

## 16<sup>th</sup> Business Plan Competition

The awards ceremony of the 16th edition of the JCI Monaco Business Plan Competition, organised with the support of the Monegasque government and in partnership with BNP Paribas, took place on Wednesday 16 November at the Novotel Monte-Carlo.

During the evening, we were greatly honoured by the presence of important personalities of the Principality, in particular H.E. Mr Michel Roger, Minister of State, Mr Marco Piccinini, Government Counsellor for Finance and the Economy, and two major keynote speakers, Mr Gildo Pallanca-Pastor, President of Venturi Automobiles and Sir Stelios Haji-Ioannou, President of easyGroup.

These two leading entrepreneurs perfectly illustrated the slogan of the 16<sup>th</sup> edition of the Business Plan Competition: "Launch yourself into an entrepreneurial adventure!"

Upon the close of the applications on 1 October, nineteen projects had been accepted by the competition organising committee. After an initial selection process by the committee and a second selection by the jury, the representatives of 6 finalist business plans were questioned by a jury made up of eminent personalities of Monegasque life.

<h3>Composition of the jury</h3>
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- Mrs Laurence GARINO, representing the Director of the Economic Expansion Department
- Mr Charles CANNONIER, representing BNP Paribas
- Mr Pierre LORENZI, representing the National Council
- Mrs Elisabeth RITTER-MOATI, representing the Economic Development Chamber
- Mr Alexandre AMARA, Director of the 16th JCI Monaco Business Plan Competition Committee
- Miss Marina MAZZA, President of JCI Monaco
- Mr Hervé LE BRAS, representing the Monegasque Employers' Federation
- Mr Christian BOISSON representing the Monaco Order of Chartered Accountants
- Mr Claude CHAILAN, representing the International University of Monaco
- Mr Guy-Thomas LEVY-SOUSSAN, representing the Monaco Venture Capital Association
- Mr Patrick CURTI, from GLASTINT
- Mr Leonardo MAGNI, from DGB MONACO
- Mr Gérald MOYNE, from FIRST CLASS ORGANISATION

## The 6 finalists

### 1) MONACO GREEN INTERNATIONAL

Let's go Green ! The aim of Monaco Green International is to become one of the major actors in Monaco in terms of import-export and distribution of products solely geared towards sustainable development and the environment. The company is organised into 4 divisions:

- **Green Solar: photovoltaic components, thermal components, solar panels...**
- **Green Cleaning: floor and surface cleaners, specialised cleaning products from the "L'Arbre Vert" range**
- **Green Construction: natural insulation, Eco-label certified thermal products**
- **GreenBat: specialised coatings for walls, ecological paint.**

For Mr Jean-Baptiste Torrel, the project bearer, the goal is to bring together the professional and institutional sectors around sustainable development.

### 2) PONTONS MOBILES

Gaining space ! This is the goal of this ambitious project, the fruit of a long period of research. Finally, the first global Monegasque patent was submitted by Mr Frédéric Marantier, whose inventiveness helped develop the project. His mobile pontoons are now in a test phase and agreements are being concluded with various harbours and other interested parties. For him, the competition is an opportunity to recognise the investment and the work that he has accomplished.

**Besides, these pontoons contain mechanisms for collecting the used waters of ships, thereby avoiding the rejection of these polluting elements into the sea.**

A company of the Principality, a country turned towards the sea, could therefore be at the origin of the development of an ecological, practical and profitable project. This would help cement the position of Monaco as a global pioneer in the nautical world.

### 3) L'AGENCE DES FEES

Who has never dreamt of having a fairy close by ? Valériane Dubuc has asked this question to women, spouses of High Authorities and other Princesses who would like to make Monaco their home for a few days or weeks. The role of the Agence des Fées is to reply to their every need, wish or whim! By taking part in this competition, this former bodyguard of Saudi princesses hopes that, with the wave of a magic wand, the Principality of Monaco will help her fulfil her dreams as an entrepreneur...

