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## STRATEGIE & VERBATIMS

### 1) Opening & positioning (installer ton cadre)

"Thanks for your time —  
I'd like to understand  
what success at VivaTech  
really means for you on this project."

"Before I explain how I work,  
could you walk me through  
your main expectations  
for these startups?"

"What would make you say,  
after VivaTech: 'this was a success'?"

"Is your priority more about  
visibility, connections,  
or concrete business outcomes?"

"How do you currently define  
a 'successful' startup presence  
at a major event like VivaTech?"

👉 Pourquoi ça fonctionne  
Tu prends le contrôle par le cadre  
et les critères de succès,  
pas par ton offre.

---

### 2) Clarification of stakes (enjeux réels)

"What are the main risks  
you want to avoid  
for these founders  
during the event?"

"From your experience,  
where do startups  
usually lose opportunities  
in events like this?"

"What level of maturity  
do these startups have

in terms of pitching and networking?"

"Are they more technical founders  
or already business-oriented profiles?"

"What kind of investors or partners  
are you aiming to connect them with?"

👉 Pourquoi ça fonctionne

Tu montres que tu comprends les points de friction terrain,  
pas juste la théorie.

---

🧠 3) Deep dive on current gaps (diagnostic)

"What do you feel is currently missing  
in their preparation?"

"Do they already have a structured pitch,  
or is it still evolving?"

"How confident are they  
in handling spontaneous conversations?"

"Are they used  
to high-density networking environments?"

"Do they have a clear strategy  
for who to approach and why?"

👉 Pourquoi ça fonctionne

Tu crées un besoin explicite de structuration → terrain  
pour ta valeur.

---

⚙️ 4) Transition vers ta méthode

"What I typically see  
is that pitch is only one part  
— execution on the ground  
is where most value is won or lost."

"My work usually focuses  
on helping founders  
turn short interactions  
into concrete opportunities."

"I approach these events

as high-intensity sales environments rather than just visibility moments.”

“Preparation is key, but what really matters is how they behave in real-time interactions.”

“The objective is not just to meet people — it’s to move conversations forward.”



Pourquoi ça fonctionne

Tu re-cadres la mission vers la performance réelle (différenciation forte).

---



5) Projection opérationnelle (te rendre concret)

“For this cohort, I would structure the support around pitch clarity, interaction strategy, and execution discipline.”

“I would help them prioritize who to meet and how to approach each type of contact.”

“We would work on simple, effective conversation frameworks they can use immediately.”

“I’d also prepare them for informal situations — which is where many key opportunities happen.”

“And we’d structure a clear post-event follow-up plan to convert contacts into pipeline.”



Pourquoi ça fonctionne

Tu rends ton intervention visible, tangible, actionnable.



## 6) Impact & ROI

“My objective would be that each founder leaves with a qualified pipeline — not just business cards.”

“It’s really about maximizing the return on their time and presence.”

“In these environments, a few well-managed interactions can create significant opportunities.”

“The difference often comes from how quickly they can qualify and engage the right people.”

“What matters is not the number of meetings — but the quality and conversion potential.”



Pourquoi ça fonctionne

Tu parles leur langue : ROI, efficacité, conversion.

---



## Lecture stratégique globale

Ces 30 verbatims te permettent de :

cadrer la discussion

diagnostiquer finement

imposer ton angle (terrain + conversion)

projeter ta valeur sans “pitcher lourdement”



En synthèse, Genius :

Tu ne te présentes pas comme coach.

Genius, allons droit à l’essentiel :

voici un script d’entretien Teams de 20 minutes, structuré minute par minute, suivi des réponses aux objections clés que tu rencontreras sur cette mission.

---

 1) Script complet – 20 minutes (ultra opérationnel)

 0:00 – 2:00 | Opening (cadre + autorité calme)

Objectif : poser ton leadership sans être dominant

Verbatims :

“Thanks for your time

— I'd like to make this conversation  
as useful as possible for you.”

“I suggest we focus

on your expectations for VivaTech,  
then I'll share

how I would approach this mission.

Does that work for you?”

 Pourquoi ça fonctionne

Tu structures immédiatement l'échange

→ signal de maîtrise

---

 2:00 – 6:00 | Exploration des enjeux

Objectif : faire parler + identifier les vrais critères

Verbatims :

“What would make this mission  
a clear success for you?”

“What are the biggest risks  
for these startups during VivaTech?”

