

What Do We Really Do as Analysts? Rewards as Strategic Assets in a Changing World

TheCaseSolutions.com

The Case Solutions, Inc. is a leading provider of executive coaching and consulting services to senior executives and organizations. Our mission is to help our clients achieve their full potential and create a sustainable competitive advantage. We are currently seeking qualified candidates for the following positions:

Senior Executive Coach
 The Senior Executive Coach will provide coaching and consulting services to senior executives and organizations. The role involves working with clients to identify their strengths and weaknesses, develop action plans, and provide ongoing support and guidance. The coach will also be responsible for conducting assessments, facilitating workshops, and providing feedback to clients.

Executive Coach
 The Executive Coach will provide coaching and consulting services to senior executives and organizations. The role involves working with clients to identify their strengths and weaknesses, develop action plans, and provide ongoing support and guidance. The coach will also be responsible for conducting assessments, facilitating workshops, and providing feedback to clients.

Senior Consultant
 The Senior Consultant will provide consulting services to senior executives and organizations. The role involves working with clients to identify their needs and develop solutions. The consultant will also be responsible for conducting assessments, facilitating workshops, and providing feedback to clients.

Executive Consultant
 The Executive Consultant will provide consulting services to senior executives and organizations. The role involves working with clients to identify their needs and develop solutions. The consultant will also be responsible for conducting assessments, facilitating workshops, and providing feedback to clients.

TheCaseSolutions.com

Senior Executive Coach
 The Senior Executive Coach will provide coaching and consulting services to senior executives and organizations. The role involves working with clients to identify their strengths and weaknesses, develop action plans, and provide ongoing support and guidance. The coach will also be responsible for conducting assessments, facilitating workshops, and providing feedback to clients.

TheCaseSolutions.com

Executive Coach
 The Executive Coach will provide coaching and consulting services to senior executives and organizations. The role involves working with clients to identify their strengths and weaknesses, develop action plans, and provide ongoing support and guidance. The coach will also be responsible for conducting assessments, facilitating workshops, and providing feedback to clients.

TheCaseSolutions.com

Senior Consultant
 The Senior Consultant will provide consulting services to senior executives and organizations. The role involves working with clients to identify their needs and develop solutions. The consultant will also be responsible for conducting assessments, facilitating workshops, and providing feedback to clients.

TheCaseSolutions.com

Executive Consultant
 The Executive Consultant will provide consulting services to senior executives and organizations. The role involves working with clients to identify their needs and develop solutions. The consultant will also be responsible for conducting assessments, facilitating workshops, and providing feedback to clients.

TheCaseSolutions.com



What Goes Around Comes Around? Rewards as Strategic Assets in Crowdfunding

As part of my entrepreneurial missions I had the opportunity and the chance to organize a conference on the "Center of young business leaders. ". Indeed, with the help of my comrades Antoine Canty and Eudes Trocheris we conducted prospecting with our entourage as for example with the arrival of Aurélie COUSIN (professor of self-knowledge on the campus of EDHEC Lille).

Indeed, we invited the entire entrepreneurial class but our event was also open to all outside people. Thus, we could observe the presence of alternates very interested in the subject.

The CJD now comprises 80,000 entrepreneurs (since 1938), including 5,000 business leaders. Also, more than 677,593 jobs are represented there and that has 15 international delegations.

Indeed, the association was created in 1938 by Jean Mersch, the CJD remains the oldest French employers' movement. It offers various missions.

Every month, more than 110 events are held throughout France, bringing together several hundred young leaders around expert speakers. Each month, there are also more than 500 Commissions working on the issues of the company.

To think is to be able to anticipate. Understand before the others all the stakes of our time to act at the appropriate moment with confidence and determination. It is to build the future of the company with leaders who share the same questions. Progress is cultivated. Each young leader of the CJD naturally participates in a commission, place of debates and exchanges on all the problems of the company: from the management to the recruitment of the competences, from the general organization to the setting up of the most adapted operational strategies through financing, innovation and all the challenges ahead ...

