

CALIFORNIA-SILICON VALLEY BUSINESS BOOSTER

Jumpstart and/or grow your business
10 online workshops - October 2020

Supported by:



BANK OF THE WEST
BNP PARIBAS



**FRENCH-AMERICAN
CHAMBER OF COMMERCE**
San Francisco





EVERYTHING YOU NEED TO KNOW TO LAUNCH YOUR BUSINESS IN THE U.S.

LEGAL . IMMIGRATION . TAXES . BANKING SYSTEM
PITCH . VCs . MARKET STRATEGY . COMMUNICATION
DO & DON'T FROM ENTREPRENEURS . ECOSYSTEM...

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DISCOVER OUR EXPERTS



Laurence Fabre
Executive Director
FACCSF



Julien Coustel
Director
Bank of the West



Gregory Achard
VP of International Dvp
Bank of the West



Francois Laugier
Partner
Ropers Majski



Xavier Wartelle
Founding Partner
big bang factory



Francois Muse
Partner
French American Accountancy



Maiwenn Regnault
Account Director
Oxygen



Isabelle Marcus
CEO & Founder
Columbus Consulting Group



Scottie Spurzem
Head coach
English Language Coach



Pascale Diaine
Principal
Storm Ventures



Antoine Villata
CEO
Planisware North America

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WHAT'S THE FACCSF?

- French-American chamber of commerce in San Francisco
- Member-driven non-profit and non-governmental organization
- Member of the worldwide network CCI France International:
 - 120 French chambers in 90 countries
 - 34,000 members
- Continuing growth of 5,000 members including 350 sustaining members, of all sectors of activities: High Tech, Gastronomy & Wine, Lifestyle...

WHAT ARE OUR MISSIONS?

- Engage and foster the French-American business community
- Support companies in their settlement and development in the Northern California, from Napa Valley to Silicon Valley





YOU ARE

- A company planning to operate in the U.S.
- A US based company seeking to accelerate in the Bay Area



WE OFFER

- Analysis of your needs to launch your business
- Series of workshops with experts on all business aspects
- Online discussions with leaders



You will be able to:

- Discover and **understand the challenges** of the U.S. / Californian market through targeted online work **sessions with experts** from relevant industries
- Prepare and **start the launch of your business** in the Bay Area
- Develop your **professional network** in the Bay Area



Discover your program! **Week 1**





WEEK 1 - Monday, October 5th 2020



Introduction of the Ecosystem

9.00am to 10.00am

Laurence Fabre

Executive Director of the FACCSF



Online Networking

10.00am to 11.00am

Experts, board members & participants



WEEK 1 - Tuesday, October 6th 2020



Banking System in the U.S.

09.00am to 10.00am

Julien Coustel, Director at Bank of the West
& Gregory Achard, VP of International
Development at Bank of the West.



LEGAL TOOL BOX

10.00am to 11.00am

Francois Laugier
Partner at Ropers Majski

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JULIEN COUSTEL **DIRECTOR AT BANK OF THE WEST**

Julien is in charge of Business Development for French American corporates at Bank of the West / BNP Paribas. Julien has over 12 years of banking experience across multiple geographies (France, Canada and the USA) and industry verticals (Tech, Energy & Commodities, Food & Agribusiness, Beverage, Healthcare, Commercial & Industrial).

in San Francisco since 2015, Julien is focused on coordinating prospection efforts between Bank of the West's Commercial Banking Group and BNP Paribas' French Corporate Banking Group. Julien has a strong background in Supply Chain Finance and Global Trade. Julien holds a Master in Finance and Banking from the Toulouse School of Economics.



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GRÉGORY ACHARD VP INTERNATIONAL BUSINESS DEVELOPMENT OFFICER

Grégory is VP of International Development at Bank of the West. He is dedicated to international clients with a strong focus on French expatriates. He covers the banking needs for expats and international hires when relocating to the US, which includes their personal account opening, business accounts and credit products. As part of his job he works closely with the Wealth Management, SME and Corporate Banking teams within the bank. Grégory joined Bank of the West in early 2020 after 11 years with BNP Paribas Private Banking in Paris. His roles there included Sales Development Manager, and leading a Private Banking Team. He is passionate about client satisfaction and has been in charge of deploying the Net Promoter Score for BNP Paribas Private Banking. Grégory is very involved with the French Community in the Bay Area.



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FRANCOIS LAUGIER
PARTNER AT ROPERS MAJSKI

François is an international corporate lawyer focusing on technology-related transactions including corporate formation, financing, international expansion, M&A, licensing, and other commercial issues. He helps emerging companies and entrepreneurs achieve their dreams by resolving the legal obstacles they encounter and managing risk with strategic foresight. He also counsels founders, investors, early stage venture capitalists, and incubators on their business formation and commercial challenges. He is the current Co-Chair of the firm's Corporate & Business Transactions group. Over the past 25 years, François has formed hundreds of tech companies, completed scores of mergers and acquisitions and financings as part of a company's growth, and assisted dozens of startups in their sale to large private or publicly traded corporations.