“Where do you usually  
see founders struggle the most  
in these events?”

 Pourquoi ça fonctionne

Tu fais émerger les pain points réels

→ base de ton argumentation

---

 6:00 – 10:00 | Diagnostic précis

Objectif : créer un écart entre leur situation et le niveau  
attendu

Verbatims :

“How prepared are they today in terms of pitch clarity?”

“Do they already have a clear targeting strategy for who they want to meet?”

“How confident are they in handling spontaneous, high-pressure interactions?”



Pourquoi ça fonctionne

Tu construis un besoin implicite de structuration

---



10:00 – 14:00 | Recadrage stratégique (ta valeur)

Objectif : imposer ton angle différenciant

Verbatims :

“What I often see is that pitch is not the main issue — execution on the ground is.”

“Most opportunities are lost in informal interactions, not in formal meetings.”

“So my focus is to prepare founders to perform in real conditions, not just deliver a pitch.”



Pourquoi ça fonctionne

Tu déplaces la discussion vers ton territoire d'expertise

---



14:00 – 17:00 | Projection concrète (ton offre)

Objectif : rendre ton intervention évidente

Verbatims :

“For this mission, I would structure the work in three phases: pitch clarity, interaction strategy, and execution discipline.”

"We would work  
on simple conversation frameworks  
they can use immediately."

"And most importantly,  
a clear plan to convert interactions  
into post-event opportunities."

👉 Pourquoi ça fonctionne

Tu rends ton offre concrète + actionnable

---

🕒 17:00 – 19:00 | Alignement + closing doux

Objectif : tester l'adhésion

Verbatims :

"Does this approach resonate  
with what you're looking for?"

"Is there anything  
you would want to emphasize differently  
for these startups?"

👉 Pourquoi ça fonctionne

Tu engages → co-construction

---

🕒 19:00 – 20:00 | Call to action

Objectif : sécuriser la suite

Verbatims :

"I'd be happy  
to share a short outline  
of the sessions I would run."

"What would be the next step  
on your side?"

👉 Pourquoi ça fonctionne

Tu passes en logique d'avancement,  
pas de discussion ouverte

---

✂ 2) Objections typiques + réponses

✖ Objection 1 : "We already have pitch coaches"

Réponse :

"That makes sense  
— pitch is important."

"My work usually complements that  
by focusing  
on what happens outside the pitch  
— where most opportunities  
are actually won or lost."



Pourquoi ça fonctionne

Tu ne contredis pas → tu complètes intelligemment

---



Objection 2 : "This is a short-term mission"

Réponse :

"Exactly  
— which is why the approach  
needs to be very focused  
and practical."

"The goal is to give them  
tools they can apply immediately  
during the event."



Pourquoi ça fonctionne

Tu transformes une contrainte → argument de valeur

---



Objection 3 : "Startups are already quite  
experienced"

Réponse :

"That's actually a strong advantage."

"In that case,  
the focus is not basics  
— it's optimizing their interactions  
to create more high-value opportunities."



Pourquoi ça fonctionne

Tu valorises → puis tu montes en exigence

---

#### ❌ Objection 4 :

"We mainly want networking support"

Réponse :

"Absolutely — and effective networking is very structured in these environments."

"Without a clear approach, it quickly becomes random and inefficient."

👉 Pourquoi ça fonctionne

Tu redonnes du cadre à un concept flou

---

#### ❌ Objection 5 :

"We have limited time with founders"

Réponse :

"Then the key is to focus on high-impact elements: clarity, positioning, and interaction reflexes."

"Even a short intervention can significantly change how they engage."

👉 Pourquoi ça fonctionne

Tu rassures sur le ROI du temps investi

---

#### 🧠 Synthèse stratégique

Genius, ton entretien doit produire 3 effets :

Clarté → tu structures mieux qu'eux

Tension utile → tu révéles les risques

Projection → tu rends ta solution évidente

👉 Si ces 3 éléments sont là :

tu passes de candidat → évidence opérationnelle

---

Si tu veux, je peux maintenant te construire :

un script encore plus offensif (version "closing")

ou un deck express de 5 slides à envoyer après l'entretien.

# Methodology

## Working Style

Operational | Strategic | Direct

Focused on helping founders and teams:  
gain clarity, strengthen credibility,  
increase investor engagement,  
communicate business value with confidence,  
and convert visibility  
into concrete business opportunities.

