

# SAY SCALE

Boost your Startup - in 2 intense days!

## Why should you attend?

You found your product market fit. Now, you want to grow! However, you need to find **the best drivers to expand**. You need to have validated the most important aspects of your business model, and you then need to convince customers, partners, and investors to get on board so you can accelerate your growth. This intense 2-day workshop will help you focus your company and hone your message. You will benefit from a **customized checkup** and hands on recommendations to **find the solutions that fit your specific needs**.

## What do we need to know from you?

- Send us relevant information about your business (website, key figures...).
- Let us know the important aspects of your business model that you have validated.
- Tell us the 3 growth issues that you believe you should address.
- Let us know what DREAM MEETING could change your company forever (investors, corporates, partners...).

## What will you get?

We will provide **customized feedback to create with you the best package to convince your targeted audience - in 3 minutes**.



**Where:** ESCP Europe, Campus Montparnasse



**When:** 3 alternatives in 2019: . April 25 & 26  
. May 13 & 14  
. May 27 & 28



**Cost:** . 200 euros per startup project (maximum 3 participants per startup)  
. 50% discount for ESCP Europe alumni, the WeWork community, and partners of the Say Institute



**Apply:** How to apply and questions: [mminot@escpeurope.eu](mailto:mminot@escpeurope.eu)

With **Stanford Professor**  
in **Entrepreneurship Jack Fuchs**  
& **CEO of Storymakers Corine Waroquiers!**

# SAY SCALE

Boost your Startup - in 2 intense days!

## Instructors



**Jack FUCHS**

**Jack Fuchs** is an investor, global entrepreneur, and lecturer. He is an **Adjunct Professor in Entrepreneurship at Stanford University and a contributor to the Jean-Baptiste Say Institute for Entrepreneurship at ESCP Europe**. He is a member of numerous Boards of directors, and an Operating Partner with Blackhorn Ventures. Over the past 10 years, Jack has invested in and advised over 20 companies in Europe, Asia, Latin America, and the US. He aspires to help global entrepreneurs establish the best version of Silicon Valley wherever they are. He holds an AB in Engineering Sciences with Honors from Dartmouth College, and received his MBA from Stanford University. Jack's previous entrepreneurship experience includes 4 successful strategic exits. He has held leadership positions in Finance, Sales, Marketing, Product Management, and Business Development at a number of private companies.



**Corine WAROQUIERS**

**Corine Waroquiers** is the CEO and co-founder of **Storymakers**. An alumna of ENS Paris Saclay, Corine studied at University of California Berkeley (Media Studies and Journalism) and Sciences Po Paris (Master in Sociology). Before becoming an entrepreneur, she worked as a strategy and management consultant at Mazars, and for UNESCO and USAID in Rwanda on digital strategy and education issues. Corine created the Storymakers App to make storytelling and pitching accessible to everyone. Today it is a leading innovative solution, used by executives and managers (Vinci, Coty, EY, La Redoute, Canon, Orange BS...), entrepreneurs and students from top schools where she teaches (ESCP Europe, Paris-Dauphine, Ecole Polytechnique, NEOMA Business School, Politecnico di Milano). Corine recently published a book on the Storymakers method: **Free Your Pitch** (Pearson).

## Content

### Day 1

**Morning session I:** Game-plan for successful entrepreneurs

**Morning session II:** Workshop – Startup 360° checkup

**Lunch time:** Social sharing with an experienced entrepreneur

**Afternoon session I:** Create the best rationale for your story

**Afternoon session II:** Workshop – Storymakers

**Evening:** Social event with an expert in entrepreneurial growth

### Day 2

**Morning session I:** Customized mentoring to find the right drivers for your startup

**Morning session II:** Workshop – Startup growth driver focus

**Lunch time:** Social sharing with an experienced investor

**Afternoon session I:** Design the best pitch

**Afternoon session II:** Workshop – Storymakers

**Final jury** with 5 key experts with feedback and new connections