Together, build tomorrow. Defining a vision and values shared by all employees, creating favorable conditions for well-being and fulfillment, allowing everyone to learn and gain skills by improving each day, is grasping opportunities for long-term development in a global environment, increasingly fast and complex.

The greatest influencers of our time. Brilliant entrepreneurs, researchers, experts, economists, sociologists, philosophers, internationally renowned scientists, more than 300 contributors bring each year their expert contributions to CJD debates.

Among the most recent: Hubert Reeves, Boris Cyrulnik, Edgar Morin, Jacques Attali, Corinne Lepage, Shirin Ebadi, Eric Orsenna, Pierre Rhabi ...

Thus, this experience reinforced me in the idea of creating my company and integrating a network of entrepreneurs in order to be able to share our knowledge, our ideas and to perpetuate the internal and external innovation of this one.

TheCaseSolutions.com

TheCase

By performing the EY day, "Enchanting" located in the

This company is an agency for communication strategy, so

The company makes a point of the relationships they maintain and sharing.

They also emphasize rigor

Indeed, since 1995, the company has a project to develop their brand through marketing (strategy as well as sales promotion) and developing branding with the design of a logo or packaging. But also property platforms. Also, the business. Thus, she takes the notoriety of the company, she also, change management. Advertising is also one of the design, the purchase of advertising media planning and the purchase carries out press and public relations, e-reputation, social network deals with the digital part of naming, web design, web analysis.

I had the chance and the opportunity to meet MERLIN the founder and leader throughout this day. Thus, we went to a conference and finished with the EY end-of

This very rewarding experience highlights the importance of communication. I consider a qualitative development and rewarding brand image

TheCaseSolutions.com

By performing the EY day, I was able to join the company "The Enchanting" located in the very center of the city of Lille.

This company is an agency expert in marketing intelligence and communication strategy, solid in the implementation of your campaigns.

The company makes a point of honor on the collective. Indeed, the relationships they maintain within the agency are based on trust, solidarity and sharing.

They also emphasize rigor, openness and innovation.

Indeed, since 1995, the company "The Enchanters" helps people in search of project to develop their business through various points. For example through marketing (strategic and research, product and brand, operational as well as sales promotion). Also, it is committed to creating and developing branding with the research and creation of brands, the design of a logo or packaging. But also the creation of brand and intellectual property platforms. Also, the company supports the communication of your business. Thus, she takes care of the maintenance of the image and notoriety of the company, the internal and external communication. But also, change management, crisis communication and point-of-sale design. Advertising is also one of the main points of his business with graphic design, the purchase of art and design, media plans, non-media and media planning and the purchase of space. Regarding the press, she also carries out press and public relations. It is also responsible for consulting, e-reputation, social networks and Inbound Marketing. Finally, the company deals with the digital part with the implementation of a digital strategy, web naming, web design, web development, e-commerce, SEO and data analysis.

I had the chance and the opportunity to carry out this experiment with Eric MERLIN the founder and leader who advised me and accompanied me throughout this day. Thus, we went on business meetings, we did mailing, we went to a conference and the meeting of entrepreneurs and then we finished with the EY end-of-day cocktail party.

This very rewarding experience allowed me to become aware of the importance of communication and marketing within a company in order to consider a qualitative development as well as to develop a real attractive and rewarding brand image.

"The best way to predict the future is to create it. The realization of an idea is the real challenge. This renowned incubator Euratechnology. Sp... advice and support to a handful of lucky people in the complex world of commerce. Euratechnology is an ecosystem, and it is the one in which GIROP

Founded in 2008, the company will soon be celebrating a long life for a start-up, which normally struggles. Its history is not synonymous with tranquility. Initially the company offered a camera system for real estate, the product allowed to organize virtual tours. The 360 ° vision is relatively well known to everyone. To make use of it and to the virtual reality that has emerged, in the case in 2008, GIROPTIC has been the pioneer of products since its creation.