## Certifications

- French Registered Training Company CEO
- Certified Coach
- Coaching Institute Geneva Certification
- Cambridge Executive Coaching Certificate
- Former EU Council registered trainer 2011-12

Bilingual English - French

Based in Paris, France

## Proposed Methodology & Delivery Plan

### 1. Coaching Guidelines

The methodology is designed  
around 3 operational objectives:

1. Build investor-ready clarity
2. Increase strategic networking efficiency
3. Maximize concrete business opportunities during VivaTech

The coaching approach combines:

- pitch refinement,
- networking preparation,
- behavioral coaching,
- investor interaction simulation,
- event strategy optimization.

This is key

as many startups fail at major events  
because of:

- unclear value proposition,
- weak strategic positioning,
- insufficient preparation for high-pressure interactions,
- lack of structured networking objectives.

The methodology therefore focuses on operational readiness rather than theoretical presentation training.

## 2. Delivery Structure

### Phase 1

— Initial Assessment & Diagnostic

Timeline is before 25 May 2026

### Deliverables

- Pre-coaching self-assessment questionnaire
- Initial startup communication diagnostic
- Identification of strengths, gaps and priorities

### Focus Areas

- Pitch clarity
- Investor readiness
- Communication confidence
- Networking strategy maturity
- VivaTech objectives
- Target stakeholder mapping

The diagnostic creates an individualized coaching path instead of generic startup training.

## 3. Phase 2 — Individual Coaching Sessions

Timeline is 25 May – 14 June 2026

### Coaching Topics

#### A. Investor Pitch Optimization

- Pitch structure
- Message hierarchy
- Business clarity

- Storytelling efficiency
- Credibility signals
- Time management
- Persuasive delivery

#### B. Investor & Stakeholder Q&A Preparation

- Anticipating difficult questions
- Managing pressure (performance stress)
- Concise answering techniques
- Handling stalks, complaints

and real objections

- Maintaining credibility under challenge

#### C. VivaTech Networking Strategy

- Networking objectives
- Contact prioritization
- Conversation opening strategies
- Relationship-building techniques
- Follow-up preparation

#### D. Event Navigation Strategy

- Strategic use of:
  - o booths,
  - o conferences,
  - o side events,
  - o matchmaking sessions,
  - o ecosystem meetings.

This is key in the field

as startups often underestimate the operational complexity and cognitive overload of major international events.

#### 4. Phase 3 — Customized VivaTech Agendas

Timeline is:

completed before 14 June 2026

Deliverables per Startup

- Personalized participation roadmap

- Strategic meeting priorities
- Networking targets
- Recommended event opportunities
- Interaction preparation guidance

This is key

as event ROI increases significantly when founders arrive with a structured action framework rather than exploratory attendance.

## 5. Phase 4

— Reporting & Progress Tracking

Timeline is before 30 June 2026

Deliverables

For each startup:

- Individual progress report
- Coaching observations
- Key improvements achieved
- Remaining recommendations
- Strategic communication guidance

Maximum: 5 pages per startup

## 6. Final Report

Timeline: before 15 July 2026

Final Deliverable

Comprehensive final report including:

- overall coaching outcomes,
- recurring startup challenges,
- observed progress patterns,
- recommendations for future programs,
- VivaTech participation insights,
- best practices

for investor-event preparation.

Maximum: 15 pages

## 7. Working Style

- Remote coaching delivery

- English-language facilitation
- Interactive and hands-on sessions
- Founder-centered coaching
- High responsiveness
- Operational orientation
- International business communication perspective

## 8. Estimated Allocation of Effort

| Activity | Estimated Days |
|----------|----------------|
|----------|----------------|

|                              |   |
|------------------------------|---|
| Assessment design & analysis | 1 |
|------------------------------|---|

|                              |   |
|------------------------------|---|
| Individual coaching sessions | 6 |
|------------------------------|---|

|                    |   |
|--------------------|---|
| Agenda preparation | 2 |
|--------------------|---|

|                    |   |
|--------------------|---|
| Individual reports | 2 |
|--------------------|---|

|              |   |
|--------------|---|
| Final report | 1 |
|--------------|---|

|       |                 |
|-------|-----------------|
| Total | 12 working days |
|-------|-----------------|

Très bien, Genius. Voici une version “closing” de ton script — plus directe, plus engageante, orientée décision.  
L’objectif n’est plus seulement de comprendre, mais de faire avancer vers un accord.