### 4) BIRD EYE CAM

This project was born through the passion and inventiveness of one man. On a personal or a professional level, Bird Eye Cam can be your eyes thanks to aerial photographs taken by a drone: easy to use, flexible according to weather conditions and cheaper than a helicopter. This tool offer solutions for aerial shots of events, following a building site or a property and creates a new source of demand

thanks in a cheap and efficient manner. Jonathan Rit took part in this competition to invest more money in quality material. This young Monegasque entrepreneur is planning to set up his business structure within the next 3 months.

## **5) BENEZET BRIDGE**

Andreas Schulze aims in 2012 to manage assets on emerging markets. This young entrepreneur has been able to observe the world and the way that the financial system works at a global level and it is with Africa that he now wishes to start up his activity. The aim of Benezet Bridge is to act as a bridge between private European investors and African SMEs. To do this, Andreas Schulze can use his experience as an asset manager specialised in the African market to build up a network and especially identify the investment targets of his clients. African SMEs have important liquidity requirements and cannot rely on sufficient banking resources. The only solution they have is to use private investment. But political instability and obvious cultural differences prevent foreign investors from investing with confidence. The competition is therefore an opportunity for the project bearer to gain recognition in the Principality and to gain essential cash flow to assist this venture.

## **6) WATCH THE DIGIT**

The percentage of artificial internet users on certain social networks reaches 50% and fake internet traffic represents 30%; it is therefore essential for an advertising agency to know the true audience of a website before launching an advertising campaign. This is the conclusion drawn by Watch the Digit, which wishes to make Audits on Online Communication its main drawing point. A bit of cleaning on the net would therefore help companies invest and communicate more on the internet... Mr Vladimir Talala, project bearer and two other computer experts, Mr Maxim Plotkin and Mr Alexandre Ibragimov have developed a piece of auditing software able to distinguish between genuine and fake traffic, which they aim to offer to their clients on a sharing basis through annual contracts and gaining money on a percentage of the global advertising campaign budget. The aim of Watch the Digit is to make online advertising more reliable by informing their clients of fake internet traffic and inefficient advertising campaigns, by providing them with the necessary advice to avoid the traps on online advertising and to offer strategies to prevent fraud.

The selection of the jury

2 projects were awarded prizes

**The Government Prize : PONTONS MOBILES**

Prize awarded by H.E. Mr Michel ROGER, Minister of State

This project was awarded a government grant of 40.000 euros as well as prizes awarded by the different partners of the competition for an estimated value of 10.000 euros.

Attached photos :

- Mr Frédéric Marantier, the winner, with H.E. Mr Michel Roger, Mr Marco Piccinini, Government Counsellor for Finance and the Economy, Mr Patrick Gherara, Director of BNP Paribas Monaco and Miss Marina Mazza, 2011 President of JCI Monaco



- Mr Frédéric Marantier and Mr Jonathan Rit, surrounded by the main participants of the evening



## The JCI Monaco Prize : **BIRD EYE CAM**

*Prize awarded by Mr Patrick GHERARA, Director of BNP Paribas Monaco*

This prize was awarded a government grant of **21.000 euros** as well as prizes awarded by the different partners of the competition for an estimated value of **6.000 euros**..

Attached photos:

- *Mr Jonathan RIT, the winner, with H.E. Mr Michel Roger, Mr Marco Piccinini, Government Counsellor for Finance and the Economy, Mr Patrick Gherara, Director of BNP Paribas Monaco, Miss Marina Mazza, 2011 President of JCI Monaco and Mr Frédéric Marantier, winner of the Government Prize.*



- *Photo of the winners*



Both these projects will enjoy the support of JCI Monaco over the coming years.

JCI Monaco contact:

**Mr Cédric CAVASSINO**

**Deputy Director of the 16th JCI Monaco Business Plan Competition committee**

Tel : (+377) 92 25 32 41

Mobile: (+33) 06 70 24 43 81

E-mail : [c.cavassino@azurtech.mc](mailto:c.cavassino@azurtech.mc)