-profile individuals such as Bill Gates, Barack Obama and Mark Zuckerberg



## HOW I BUILT THIS—PODCAST

If you don't know what a podcast is, let me introduce to you something that may well change your life, as it has changed mine. A podcast is, in a nutshell, a digital audio file that you can download and listen to on your mobile. Imagine it as a YouTube video that you listen to, or a radio programme. If you own a iPhone, you'll already have a podcast app on your phone. If you have Android, I suggest you download an app called Podcast Addict that allows you to search and download from all the podcasts that are out there. All for free, so no excuses!

You can find podcasts on literally every single topic: daily news, sports, crime, books, personal growth, finance, fashion, you name it! If you can think of something, there's probably a podcast about it.

I will share with you a podcast I absolutely love, and which is a MUST if you study business, as everyone of us does. 'How I Built This' is a collection of episodes in which famous entrepreneurs talk about how they founded their companies, what difficulties they went through and how they overcame them. The person who interviews them is always the same, and every episode is around 40-minutes long, and you can listen to it on your way to school.

My favourite episodes are: Howard Schulz, founder of Starbucks, Michael Dell, founder of Dell Computers, Yvon Chouinard, founder of Patagonia, Herb Kelleher, founder of Southwest Airlines, Ben Cohen and Jerry Greenfield, founders of Ben&Jerry's and Joe Gebbia, founder of Airbnb.



# A SEMESTER STUDYING IN AHMEDABAD, INDIA

Donato Garnera is an M2 student, currently based on the Paris Campus, who spent a semester at the Indian Institute of Management Ahmedabad, located in Ahmedabad, Gujarat, India.

***First of all, can you tell us about your career path at ESCP Europe and which specialization you are attending at the Paris Campus.***

Sure, I started at the Turin Campus, doing the Pre-Master Year. After that, I spent the entire M1 of the MIM at the Madrid Campus, where I also obtained the Master Administraciòn y Direcciòn de Empresa.

I chose to split the M2 between India and Paris, where I am currently attending the specialization “Go to Market”. It is a very challenging course, that I chose in order to go into detail on some subjects I have already studied in India.

***On your aspirations, why did you choose to do an exchange semester instead of enjoying another six months at one of the ESCP Europe-campuses?***

I wanted to make my CV a bit different, making it more international but, most of all, I sought to get in touch with another culture and reality. I didn’t want to experience another European country because the differences between daily life in Italy, UK and Spain aren’t that great. Instead, in Asia, more than in America for example, the approach to daily life is totally different.

***Your destination was the Indian Institute of Management Ahmedabad. Why did you want to go to India, among all the Asian destinations?***

It wasn’t a random choice. I was one of the few student to apply to an exchange program with just one preference.

I chose the Indian Institute of Management Ahmedabad because, among the available destinations in Asia, it is the best one, ranked first among Indian universities and fourth in the top business schools in Asia by the Financial Times.

IIMA is an athenaeum founded in the 60s with the support of Harvard Business School due to the fact that India wanted to bring the American model



of management institutes in the country. The organization and the lectures, in fact, are deeply inspired by Harvard's ones, much more than ESCP Europe.

Doing the exchange there, I followed the program that belongs to their MBA course so my classmates were 27 years old or more, with some years of work experience behind them. This factor made our lectures much more entertaining and participative than the ones I am used to at ESCP Europe.

***Regarding the lectures, can you tell us about the courses you attended in India? Is the method of teaching really different from the ESCP Europe approach?***

I attended several courses at the IIMA; the one that impressed me the most was for sure the one on Bitcoin and Blockchain, held by the president of the cryptographic department of the Central Bank of India. As with every other course, it made me see a common theme from a completely different perspective.

Overall, I noticed that the competitive approach is really a western thing; in India, there is no urge to be the best and they do not see the world as a never-ending competition as we do. For example, during the *Managing Customer Value Delivery* course, I was told that, in order to increase the demand, the strategy is not selling the product to clients. This is inconceivable from an European perspective.

Regarding the teaching methods, it is quite similar to ESCP Europe, but the class participation is even more encouraged and required. We studied mostly on Harvard Business Cases and also the classrooms were Harvard-style, with an amphitheater layout.

***Lots of ESCP Europe students choose not to engage in an 'non-ESCP' experience during their career path with the fear of not having enough time to write the thesis or do a second specialization. Can you give us one reason to choose to another establishment and give up the chance to do a second specialization or to work on your thesis at ESCP Europe?***

I had no problem regarding my thesis; as a matter of fact, I'm ahead of most of my classmates who didn't do an exchange program.

Moreover, I think that an experience outside of Europe can be a better boost to your CV than a second specialization. I noticed that, during all the job interviews I had after my semester at IIMA, all the recruiters were interested and fascinated by the time I spent there.

*G.Cammarata*





A wide-angle photograph of a desert canyon landscape, likely in the Southwest United States. In the foreground, three young women with long hair are seen from behind, sitting on a rocky ledge and looking out over the vast, layered rock formations and deep canyons. The sky is clear and blue. The title text is overlaid on the bottom half of the image.

