



100 women in hedge funds®

Starting Your Business: Preparing a Standout Business Plan and Attracting Investors

November 5, 2013 at 6:30 PM
Geneva

Your business plan is key to successfully launching a new company. Investors require a well-developed proposal to be assured their money will generate growth for the business and returns on their investment.

Hear two perspectives on starting a new business. An accountant will cover the essentials of generating cash flow and estimating profit projections. Learn how to make your business model and plan stand out, and how to demonstrate that you have considered the potential revenues and will manage the risks.

A member of a well-known Swiss business angel network will share his experiences and insights on what he looks for before investing in a business, regardless of sector.

This is the third session in a series on Starting Your Business. The presentations will be in French and English.

Participants

Andre Delafontaine, Go Beyond
Marinella Fabbro, Fiducial SA

Event Details

Date: November 5, 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 swissleverage@100womeninhedgefunds.org

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

Andre Delafontaine, COO, Go Beyond

André Delafontaine is a member of the Management Team, is currently COO and manages a number of investor groups in Swiss romande. He is also responsible for defining the processes and tools used to facilitate and monitor investments and invested companies as well as delivering Go Beyond's training program. André is a C-level executive with 20+ years' experience in Technology, Entrepreneurship, Strategy, Product, Sales, People and Project Management in High Tech and Social and Environmental Impact Investing. Prior to joining Go Beyond, André held managerial and technical roles in medium to large companies internally and on assignment for Landis & Gyr, the European Space Agency, Energie Ouest Suisse and Kudelski Group & Echostar Corporation. André's specialties are people, product and project management. André holds a joint MBA from the Swiss Federal Institute of Technology EPFL and the University of Lausanne HEC alongside a technical degree in Electronics & Computer Science from the University of Applied Sciences, Western HEIG-VD. Having spent 15 years in Anglo-Saxon and Asian countries and studying diversity MBA modules in China, Andre is comfortable working in multinational and multicultural environments.

Marinella Fabbro, Director, Fiducial SA

Marinella began with an expertise in accounting from Cesa Hec Paris and spent seven years in audit and consulting at Deloitte in Lyon before turning to the corporate sector. First as a Finance Manager in a publicly traded subsidiary of Cegid, she then joined the Toyota group and participated in the creation of the European headquarters of Jtekt, automotive supplier. She has professional experienced in all functions of finance and project management in Groupes Internationaux, and she was appointed Chief Financial Officer in Groupes Américains, and recently as Financial Director for a watchmaker in Switzerland, before taking the Directorate of Fiducial SA in Geneva, which is the subsidiary of an international network of companies in the service industry.

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)

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 over 400 education events globally, connected more than 250 senior women through Peer Advisory Groups and raised over \$30 million for philanthropic causes in the areas of women's health, education and mentoring.