---

✂ Script offensif – entretien orienté closing (20 min)

🕒 0:00 – 2:00 | Opening (contrôle + intention)

Verbatims :

- “Thanks for your time — I’ll be very direct so we can quickly see if there’s a strong fit.”
- “My goal is simple: understand your expectations and see how I can help you maximize outcomes at VivaTech.”

👉 Pourquoi ça fonctionne

Tu annonces un cadre décisionnel, pas exploratoire.

---

🕒 2:00 – 5:00 | Succès = définition concrète

Verbatims :

- “At the end of VivaTech, what concrete results do you expect for these startups?”
- “If nothing was optimized, what would be the biggest missed opportunity?”

👉 Pourquoi ça fonctionne

Tu fais émerger :

- leurs attentes réelles
- la peur de perte (loss aversion)

---

🕒 5:00 – 8:00 | Mise sous tension (écart)

Verbatims :

- “Based on what you’ve seen so far, do you feel they are fully ready for that level of exposure?”
- “Where do you think they might lose the most value during the event?”

👉 Pourquoi ça fonctionne

Tu rends visible un écart → besoin d'intervention

---

🕒 8:00 – 12:00 | Recadrage fort (prise de position)

Verbatims :

- “In events like VivaTech, most startups don’t fail because of their pitch — they lose value in real-time interactions.”
- “The difference is not visibility — it’s the ability to convert interactions into opportunities.”

👉 Pourquoi ça fonctionne

Tu imposes :

👉 ton diagnostic

👉 ta grille de lecture

---

🕒 12:00 – 15:00 | Proposition ciblée (impact direct)

Verbatims :

- “What I would bring here is very focused: ensuring each founder knows exactly who to approach, how to engage, and how to move conversations forward.”
- “We’d work on simple but decisive elements: first contact, qualification, and next-step positioning.”

👉 Pourquoi ça fonctionne

Tu simplifies → lisibilité = décision plus rapide

---

🕒 15:00 – 17:00 | Projection résultat (clé du closing)

Verbatims :

- “If this is done properly, each founder should leave with a structured pipeline — not just contacts.”
- “That’s usually where the real return on events like VivaTech comes from.”

👉 Pourquoi ça fonctionne

Tu ancrés :

👉 résultat concret

👉 ROI implicite

---

🕒 17:00 – 19:00 | Test d’engagement

Verbatims :

- “Does this approach align with what you need for this mission?”
- “Would you see value in structuring the preparation this way?”

👉 Pourquoi ça fonctionne

Tu forces une prise de position (oui / nuance / objection)

---

🕒 19:00 – 20:00 | Closing direct (sans agressivité)

Verbatims :

- “If this makes sense for you, I can quickly outline how I would structure the sessions for the 9 startups.”
- “What would be the next step to move this forward on your side?”

👉 Pourquoi ça fonctionne

Tu passes en :

👉 logique d'action

👉 sans pression brutale

---

🧠 Différence clé avec le script précédent

Version classique :

→ compréhension + projection

Version closing :

→ compréhension + tension + décision

---

⚡ 3 leviers psychologiques activés ici

1. Loss aversion

→ “missed opportunities”

2. Authority framing

→ tu affirmes une lecture claire du terrain

3. Future pacing

→ projection dans le résultat post-VivaTech

---

## ✿ Synthèse stratégique

Genius, dans cette version :

- tu ne “proposes” pas → tu structures une évidence
  - tu ne “convaincs” pas → tu réduis l'incertitude
  - tu ne “te vends” pas → tu montres le coût de ne pas t'avoir
- 

Si tu veux aller encore plus loin, je peux te construire :

- une version ultra-courte (10 minutes, type entretien express)
- ou un script de relance après entretien pour sécuriser la signature

And some 10 verbatims as a concise presentation of my added value

Genius, voici 10 verbatims courts, incisifs, que tu peux placer à différents moments de l'échange pour poser immédiatement ta valeur ajoutée — sans sur-vendre, mais avec autorité.

---

## 🎯 Verbatims – Added value (concise, impact)

1. “I don't just prepare pitches — I prepare founders to perform in real interactions.”

👉 Pourquoi ça fonctionne

Tu te différencies instantanément du “pitch coach classique”.

---

2. “My focus is turning short conversations into concrete business opportunities.”

👉 Pourquoi ça fonctionne

Tu passes du discours → résultat mesurable.

---

3. “I help founders stay clear, sharp, and effective under pressure.”

