



# **Mentoring entrepreneurs for growth**

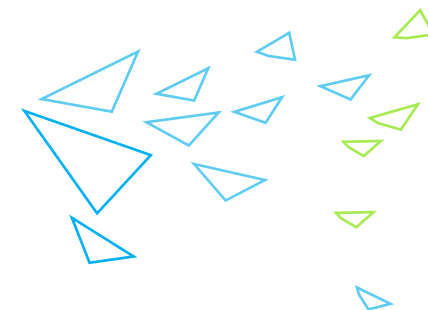
**Our services to startups**

 **Mana**

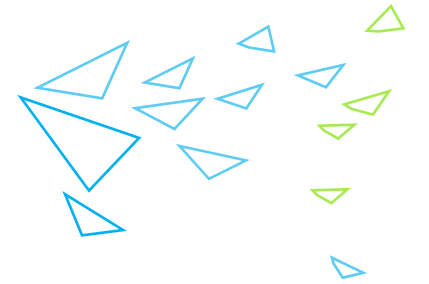


# Problem

Get access to experience and proven methodologies at a reasonable cost



- You would welcome **senior experience** in your team...
- ... and proven **methods** to get things done...
- ...but you cannot hire a CEO, a COO or a CFO full time at this stage



# Solutions

Customized solutions to assist you with senior managerial experience

- Structured one-to-one **mentoring** customized to your needs
- CEO **hot-line**
- Collaborative thinking and **group mentoring**: your friendly monthly peer advisory « board »
- Focused **workshop** with your team on topics requiring urgent action plans
- Preparation to **fund raising**
- **Project Management** assistance
- Part time **CEO/CFO/COO**



# Mentoring packages

A range of one-to-one and group mentoring services to assist you and your company at different stages of your growth

- Monthly mentoring **packages**



Group Mentoring	Regular Progress	Booster +
<ul style="list-style-type: none"><li>• £250/month</li><li>• Half a day monthly meeting</li></ul>	<ul style="list-style-type: none"><li>• £750/month</li><li>• 5 hours of individual mentoring</li><li>• 1h weekly or 2h by fortnight</li><li>• + 1h hotline over the phone anytime</li></ul>	<ul style="list-style-type: none"><li>• £980/month</li><li>• 9 hours of individual mentoring</li><li>• 2h weekly or 4h by fortnight</li><li>• + 1h hotline on the phone anytime</li></ul>

• 1-on-1 Plus Group => £490/month package: group mentoring + 2h individual mentoring per month



# Business acceleration workshops

Workshops tackle major problems, using creativity and team work to produce action plans

Some workshops are co-facilitated with our business partner Eric Vidal from iCube-Thrive



h

- For **more specific issues** that you may have, we can organise customized workshops with you and your teams
- Examples of **workshops** that we have organized in the past:
  - ✓ Improve your **differentiation** & positioning **Best seller**
  - ✓ Clarify your **strategy** & business model **Best seller**
  - ✓ Better structure your **offerings** and pricing **Best seller**
  - ✓ Enhance your **multi-cultural** business skills
  - ✓ Values, mission, vision
  - ✓ Review and improve your **investor** pitch deck **Best seller**
  - ✓ Make your **financial** model more robust **Best seller**
  - ✓ Determine your **KPIs** and dashboard
  - ✓ Bulletproof your **Marketing / SEO** strategy
  - ✓ Entrepreneurs' **time** management
  - ✓ **Go to market**, scale up, sales organization
  - ✓ Integrate **life/work balance**, avoid burnouts



I N V E S T M E N T

# Preparation to get financing

Make you ready to go speak to investors:  
strategy, story telling, pitch and financial model

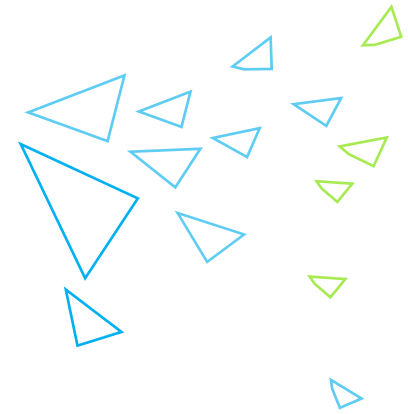
- Most startups are not really ready to go speak to investors
  - Common weaknesses that we see:
    - ✓ the **strategy** is not clear
    - ✓ the investor pitch does not flow well
    - ✓ the **business model** is not clear
    - ✓ the **go-to-market** is not explained
    - ✓ the **traction** is not proven
    - ✓ the **financial model** is either unrealistic or not inspiring
  - After a diagnosis, we tailor made a programme to get your ready for investment, working mostly on **clarifying your strategy, improving your pitch and making your numbers more robust**
- 