# A SEMESTER AT THE UNIVERSITY OF SOUTHERN CALIFORNIA

Anita Betti is an M2 student, currently based in the London Campus, who has spent a semester at the University of Southern California, in Los Angeles, USA.

## ***Which path has brought you here at the London Campus of ESCP Europe?***

Well, I have a Bachelor degree from Bocconi University, where I attended all the courses in English. After graduation and a summer internship in Miami, I started ESCP Europe directly from M1, which I split between Madrid and Paris.

Before starting the M2, I took a gap year to work at Heineken in Amsterdam and, lastly, I ended up dividing this year between LA and London, where I am currently attending the specialization in Creativity Marketing Management.

## ***Can you tell us something about the courses you have followed during your exchange se-***

## ***mester?***

Sure! At USC, you have access to more than 50 different courses regarding Entrepreneurship, Finance, Marketing and so on. You can build your career path combining subjects from different sectors. I have chosen five marketing topics and I really enjoyed them. In fact, I like the American teaching method, that is practical and concrete. For example, in the Advertising course, we have developed a whole campaign for a product. In the Global Marketing course, instead, we have done four different projects that allowed us to investigate diverse markets and apply cultural differences at Marketing topics.

## ***Why an Exchange in the USA and not somewhere else?***

I have always wanted to experience the life in an American campus, but it is really expensive. Thanks to ESCP Europe exchange program, I had the chance to do it with a smaller contribu-



tion (around 3000\$) compared to what are the American college fees.

USC was my first choice, followed by Boston, and I am really happy with my decision because the campus and the city are absolutely amazing.

### ***Why is the USC campus so special?***

First of all, the experience in an American campus is really peculiar. The students live in the campus so it's easier to socialize and start a new university life there.

The USC university is just next to downtown, a neighborhood full of restaurants, rooftops and places to go out. You have a train that takes you directly to Santa Monica, if you want to go to the beach, and the Staples Center, where you can enjoy NBA matches, just next to the campus.

In general, USC is one of the richest universities in America and this brings lots of benefits. For example, there is a free Uber service from 7pm to 2am in the campus area.

### ***Which is the coolest thing you've done in the Campus?***

I think it may have been the parties before the football matches of the USC team. The stadium is in the campus and the parties start in the morning at the Sororities and Fraternities' houses. All the students gather there and, then, you go all together to the match. It's called "tail gating".

### ***How many places did you manage to visit while you were in LA?***

I have been in the USA from August to Decem-



ber and I got the chance to visit a good number of places while I was there, like San Diego, Las Vegas, San Francisco and Palm Springs. The most unforgettable trip I've done was to the Grand Canyon, along with other 30 USC student for Thanksgiving. Also, the campus organizes excursions for the students, for example to Disneyland.

Overall, it is very exciting to stay in LA as well because the city offers plenty of places to visit nearby, like Malibu, Venice Beach and Newport Beach.

*G. Cammarata*



# BEING AN INTERN AT AMAZON

The Amazon logo is displayed in a large, 3D, white font with a thick orange arrow underneath it, mounted on a dark grey corrugated metal building facade. The background of the top half of the page is a vibrant, fiery orange and red sky.

*We have asked Giovanni, a ESCP Europe student who interned at Amazon to tell us about how he got the job, what he did and how he found it to be.*

## ***Tell us a little about yourself.***

Hi, I'm Giovanni Benassi. I hail from Genoa, Italy and I'm a part of a Dual Degree program between ESCP Europe (Masters in International Management) and Politecnico di Torino (Masters of Science, Management and Engineering). I'm currently in Politecnico di Torino and return to ESCP from September 2018. In the meanwhile, I have been interning with Accenture as a Digital Strategy Intern since February 2018.

## ***How was it working in Amazon?***

I worked in Amazon, London as a Business Intelligence Analyst for six months from May 2017. It was an amazing experience. I was as curious as everyone else about working in Amazon because no one really knows about the work culture there. At the same time, I was clueless as I did not know what to expect during my first day there. However a few days into the internship, I was

made to feel as part of the company. I worked with a team of just 4 people, though most of my time there, I worked independently. My job was partially technical as I monitored the flow of orders inside the warehouse and most of my work was on Excel and SQL. In addition, I used new models in forecasting parcels such as VBA macros. It was an excellent place to see the practical implications of what you do.

## ***How was the culture like there?***

Everyone there is very young. My manager was only 3 years elder to me. The culture was as a result, very international and dynamic with a lot of responsibility entitled to everyone working there to promote independent working. The working schedule was also very flexible in the sense that I could come in and leave at any time. I also had the provision to work from home if required as long as the work was done. We were constantly encouraged to change and innovate daily

because everyone believed that change cannot happen overnight but needs to be worked on a little, every single day. The employees were very open to experimenting new ideas daily and improve the overall system. One of the most important take-aways from my experience is the regular feedback that I received from my manager. The only disadvantage of working in Amazon was that I worked alone most of the time. Though it gave me immense responsibility, there were no brainstorming sessions or discussions, which is often a good solution to come up with new ideas.