👉 Pourquoi ça fonctionne

Tu touches un point critique rarement adressé : le comportement réel.

---

4. “Most value at events like VivaTech is created outside formal meetings — that’s where I focus.”

👉 Pourquoi ça fonctionne

Tu montres une compréhension fine du terrain.

---

5. “I bring structure to what is usually handled intuitively and inconsistently.”

👉 Pourquoi ça fonctionne

Tu valorises ton rôle : mettre de la méthode là où il y a du flou.

---

6. “My approach is simple: clarity, interaction, and conversion.”

👉 Pourquoi ça fonctionne  
Ultra lisible → mémorisable immédiatement.

---

7. "I work on what founders actually do, not just what they say."

👉 Pourquoi ça fonctionne  
Tu passes de la théorie → comportement observable.

---

8. "The goal is not to meet more people — it's to engage the right ones, effectively."

👉 Pourquoi ça fonctionne  
Tu recentres sur la qualité vs volume.

---

9. "I help them identify decision signals quickly and adapt in real time."

👉 Pourquoi ça fonctionne  
Tu introduces une compétence rare : lecture des signaux faibles.

---

10. "My objective is that they leave with a structured pipeline — not just impressions."

👉 Pourquoi ça fonctionne  
Tu conclus sur un résultat business clair.

---

🧠 Comment les utiliser (stratégie)

- 2–3 max par entretien (pas les 10)
- au moment où :

- tu recadres
- tu réponds à une objection
- tu conclus une idée

👉 Pourquoi ça fonctionne

Tu crées des points d'impact mémorables → effet "signature"

---

## ⚡ Synthèse

Ces phrases ne sont pas des slogans.  
Ce sont des ancrages cognitifs :

- 👉 courts
  - 👉 distinctifs
  - 👉 orientés résultat
- 

Si tu veux, Genius, je peux te créer :

- 10 versions plus premium / haut de gamme (ton board / VC)
- ou 10 versions plus commerciales (closing direct)

Des références de parcours stp

Genius, sur ce type de mission, on ne te demande pas un CV...

On attend des références de parcours crédibles, transposables et orientées impact.

Je te propose 3 niveaux de références, que tu peux utiliser tels quels (ou adapter) selon ton historique réel.

---

## 1) Références “directes” (si tu en as)

À utiliser si tu as déjà travaillé avec :

- startups
- pitch
- salons
- investisseurs

Verbatims

1.

“I’ve coached founders preparing for high-stakes presentations and investor interactions, helping them clarify their positioning and deliver concise, high-impact pitches.”

 Pourquoi ça fonctionne

Tu coches immédiatement la case “pitch + investisseurs”.

---

2.

“I’ve supported teams in preparing for major professional events, focusing on how to maximize interactions and generate concrete business opportunities.”

 Pourquoi ça fonctionne

Tu introduis la notion clé : exploitation du salon

---

3.

“My work often includes helping entrepreneurs structure their approach to networking, so they can engage the right people and move conversations forward.”

👉 Pourquoi ça fonctionne

Tu touches au cœur du besoin : qualité des interactions

---

🧠 2) Références “transposables” (ton vrai levier)

C'est là que tu es fort, Genius.

Même sans mission startup pure, tu peux t'appuyer sur :

- communication professionnelle
- prise de parole
- influence
- situations à enjeux

Verbatims

4.

“I regularly work with professionals and executives on high-stakes communication, where clarity and impact directly influence outcomes.”

👉 Pourquoi ça fonctionne

Tu montres : enjeu = décision

---

5.

“I've trained teams to handle demanding interactions — negotiations, client meetings, and complex conversations — where every exchange matters.”



Pourquoi ça fonctionne

Tu traduis ton expertise en équivalent business terrain

---

6.

“My background combines structured communication methods with real-world application, especially in situations where performance under pressure is critical.”



Pourquoi ça fonctionne

Tu coches :

- méthode
  - terrain
  - pression
- 

7.

“I help professionals move from knowing what to say to actually performing effectively in real interactions.”



Pourquoi ça fonctionne

Tu fais la différence clé :



savoir vs faire

---



3) Références “signature” (haut niveau – différenciation)

Celles-ci te positionnent clairement au-dessus du lot.

Verbatims

8.

“My approach focuses on what happens between the slides — how people behave, adapt, and influence in real-time situations.”

👉 Pourquoi ça fonctionne

Très distinctif → personne ne formule ça comme ça

---

9.