The first version was a camera extension with a 360 ° view. The second version took the same principle but with a different product.

In 2011 the Girocam was launched; unlike the first version, the lenses each positioned opposite to each other. The product was intended for a professional market, for tours of the big city stores. This product has been well received compared to previous versions, there is no longer any question of capture and 360 ° viewing. On the first general assembly, a program to transform 360 ° viewable shots in 2D.

I arrived in the company at the time of the 360 ° camera produced. Already 6000 sales had been made through the crowdfunding platform). This camera still allows for a 360 ° view but this time is interested in the market for all environments.

After a period of development in the company (the product is now available on stores today also called Decathlon); Giroptics launched the Kickstarter platform in April 2014. The start-up has attracted 3,500 people who have chosen to support the project. Talking about the largest fundraising of a French start-up, the sum was essentially used to develop the 360 ° camera.

Two years after the campaign, the product is still available. People who have been waiting impatiently for their 360 ° camera are caused by many problems of development and production. Finally the era of the 360 cam ends and a new product is born. Not just a new product, it's a complete restructuring of the product. Always 360 ° but this time in an adaptable version. The company abandoned the "action cam" format to offer a

Found? Rewards Funding

portunity and the chance to
ess leaders. ". Indeed, with the
eris we conducted prospecting
aurélie COUSIN (professor of

t our event was also open to all
of alternates very interested in

1938), including 5,000
epresented there and that has

Mersch, the CJD remains the

out France, bringing together
ers.

ons working on the issues of the

the others all the stakes of our
e and determination. It is to build
same questions.

naturally participates in a
he problems of the company:
etences, from the general
erational strategies through

s shared by all employees,
ment, allowing everyone to learn
opportunities for long-term
st and complex.

neurs, researchers, experts,
r renowned scientists, more

ik, Edgar Morin, Jacques Attali,
habi ...

ating my company and
able to share our knowledge,
innovation of this one.

s.com

neuriale 2 :
ournée EY

tions.com

join the company "The
of the city of Lille.

marketing intelligence and
implementation of your campaigns.

in the collective. Indeed, the
agency are based on trust, solidarity

and innovation.

"Enchanters" helps people in search
through various points. For example
each, product and brand, operational
committed to creating and
and creation of brands, the design
ation of brand and intellectual
supports the communication of your
maintenance of the image and
and external communication. But
unication and point-of-sale design.
s of his business with graphic
media plans, non-media and
ace. Regarding the press, she also
is also responsible for consulting,
d Marketing. Finally, the company
mentation of a digital strategy, web
e-commerce, SEO and data

carry out this experiment with Eric
vised me and accompanied me
business meetings, we did mailing,
ing of entrepreneurs and then we
party.

me to become aware of the
eting within a company in order to
well as to develop a real attractive

Mission entrepreneuriale 3 :
**A la découverte de GIROPTIC, challenge
d'entrepreneurs au sein de l'incubateur
EURATECHNOLOGIE**

"The best way to predict the future is to create it" Peter Drucker
The realization of an idea is the real challenge of entrepreneurs who come to find refuge in
this renowned incubator Euratechnology. Specialized in digital, this start-up incubator offers
advice and support to a handful of lucky people who want to make a small place in the
complex world of commerce. Euratechnologie now houses 265 companies, it is a real
ecosystem, and it is the one in which GIROPTIC has decided to develop.

Founded in 2008, the company will soon be celebrating its ninth anniversary, a surprisingly
long life for a start-up, which normally struggles to pass the sixth year mark. However, its
history is not synonymous with tranquility.
Initially the company offered a camera system to see 360°. The targeted sector was real
estate, the product allowed to organize virtual tours of properties for sale and rent. Today
the 360° vision is relatively well known to everyone, thanks to Facebook and Google who
make use of it and to the virtual reality that has developed in recent years. But this was not
the case in 2008, GIROPTIC has been the precursor of the 360° by offering 5 generations
of products since its creation.

