

Un exemple de projet:



Ours To Do<sup>®</sup>  
P e l u c h e s   e n   k i t



@OursToDo



Florence.Holly  
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Ours To Do



@ourstodopeluches

# L'histoire d'Ours To Do – Outils et rencontres clés

## French business culture

- Formality / protocols
- Logic and rationality
- Analytical decision making
- Process over results & action
- Context-based wit
- Pride in "French style"



Check in 2 FRANCE



pôle emploi



CCI FRANCE



AGENCE FRANCE ENTREPRENEUR

Admin - Statuts  
Registration



legalstart.fr

Néo-Banques

Revolut

N26

qonto

Online tools



GIMP



Je pilote



Ours To Do  
Peluches en kit

27Nov2018

PIVOD

Website APIs

Wix

Salon des  
Entrepreneurs

Training - Networking  
#SheMeansBusiness



## Idea phase

Cultural gap  
Disruption

## Research phase

Exhibitions  
Family & friends

## Creation phase

NeoBanks  
Training on new tools

## Launch phase

Motivation  
Support

# A year Later – Key learnings

1. Do not underestimate the time it takes to
  - Settle your family
  - Set up your business plan
2. Free-up space + delegate.
3. Stick to a few reliable sources of information.
4. Have clear agreement with your family, their support is critical.
5. People you meet along the way will impact your motivation, energy and inspiration.
6. Adjust but don't give up.

Make most of the disruption it 's never been a better time to give it a go so...Go for it!



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