



## 100 women in hedge funds®

**Thinking of starting a business in Geneva? Two local organisations discuss their experiences supporting women entrepreneurs in Switzerland**

September 10, 2013 at 6:30 PM  
Geneva

Tap into the experience of seasoned entrepreneurs as you prepare to launch your own business. Learn proven insights on managing the challenges of a new business, developing relationships with clients and taking advantage of local networks to grow an idea for a business into a capitalised model. The panelists will review the general Swiss business climate, with a focus on opportunities in Geneva and grants available from the City of Geneva. Hear their guidelines on networking and communications prior to a business launch and the lessons gained from specific startups. There will be ample time for Q&A and discussion of shared issues for those leading, starting or contemplating new ventures in this program, the first of a three-part series.

Please note, the majority of the presentations will be in French. Limited capacity, please register early.

### Participants

**Muriel Dubach**, Brainstorming Femmes Entrepreneurs  
**Jerome Favoulet**, Fondetec

### Event Details

**Date:** September 10, 2013

**Time:** 6 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:** Fondetec

**Location:** Rue Hugo-de-Senger 3, **Geneva**, 1205, Switzerland - [Directions](#)

**RSVP:** Please refer to your invite

If you have any questions about this event, please contact the [Geneva](#) committee.

If you would like to make a special donation to 100WHF to support our ongoing senior practitioner events, please [click here](#), or to become a 100WHF Global Angel, please [click here](#).

**This event is NOT FOR ATTRIBUTION. All 100WHF events are private events and we require that no one reports publicly on any aspect of them.**

**Admission to this event is free, but there is a 30 CHF charge if you register and do not attend (even if you cancel in advance). No-show proceeds will be donated to The Roger Federer Foundation, 2013 beneficiary of 100WHF's Swiss philanthropic initiatives.**

If you have no-show fees in arrears, the system cannot register you for an event. You can view and pay for any outstanding no-show fees online from your [Member Profile](#)

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

## **Biographies**

### **Muriel Dubach**, Founder, Brainstorming Femmes Entrepreneurs

Muriel has nearly 15 years' experience in the financial markets specialised in quantitative market analysis and management. In 2001, she joined a renowned private banking institution in Geneva as a private banker. In 2010, she founded Brainstorming Femmes Entrepreneurs, dedicated to women entrepreneurs in a Swiss platform. Her ambition is to provide practical support to entrepreneurs, especially women.

Muriel hosts numerous conferences dedicated to finance and entrepreneurship, and offers her clients access to a large network of professionals and strategic advice to managers of small and medium enterprises.

Known for her work ethic and dedication, Muriel quickly became a reference in the field and many entrepreneurs, men and women alike, use her platform for support during business creation. She brings seasoned knowledge in strategic decisions such as corporate communications or financial management.

Brainstorming Femmes Entrepreneurs today represents over 500 women entrepreneurs in Switzerland.

### **Jerome Favoulet**, Director, Fondetec

Jerome FAVOULET is Director since 2007 of Fondetec (Foundation for the Development of Employment and Economic Fabric of the City of Geneva). The Foundation offers local startups financing through credit and support through business development.

Trainer and conference presenter on topics related to sales, marketing and finance, Jerome FAVOULET is particularly involved as assistant at the HEG Geneva (Haute Ecole de Gestion).

Since January 2013, he joined the team of economic consultants on channel TTC, which airs each Monday night on RTS 1.

He sits on the working group CRFG (Franco-Genevan Regional Committee) on the economy, SAI Committee (support for self-employment) of the Cantonal Office of Employment and Unemployment Fund Committee of the City of Geneva.

He is also involved in the volunteering relating to entrepreneurship, such as: President of the Geneva section of the Association of Young Leaders (and member of the National Committee), and a committee member of the Circle of Business Leaders.

He holds a master's degree in marketing and small business management, and is a four-time entrepreneur and Business Angel and has for 7 years been a manager and training manager at Genilem specializing in structures to support start-ups.

### **About Fondetec**

The Foundation's aim is to:

- promote new enterprises and job creation
- support and develop existing businesses
- stimulate innovation in the City of Geneva

In its 15 years of activity, Fondetec has dealt with 650 cases, financed 400 companies, and advanced CHF53 million in loans.

Companies seeking support must be based in the City of Geneva.

**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 12,000 alternative investment management investors and professionals through educational, professional leverage and philanthropic initiatives. Formed in 2001, 100 Women in Hedge Funds has hosted close to 400 events globally, connected more than 250 senior women through Peer Advisory Groups and raised nearly \$30 million for philanthropic causes in the areas of women's health, education and mentoring.