The first version was a camera extension with a domed mirror that allows you to shoot 360°.
The second version took the same principle by directly integrating the camera into the
product.

In 2011 the Girocam was launched; unlike the previous products, it was composed of 3
lenses each positioned opposite to each other, and allowed to capture the entire scene.
The product was intended for a professional audience such as Mappy who makes virtual
tours of the big city stores. This product has been a great technical advance because,
compared to previous versions, there is no longer any need for processing between photo
capture and 360° viewing. On the first generations, it was necessary to go through a
program to transform 360° viewable shots in a 360° player.

I arrived in the company at the time of the 360 cam. It was already created, finished and
produced. Already 6000 sales had been made via the site and the kickstarter
(crowdfunding platform). This camera still allows you to take photos and film 360° instantly,
but this time is interested in the market for all audiences and not just the professional
environment.

After a period of development in the company of Oxylane (parent company of Decathlon
stores today also called Decathlon); Giroptic launches itself in a crowdfunding campaign on
the Kickstarter platform in April 2014. The startup is raising \$ 1.4 million from more than
3,500 people who have chosen to support the project through their donations. We are
talking about the largest fundraising of a French company on this funding platform. This
sum was essentially used to develop the 360 cam project.

Two years after the campaign, the product is finally being delivered to the 6,000 customers
who have been waiting impatiently for their 360 cam. These long delivery times were
caused by many problems of development and mass production.
Finally the era of the 360 cam ends and a new product is born, the GIROPTIC IO. It's not
just a new product, it's a complete restructuring of the business. Regarding the product, it is
always 360° but this time in an adaptable version on an iPhone. The company has
abandoned the "action cam" format to offer a cheaper and more fun product.

Mission entrep
Mon projet
d'entre

I developed my project on business
Indeed, I was able to benefit from
Center of EDHEC
following my appointment with Ar
identified my personality and adv
in my ideas of entrepreneurship.
Indeed, my goal was to establish
future. My
Plan A is defined by the creation
Plan by the phase of
by integrating a potential compan
Then, I went to the incubator to e
to Jean-Michel Ledrus.
They explained to me the progres
So, I followed their
advice and gradually started rese
realized
a business plan and started a lot
many important points.
Afterwards, I will also make the c
incubator to present
my project and make it viable.
For that, my choices concerning t
now better defined.
So I want to finish my bachelor's
follow up with a master (the objec
being to pursue a master's degree
benefit from a baggage of
diplomas as security allowing me
situations.

TheCase

Entrepreneuriat 3 :
GIROPTIC, challenge
de l'incubateur
TECHNOLOGIE

dit" Peter Drucker
de entrepreneurs who come to find refuge in
specialized in digital, this start-up incubator offers
e who want to make a small place in the
now houses 265 companies, it is a real
IC has decided to develop.

celebrating its ninth anniversary, a surprisingly
s to pass the sixth year mark. However, its

to see 360 °. The targeted sector was real
tours of properties for sale and rent. Today
ryone, thanks to Facebook and Google who
s developed in recent years. But this was not
cursor of the 360 ° by offering 5 generations

a domed mirror that allows you to shoot 360

y directly integrating the camera into the

previous products, it was composed of 3
, and allowed to capture the entire scene.
audience such as Mappy who makes virtual
een a great technical advance because,
nger any need for processing between photo
tions, it was necessary to go through a
a 360 ° player.

cam. It was already created, finished and
via the site and the kickstarter
ws you to take photos and film 360 ° instantly,
audiences and not just the professional

of Oxyane (parent company of Decathlon
launches itself in a crowdfunding campaign on
tup is raising \$ 1.4 million from more than
project through their donations. We are
ch company on this funding platform. This
cam project.

inally being delivered to the 6,000 customers
0 cam. These long delivery times were
d mass production.
y product is born, the GIROPTIC IO. It's not
g of the business. Regarding the product, it is
sion on an iPhone. The company has
cheaper and more fun product.

