



Education Session No. 239:  
Special Asset Class Focus: Business Angel Investing in Europe

January 18, 2011 at 6:30 PM  
Paris

Business Angel investing, or "early stage investing" is developing in Europe as a true asset class. Business Angels provide capital for projects even before Venture Capitalists and Private Equity funds have the chance. They have a very specific risk-reward profile and differentiate themselves by the unique involvement Angels offer, alongside their financial investment.

Our panel, composed of economists, business angels and entrepreneurs will analyze how this investment style is growing in Europe after having had much success in the USA. They will also discuss how the Angels themselves are changing, as younger professionals, women, and focused groups, specifically around Sustainable Development, are getting more involved.

Join us to discover this fascinating area of the investment world and how it connects and inspires investors and entrepreneurs.

#### Participants

Valérie Plagnol, *Moderator*, Director of Research, Credit Suisse  
Brigitte Baumann, Founder & CEO, Go Beyond  
Stéphanie Savel, President, DDIDF  
Béatrice Nicolas-Meunier, Founder, Efficall  
Carole Fichter, Founder, Lodesse Cosmétique  
Florence Hallouin, Founder, Génération Plume

#### Event Details

**Date:** January 18, 2011

**Time:** 6:15 PM Registration.

We will begin *promptly* at 6:30 PM; please arrive early. Since it is disruptive to everyone when latecomers enter the session, those arriving after an education session has begun will only be admitted at the discretion of 100WHF and the host. Please note the start time on this invite and plan to arrive early.

Networking and cocktails will follow.

**Host:** Credit Suisse

**Location:** 25 avenue Kléber, Paris, 75784 Paris Cedex 16, France

(Please see below for directions.)

**RSVP:** [http://www.100womeninhedgefunds.org/pages/event\\_registration.php](http://www.100womeninhedgefunds.org/pages/event_registration.php)

This event is NOT FOR ATTRIBUTION.

**Admission to this event is free, but there is a 20 Euro charge if you register and do not attend (even if you cancel in advance). No-show proceeds will be donated to our 2010 beneficiary.**

Space is limited. No walk-ins will be permitted.

## **Biographies**

**Valérie Plagnol**, Director of Research, Credit Suisse

Valérie Plagnol, 49, is Credit Suisse Private Banking Director of Research in the International Research department. Ms Plagnol, who speaks Japanese, started her career at Nomura in 1990 in Tokyo and in 1994 became Senior Economist with Credit Suisse First Boston in London. She then joined HSBC France (CCF) as Chief Strategist and was managing the markets research department, before heading the strategy of CM-CIC Securities Paris.

Ms Plagnol is a graduate of IEP Paris and of the Oriental Languages and Civilisation Institute in Paris. She was a member of the Council of Economic Analysis for the French Prime Minister from 2006 to 2010.

**Brigitte Baumann**, Founder & CEO, Go Beyond

Brigitte Baumann is the Founder and CEO of Go Beyond, the early-stage investing services firm which provides cross border investment opportunities, syndication/pooling, due diligence, investment monitoring services and training/coaching. She is a Business Angel and passionate about creating a sustainable world by investing and mentoring Impact entrepreneurs.

Brigitte is currently serving her second term as President of EBAN (the European trade association for Business Angel Networks and Seed Funds [www.eban.org](http://www.eban.org)). She has been a member of the World President Organization [www.ypowpo.org](http://www.ypowpo.org) since 1998 and leads its Business Angel interest group. She holds a B.Sc. in Chemical Engineering from Tufts University, Boston and an MBA in Finance from the Wharton School at the University of Pennsylvania. Brigitte is the subject of a Harvard Business School case study and lectures at IMD.

**Stéphanie Savel**, President, DDIDF

Stéphanie Savel is President of DDIDF, the French Business Angels network dedicated to sustainable development.