WEEK 1 - Thursday, October 8th 2020



GO TO MARKET STRATEGY

09.00AM TO 10.00AM

Xavier Wartelle

Founding Partner big bang factory



PITFALLS OF U.S. ACCOUNTING & TAXES

10.00AM TO 11.00AM

Francois Muse

Partner at French American Accountancy

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XAVIER WARTELLE FOUNDING PARTNER BIG BANG FACTORY

Xavier Wartelle is a Founding Partner of big bang factory, helping startups and innovative companies jump-starting in the US.

Xavier is a serial entrepreneur who has **started six start-ups in Silicon Valley and France**, resulting in four acquisitions. Xavier founded and led the French Tech Hub, which became the largest accelerator of French start-ups in the US. In addition, Xavier was the CEO of PRIME a leader in Corporate Open Innovation Services while promoting the Paris Region in the US. Xavier's career spans over 35 years of executive leadership in startups and mature companies in telecom, enterprise software, and online ventures. He serves as a board member of American Friends of Arts et Métiers, a member of French Foreign Trade Advisors and French Tech Ambassador. Xavier holds a Master's engineering degree from Ecole Nationale des Arts et Métiers, Paris.



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FRANCOIS MUSE **PARTNER AT FRENCH AMERICAN ACCOUNTANCY**

A UC Davis graduate, Francois is a former Deloitte manager who worked in their San Francisco, Sacramento and Paris (France) offices. In Paris, Francois helped French companies go public on the NY stock exchange and worked with a variety of US companies operating in France. After a few years as CFO of the Chalone Wine Group (Nasdaq: CHLN), Francois started French American Accountancy in 2001. Francois offers years of experience performing financial analyses of a broad range of companies, from small start-up enterprises to large publicly-traded and multi-national concerns, with heavy emphasis on assisting French companies with financial projections, due diligence, design & implementation of new accounting systems, internal auditing and valuations.



Discover your program! **Week 2**





WEEK 2 - Monday, October 12th 2020



Adjusting Your Communication & Marketing to the U.S. Market

9.00AM TO 10.00AM

Maiwenn Regnault

Account Director at Oxygen



IMMIGRATION LAW

10.00AM TO 11.00AM

Isabelle Marcus

CEO & Founder of Columbus Consulting Group

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MAIWENN REGNAULT
ACCOUNT DIRECTOR AT OXYGEN PR & TECH

Specialist for 10+ years, Maiwenn is a former Associate Director of the Oxygen PR San Francisco office and now the Innovation Account Director in Paris, in charge of international accounts. Her mission is to build relevant and top notch PR strategies for her clients to bring their brand and company to the next level.



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ISABELLE MARCUS

FOUNDER AND CEO OF COLUMBUS CONSULTING GROUP

Isabelle is the Founder and CEO of Columbus Consulting Group, created in NYC back in 2006 and also an Advisor for start-ups and sponsor of French-American accelerator programs.

Formerly an executive at TF1 (Premier French TV network), she has successfully created a new type of business services hub which provides a personal and tailored approach to each client's unique project in the U.S. Along with her team, Isabelle guides and assists CEOs, Entrepreneurs and Artists through the intricacies of the U.S. immigration system and the strategic expansion of their activity in the United States. Most recently, Isabelle has launched under Columbus a collective of high-level industry experts dedicated to bring a new perspective in their respective cutting-edge field (such as Artificial Intelligence (AI) I, 3D, Biotech, luxury retail industry, hospitality industry etc...)





WEEK 2 - Tuesday, October 13th 2020



THE ART OF PITCHING IN ENGLISH

9.00AM TO 10.00AM

Scottie Spurzem

Head coach at English Language Coach



FUNDING 101, HOW TO SEDUCE YOUR VC ?

10.00AM TO 11.00AM

Pascale Diaine

Principal at Storm Ventures

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SCOTTIE SPURZEM **HEAD COACH AT ENGLISH LANGUAGE COACH**

Scottie Spurzem is known as the “English Language Coach” in the San Francisco Bay Area, leveraging her Investor Relations and communications background.

She is a versatile English coach/consultant who helps her domestic and international clientele improve their English for doing business, networking, making investor pitches and other internal/external stakeholder presentations. Scottie works with individuals, corporations and accelerator/entrepreneurship programs.

Before launching the English Language Coach in 2015, Scottie taught English as a Second Language (ESL) and managed Spurzem Consulting Group, an Investor Relations Consulting firm in San Francisco. Prior to that she had opened up the west coast office for a large Investor Relations agency. In addition to her IR work she held positions at regional brokerage firms in Syndicate (where IPO's are physically issued to the US stock market) and in Municipal Bond sales.