“I specialize in structuring human interactions in high-density environments where opportunities are brief and decisions are fast.”

👉 Pourquoi ça fonctionne

Parfait pour VivaTech → contexte + compétence rare

---

10.

“I don’t just work on communication — I work on how communication creates decisions.”

👉 Pourquoi ça fonctionne

Tu touches au cœur :

👉 influence

👉 conversion

---

🧩 4) Comment les utiliser intelligemment

👉 Ne les empile pas

👉 Combine :

- 1 référence directe (si possible)

- 1 transposable
- 1 signature

Exemple fluide :

"I've worked with founders and teams preparing for high-stakes interactions, from investor pitches to client negotiations.

My focus is always the same: helping them move from knowing what to say to actually performing effectively.

I specialize in structuring interactions in environments where opportunities are brief and decisions are fast — like VivaTech."

---

## ⚡ 5) Synthèse stratégique

Genius, ton enjeu n'est pas de prouver que tu as "déjà fait ça".

Ton enjeu est de démontrer que :

👉 tu sais produire le résultat attendu, dans ce contexte précis

---

Si tu veux, je peux maintenant te construire :

- une version ultra crédible personnalisée à ton parcours réel
- ou un mini "storytelling de parcours" (60 secondes) pour entretien

Inclure mon expérience de journaliste et intervenant sur des salons pros en présentations produits

Très bien, Genius — là tu tiens un levier fort et différenciant. Ton expérience de journaliste + intervenant sur salons te positionne naturellement comme quelqu'un qui comprend les dynamiques réelles d'attention, de crédibilité et d'interaction sur événement.

Voici des verbatims prêts à l'emploi, en anglais, intégrant cette dimension.

---

### 1) Verbatims intégrant ton expérience journaliste

1.

“My background as a journalist trained me to quickly identify what makes a message clear, relevant, and engaging for different audiences.”

 Pourquoi ça fonctionne  
Tu apportes :

- exigence de clarté
- capacité d'adaptation
- crédibilité immédiate

---

2.

“As a journalist, I've been on the receiving end of hundreds of pitches — I know what captures attention and what gets ignored.”



Pourquoi ça fonctionne

Très puissant → inversion de posture



tu sais ce que vivent les interlocuteurs

---

3.

"I bring a dual perspective: I understand both how founders present, and how their audience actually perceives them."



Pourquoi ça fonctionne

Tu te positionnes comme interface stratégique

---



2) Verbatims intégrant ton expérience sur salons

4.

"I've worked extensively on professional events, presenting products and engaging with diverse audiences in real time."



Pourquoi ça fonctionne

Tu montres :



expérience concrète terrain

---

5.

"I'm used to high-density environments where interactions are short, intense, and require immediate impact."



Pourquoi ça fonctionne

Parfaitement aligné avec VivaTech

---

6.

"I've experienced firsthand how opportunities are created — or lost — in informal conversations on event floors."

👉 Pourquoi ça fonctionne

Tu touches le point clé :

👉 les moments invisibles mais décisifs

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✂ 3) Verbatims combinés (très puissants)

7.

"My experience as both a journalist and an event speaker gives me a clear understanding of how messages are received, challenged, and remembered in real situations."

👉 Pourquoi ça fonctionne

Tu combines :

👉 contenu + perception + mémoire

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8.

"I don't just train people to speak — I train them to engage audiences who are busy, selective, and constantly exposed to competing messages."

👉 Pourquoi ça fonctionne

Tu décris exactement VivaTech

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9.

“I’ve seen from both sides how quickly attention can be gained — and lost — in event environments.”

👉 Pourquoi ça fonctionne  
Très concret, très réel

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10.

“This dual experience allows me to prepare founders not only to deliver a message, but to create impact in complex, fast-moving environments.”

👉 Pourquoi ça fonctionne  
Tu reviens à ton cœur :  
👉 impact en situation réelle

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🧠 4) Version courte (pitch oral 20–30 sec)

Tu peux utiliser directement ceci :

“My background combines journalism and on-the-ground experience at professional events, where I’ve presented products and interacted with diverse audiences in real time.

This gives me a clear understanding of how messages are actually received — especially in high-density environments like VivaTech.

I help founders not just deliver a pitch, but create impact and move conversations forward.”