She founded fifteen years ago ASG Statégie & Gouvernance, a research and training institute specialized in the work place and its interactions with society. The main focus of the institute is sustainable development, social responsibility, work life balance, work motivation, ethics and unfair discrimination. She takes part in many think tanks, such as early stage direct investing, Comité 21, Cleantuesday and Entreprendre Vert. Stéphanie is a graduate of IEP Paris.

**Béatrice Nicolas-Meunier**, Founder, Efficall

Béatrice Nicolas-Meunier is a successful Business Angel in her own right. She is a board member of a women's angel investment club, co-managing relationships with starts-ups; from analysis stage to running phase, developing analysis and gaining strategic portfolio tools.

Her professional background allows her to address specific environmental, energicial, chemical and biotech projects. She is a strong defender of ethical and sustainable developments as well as projects and causes that lend themselves to environmental protection. She founded Efficall, a consultanting firm in strategic planning and performance improvement areas working for international corporations. Beatrice is a member of EPWN, FBA, several entrepreneurs clubs and networks.

Béatrice holds an MBA from the Graduate Business Schools of EM Lyon and Cranfield, an Engineers degree in

Chemistry (materials), ISTIA innovation from the University of Angers.

**Carole Fichter**, Founder, Lodesse Cosmétique

Carole started her career in cinema production in 2003 and worked on French feature films and foreign political films. She had been making her own cosmetics from a while when she realized that hers were much more efficient and active than anything she could find retail. She tried and tested on her friends who were all equally enthusiastic. In 2007, she decided to launch her own brand of organic oils and cosmetics and oils, Lodesse Cosmetics. Lodesse is 100% family owned and reaching out to Business Angels for the first time in its development.

Carole studied political sciences at IEP Paris, business at the Paris Graduate Business School and is a Bachelor in classic Arabic.

**Florence Hallouin**, Founder, Génération Plume

Florence studied mathematics and science and later at ENSCI but she was not like all the other students who joined design studios: she went off to Turkey for a year to sell rugs ! That's how she contracted the entrepreneurial bug that has never left her since. She then joined the French Agency for Industrial Creation then Ellium Studio. She started a first business as free-lance interior design consultant for Galeries Lafayette and BHV and in 2003 joined Walt Disney in charge of relations with industrial partners for design and baby goods. She left Disney in 2007, designed the innovative reusable nappy and founded Generation Plume.

#### Directions

The closest tube is Kleber or Champs Elysées.

[Click here for more directions](#)



#### About 100 Women in Hedge Funds ([www.100womeninhedgefunds.org](http://www.100womeninhedgefunds.org))

100 Women in Hedge Funds is a global, practitioner-driven non-profit organization serving over 10,000 alternative investment management investors and professionals through educational, professional leverage and philanthropic initiatives. Formed in 2001, 100 Women in Hedge Funds has hosted more than 250 events globally, connected more than 250 senior women through Peer Advisory Groups and raised close to \$20 million for philanthropic causes in the areas of women's and family health, education and mentoring. For more information about 100 Women in Hedge Funds, please visit [www.100womeninhedgefunds.org](http://www.100womeninhedgefunds.org).

#### Give Back

100 Women in Hedge Funds provides a 'Give Back' program that enables members to match their resources (time, access, financial) to projects that will help us expand our successful initiatives. Visit [http://www.100womeninhedgefunds.org/pages/give\\_back.php](http://www.100womeninhedgefunds.org/pages/give_back.php) today and tell us how you can help.

#### 100WHF *Connect!*

Get *Connected* today! Visit [http://www.100womeninhedgefunds.org/pages/membership\\_connect.php](http://www.100womeninhedgefunds.org/pages/membership_connect.php) for details and to sign up.

#### 100WHF Access Fee

Have you paid your access fee? If not please go to

[https://www.100womeninhedgefunds.org/pages/member\\_payment.php](https://www.100womeninhedgefunds.org/pages/member_payment.php). We appreciate your continued support!

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