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PASCALE DIAINE
PRINCIPAL AT STORM VENTURES

Pascale Diaine is a Principal at Storm Ventures. She focuses on sales & marketing automation, AI/ML, IIoT, retail tech, AR, computer vision, and robotics applied to the enterprise space. Before joining Storm Ventures, Pascale was the founder and manager of Orange Fab, the corporate accelerator of the European Telco Orange. She holds a Master of Science in Computer Engineering from the University of Technology at Compiègne (UTC).





WEEK 2 - Thursday, October 15th 2020



DOS AND DON'TS FROM AN ENTREPRENEUR

09.00AM TO 10.00AM

Antoine Villata

CEO of Planisware North America



CLOSING NETWORKING

10.00AM TO 11.00AM

All participants and Experts

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ANTOINE VILLATA **CEO AT PLANISWARE NORTH AMERICA**

Recognized leader and executive with 16 years of extensive hands-on experience in the enterprise software industry designing and implementing Project Portfolio Management (PPM) solutions used by fortune 2000 organizations to manage their pipeline of new products. Antoine currently drives Planisware double digit growth in North America by consolidating Planisware leadership in its core market and establishing presence in new verticals.

Results orientated CEO with experience recruiting and leading high performance teams and successfully increasing efficiency and productivity. Ability to nurture and grow a business, evaluate opportunities and risks and deliver innovative solutions. Broad experience includes full P&L responsibility, business development, marketing and demand generation, finance, and services activities for Planisware in North America.





Why the FACCSF?



40 years of experience

Long experience in fostering business relationships - operating in the Bay Area since 1978



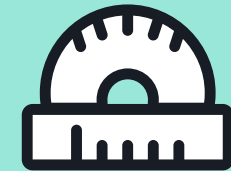
Strong network

A large pool of contacts in all the industries: igh Tech, Gastronomy, Wine, Lifestyle, Clean tech, Science...



Exclusive Partnerships

Strong partnerships with Silicon Valley companies for booster weeks



Tailor-made

10 years old program trusted by dozens of companies to organize their tailor made workshops !



Online program cost

\$990*

***OR FREE FOR FACCSF BUSINESS MEMBERS**

Price includes:

- 10 online workshops + networking
- FACCSF Business membership (Benefits on page 27)

REGISTER



Business Membership benefits

Network

- FACCSF online events for free or at preferential rates. (around 100events/year)
- Access to over 5.000 contacts across all international CCI chapters.

Corporate services

- ALL corporate services: Career Center, "Meet The Expert", Trade Missions and Advertising.
- Access to J-1 Visa services: the FACCSF sponsors your trainees or interns for corporate missions.

Career center

- Post your resume online
- Post your job offer online
- Request candidates resume

Visibility

- Visibility in the Online Membership Directory
- Visibility of your company in our monthly newsletter, website and social medias
- Access to advertising opportunities on the first French webmagazine in the US, French Morning San Francisco with a 50% discount*.
- A description of your company in our Professional Services Directory.



Testimonials



“The French American Chamber of Commerce in San Francisco understood very well my needs and the willingness to reach out quickly to key players in the Northern California wine business. The FACCSF found relevant people and businesses and I ended meeting 15 executives in a few days, leaving most of them with a business opportunity or a planned follow-up meeting. The time saved and the quality of the contacts is priceless, I would not hesitate to do it again for another project.”

Claude Dardant, Chief Operating Officer at Thoro Packaging



“On the recommendation of a friend, I had the opportunity to engage in a Business Booster at a very early stage of my startup. The FACCSF set up almost 10 meeting in less than a week. These meetings allowed us to anticipate our international expansion to the US, and avoid some mistakes that could have cost a lot of time and money. We gained great ideas on how to improve our company and great opportunities to networking. I would do it again without hesitation.”

Gregoire Laugier, Founder and CEO of Wistand

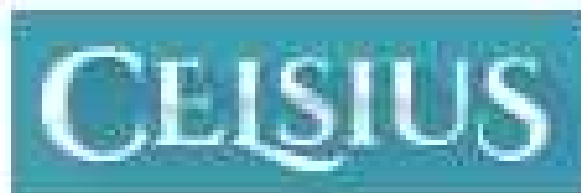
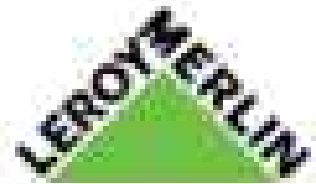


Making great connections in the Bay Area as a French company seeking to settle in California can be tricky. We trusted the FACCSF to build us a program so we could meet within a few days many experts and potential new clients. The FACCSF saved us time and energy so we could focus on creating new relationships with the people we met and new opportunities with the insights we gained. We strongly recommend the program!

**Damien Gouilly-Frossard
Producteur associé**



They trusted us!



And many more.....



Meet the Team

GET TO KNOW US!

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LAURENCE FABRE

Executive Director
Laurence.fabre@faccsf.com



ALICE BEGOT

Events Manager
Alice.begot@faccsf.com



We look forward
to e-meeting you!

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