# Assistance to fund raising

Putting you in touch with qualified investors

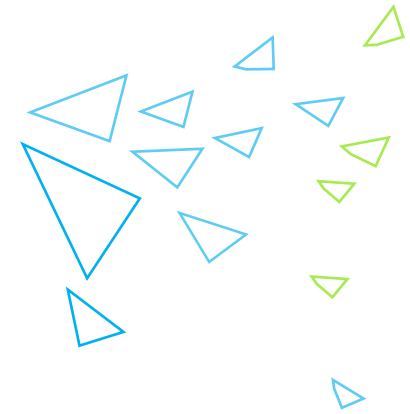
- In specific cases, when we have the proper network, we will introduce you to some qualified investor who might be interested to invest in your project





# Part time CFO, COO

We closely assist you as a part time COO or CFO



- Based on our experience as a CEO of startups, we can **assist you temporarily** with COO or CFO roles, on a part time basis, while you need time to find more permanent talents for your company
- We bring day-to-day **experience** at key turning points of your development





# Benefits: 7 reasons to be mentored

Benefits come from the mirror effect, the freedom to speak, the fresh ideas, the structured approach and the frequency

1. No more facing issues alone: “**mirror effect**”
2. Benefit from sharing issues, experiences and ideas with a **seasoned** mentor experienced in startups, investment and large corporations
3. Get good advice, structured approach, new energy and clear ideas for **action**
4. Be **challenged**, with kindness but frankness. **No bias** – you don’t talk to a VC, banker, partner or friend. You have nothing to pretend or to hide: the mentor is 100% on your side
5. **Escape** from daily heavy workloads to think ahead, brainstorm, strategize
6. **Regular** mentoring allows to work in depth, build trust and be accountable
7. Learn and practice simple **methodologies** to solve problems and get things done

# What our customers say

Trust, experience, very structured approach, practical actions, big picture & strategic challenge



## Vialma

Guillaume, CEO

« Francois brings experience, clarity and pragmatism. He made me save precious time in formulating and executing my strategy. He also had a good level of communication with the team, which made our work more efficient and engaging for everyone. I highly recommend him!»



## Startup Lisboa

Miguel, Director General

«Thank you Francois Marmion! It's a privilege to have you as our mentor! »



## Sonodot

Niccolo, CEO

«Francois has really challenged the way we think about our business and really brought to light some blindspots we had especially around our go-to-market strategy and sales model. We found his customised and zero nonsense approach very beneficial. Highly recommend!»

© Manao 2019



## Pin IoT

Paul, CEO

« Conducting an incisive, commercial and practical review of our financial model, Francois has added real value to our business. We can now more easily understand the perspective of the investor when evaluating our model, invaluable in enabling us to refine and improve our thinking. Exceptional.»



## .biti

Luis, CEO

« Priceless! Francois is all about the right questions to push us to the right insight. The mentoring that we had was a perfect blend between a lot of experience, clear pragmatism and a very pleasant time. Thanks Francois! »



## Francois Marmion, Managing Director

Entrepreneur, consultant (ex. EY), investor, mentor, facilitator, futurist

- Startup and CEO **mentor**
- Spent 20 years working in the startup and innovation ecosystem in London and Paris
- **Investment** experience: former Head of VC / PE investment for a family office in London
- **Startup** experience: former CEO of two startups in on-line travel (80 people) and computer vision (30 people)
- **Consulting** / project experience (Ernst & Young): managed complex projects for large corporations such as Orange, Air France, Michelin, Sprint, AT&T, LVMH
- **International** experience: Paris, London, Chicago, Asia
- Lecturer in Strategy, Entrepreneurship, Digital Projects at Dauphine London and in Future Studies at INSEEC.U London
- Master in Management and Finance from Paris Dauphine University and Master in Management from Institut Mines Telecom Business School in Paris

## Contact us

- [www.manoa.co.uk](http://www.manoa.co.uk)
- [fm@manao.co.uk](mailto:fm@manao.co.uk)
- UK +44(0)779 624 7100
- FR +33(0)6 70 08 77 60