***How would you say was your time at Amazon different from your time in Accenture now?***

I would say that the work environment is radically different in both the places. While Amazon follows a more individualistic structure, Accenture boosts team performances. My team in Accenture is roughly twenty people which is five times more than it was in Amazon. Accenture also follows a more disciplined approach to ideas and solutions, hence the individual contribution is relatively lower.

***How did you get the job?***

While searching for an internship, I was focused on getting one outside Italy. While searching on LinkedIn, I came across this position in London. It seemed like a good opportunity and I knew that I had to apply for it. The application procedure started with two tests ; a logical test and an Excel/SQL test to measure my technical expertise. Following this was a series of 3 telephonic interviews. One of these was conducted by an employee working in the warehouse and the other two were conducted by two potential managers that I could work with. The surprising part about these interviews was that they were solely based on values and nothing technical. The managers wanted to see if I would be a good fit for their team even though I did not work with any of them. From what I have heard, they have now started interviewing on Skype.

***What plans do you have for the future?***

Well, I'm not sure yet. For now, I'm focused on completing my internship in Accenture. Then, I'll probably intern in Finance because I want to experience every sector before I decide what I really want to pursue in my life. Needless to say, I really look forward to my next semester at ESCP Europe Madrid or Paris.

*R. Sahni*







# 3 ESCP STUDENTS WENT TO THE FINAL OF THE MOST FAMOUS MARKETING COMPETITIONS

*L'Oréal has its own innovation competition, that will reach its 27th edition in 2019: L'Oréal Brandstorm.*

*Through Brandstorm, the French company invites the Innovators from all over the world to take part in a disruptive challenge, focused on a specific L'Oréal division.*

*The 2019 challenge will be on L'Oréal Active Cosmetics and the registrations have opened on October 1st.*

*Last year, for the first time, a team from ESCP Europe has reached the Global Finals Stage. The Globetrotter team, composed by Giulia Cammarata, Anita Betti and Elena Seita, have brought their innovative and disruptive ideas to Palais de Tokyo in Paris on the 17th of May 2018, alongside students from over 50 countries.*

*But how does it feel to be part of it?*

Being part of the first ESCP Europe team to make it to the global finals of L'Oréal Brandstorm, I felt, first, really lucky and proud for the achievement. It is a glaring observation, but, still, having your project selected is never certain.

Behind that, on my way to Paris, I didn't really know what to expect from the upcoming days. Sure, I had no clue how unique the atmosphere we were about to breathe would be.

As soon as we stepped in the Clichy Headquarter, we started perceiving how dynamic and enthusiastic the L'Oréal environment is. We were invited to attend some workshops on different subjects, having the honor to meet both people working at high levels in the company and external hosts, who guided us into an overview on the topics with clear and concrete examples. Every workshop was attended by almost 50 stu-

dents from different part of the world. For example, our Italian team spent the day side by side with teams from Chile, India, Egypt, Romania, Thailand, Germany, Japan, Israel, Malaysia, Poland, Singapore, Hong Kong and Ivory Coast! It really couldn't get more international than that!

This first impact has been great and valuable because, without the pressure of the forthcoming competition, we had the chance to start interacting with the Brandstormers from other countries. We began our "L'Oréal day" with a workshop on Digital Trends, that gave us an overview on the direction where we are going towards in the upcoming years, transcending the Beauty world. Then, we had a very practical experience on how to perfect our pitch for the final competition with an American public speaking Expert. We closed the day with meeting with two managers who ex-

plained us how L'Oréal innovates, followed with a delicious aperitivo with all the participants, the HR teams and the organizers.

The following day, the long-awaited final, took place in a gorgeous location, Palais de Tokyo. Every team had its own booth to present the project in front of different juries. Alongside that, the environment was provided with interactive activities to do.

What surprised me the most about the day was the enthusiasm of all the participants: people were not crazily competitive, but really interested in knowing about everyone's projects and stories instead. We frequently ended up talking to other Brandstormers' teams about their birth places or how they knew each others and why they decided to do the competition. This approach didn't change with the announcement of the winners: during the dinner and party that followed the competition, we found ourselves dancing side by side with L'Oréal recruiters and participants from any part of the world.

It's an experience that I totally recommend: even without winning the competition, being there is

worth all the hours we have spent on our idea.

In conclusion, a last thought on the corporation itself. Working on the innovative idea for the competition, I clearly did my research on L'Oréal as a company and, alongside, I also read the very famous HBC during my International Marketing Decision course. Nevertheless, what I encounter in the headquarter in Paris is something that it is not possible to find in case studies.

The work environment is young, dynamic and fervent. Everybody, from the HRs to the managers of different divisions, seemed really glad of having us there, but genuinely interested in our ideas. They really managed to convey a positive imagine of L'Oréal as a company to work for.



L'ORÉAL  
**BRANDSTORM**  
2018





**THANK YOU FOR READING,  
WE'D LOVE TO HEAR YOUR FEEDBACK!**

**YOU'D LIKE TO WRITE ON THRIVE?  
LET US KNOW!**