Mission entrepreneuriale 4 :
Mon projet de création
d'entreprise

I developed my project on business creation.
Indeed, I was able to benefit from many advices from the Career
Center of EDHEC
following my appointment with Arielle Adriensens. She really
identified my personality and advised me to go ahead and believe
in my ideas of entrepreneurship.
Indeed, my goal was to establish Plan A and Plan B about my
future. My
Plan A is defined by the creation of my company and my second
Plan by the phase of
by integrating a potential company.
Then, I went to the incubator to expose my project and my ideas
to Jean-Michel Ledrus.
They explained to me the progress and evolution of their project.
So, I followed their
advice and gradually started researching my future project. I
realized
a business plan and started a lot of research on competition and
many important points.
Afterwards, I will also make the choice to actually go to the
incubator to present
my project and make it viable.
For that, my choices concerning the future and my orientation are
now better defined.
So I want to finish my bachelor's degree at BBA EDHEC and then
follow up with a master (the objective
being to pursue a master's degree within EDHEC). Thus, I will
benefit from a baggage of
diplomas as security allowing me to bounce back in extreme
situations.

TheCaseSolutions.com

Mission
A la renco
A

TheCase

As part of the creation and
I went to meet the compan
organization and creation o
student nights, the launch
weekends, conferences an

AREA BOX is an event cor
live entertainment agency

Indeed, with its many exper
expertise to organize your
creativity combine to satisf
Also, the company offers ta
room, invitation everything
in hand to find suitable solu

Thus, they offer services fo
individuals.

The goal of the agency is t
benefiting from the best pri
with their numerous partne
knowledge and advanced c
meet your demands. Also,
of everything! Your event is
solutions, totally tailor-mad
spirits through personalized
team is young and dynamic
extra" that will make the dif

Following this experience,
a business in this sector. I
and relevant ideas to help
this one thanks to my meet
Johannet.

uriale 4 :
éation
e

reation.

ny advices from the Career

Adriensens. She really
me to go ahead and believe

n A and Plan B about my

y company and my second

se my project and my ideas

nd evolution of their project.

ing my future project. I

research on competition and

e to actually go to the

uture and my orientation are

ee at BBA EDHEC and then

chin EDHEC). Thus, I will

ounce back in extreme

olutions.com

Mission entrepreneuriale 5 :
A la rencontre de l'entreprise
AREA BOX

TheCaseSolutions.com

As part of the creation and realization of my business project, I went to meet the company AREA BOX. It focuses on the organization and creation of corporate parties, seminars, student nights, the launch of gala products, integration weekends, conferences and birthdays.

AREA BOX is an event communication, event promotion and live entertainment agency located in the 10th district of Paris.

Indeed, with its many experiences AREA BOX provides its expertise to organize your event. Advice, experience and creativity combine to satisfy your desire.

Also, the company offers tailor-made solutions. Cocktail, room, invitation everything is customizable. They work hand in hand to find suitable solutions together.

Thus, they offer services for companies, students and individuals.

The goal of the agency is to give life to your projects by benefiting from the best prices thanks to their negotiations with their numerous partners. Also, they are listening, a real knowledge and advanced experience of business events to meet your demands. Also, from A to Z, AREA BOX, take care of everything! Your event is fully adaptable. They offer turnkey solutions, totally tailor-made. Finally they want to mark the spirits through personalized but also creative events. Their team is young and dynamic, she will imagine for you "the little extra" that will make the difference.

Following this experience, it has confirmed my desire to start a business in this sector. I also benefited from sound advice and relevant ideas to help me move forward in the creation of this one thanks to my meeting with the leader Nicolas Johannet.