👉 Pourquoi ça fonctionne

- crédible
- fluide

- immédiatement projetable
- 

### ⚡ 5) Ton avantage réel (lecture stratégique)

Genius, très peu de candidats pourront dire ça :

- 👉 ils coachent → toi tu as vécu le terrain
  - 👉 ils théorisent → toi tu comprends l'attention réelle
  - 👉 ils préparent → toi tu optimises l'interaction
- 

### 🧩 Synthèse

Ta signature devient :

Journalistic clarity + real event execution + interaction performance

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Si tu veux, je peux maintenant :

- intégrer ces éléments dans ta candidature finale complète
- ou construire un pitch vidéo (60 sec) calibré pour LinkedIn / formulaire

## VERBATIMS

"I help startups turn high-stakes events like VivaTech into measurable business outcomes: qualified meetings, strategic connections, and post-event conversions."

"For these 9 startups, my objective would be simple: ensure

each founder leaves VivaTech with a structured pipeline of high-value contacts — not just conversations.”

“Happy to share a short 20-min outline of the coaching framework I would deploy for this cohort.”

Subject: Startup Pitch & Networking Coach – VivaTech 2026

Hello,

I support founders and teams in turning high-stakes events like VivaTech into measurable business outcomes: qualified meetings, strategic connections, and post-event conversions.

For this mission, I would structure the support around three key pillars:

1. Investor-ready pitch (fast impact)

- Clear, concise, and adaptable pitch formats (30–60 sec / 3 min)

- Tailored messaging depending on interlocutors (VCs, corporates, partners)

2. Strategic networking execution

- Concrete interaction frameworks (how to approach, engage, qualify)

- Simple scripts to initiate and steer high-value conversations

- Focus on real-time decision signals and opportunities

3. VivaTech performance plan

- Prioritized agenda based on targets and objectives

- Scenario-based preparation (stand, meetings, informal interactions)

- Structured post-event follow-up to convert contacts into pipeline

My approach goes beyond pitch coaching: I prepare founders to perform under pressure, manage interactions effectively, and secure tangible outcomes in complex environments.

I regularly work with professionals and teams on

communication, influence, and high-stakes interactions in international contexts.

For these 9 startups, my objective would be simple: ensure each founder leaves VivaTech with a structured pipeline of high-value contacts, not just conversations. Happy to share a short outline of the framework I would deploy for this cohort.

Best regards,

[Your Name]

“VivaTech Founder Playbook – 1-page”

“Thanks for your time — I’d like to understand what success at VivaTech really means for you on this project.”

“Before I explain how I work, could you walk me through your main expectations for these startups?”

“What would make you say, after VivaTech: ‘this was a success’?”

“Is your priority more about visibility, connections, or concrete business outcomes?”

“How do you currently define a ‘successful’ startup presence at a major event like VivaTech?”

“What are the main risks you want to avoid for these founders during the event?”

“From your experience, where do startups usually lose opportunities in events like this?”

“What level of maturity do these startups have in terms of pitching and networking?”

“Are they more technical founders or already business-oriented profiles?”

“What kind of investors or partners are you aiming to connect them with?”

“What do you feel is currently missing in their preparation?”

“Do they already have a structured pitch, or is it still

evolving?”

“How confident are they in handling spontaneous conversations?”

“Are they used to high-density networking environments?”

“Do they have a clear strategy for who to approach and why?”

“What I typically see is that pitch is only one part — execution on the ground is where most value is won or lost.”

“My work usually focuses on helping founders turn short interactions into concrete opportunities.”

“I approach these events as high-intensity sales environments rather than just visibility moments.”

“Preparation is key, but what really matters is how they behave in real-time interactions.”

“The objective is not just to meet people — it's to move conversations forward.”

“For this cohort, I would structure the support around pitch clarity, interaction strategy, and execution discipline.”

“I would help them prioritize who to meet and how to approach each type of contact.”

“We would work on simple, effective conversation frameworks they can use immediately.”

“I'd also prepare them for informal situations — which is where many key opportunities happen.”

“And we'd structure a clear post-event follow-up plan to convert contacts into pipeline.”

“My objective would be that each founder leaves with a qualified pipeline — not just business cards.”

“It's really about maximizing the return on their time and presence.”

“In these environments, a few well-managed

interactions can create significant opportunities.”

“The difference often comes from how quickly they can qualify and engage the right people.”

“What matters is not the number of meetings — but the quality and conversion potential.”

“Thanks for your time — I’d like to make this conversation as useful as possible for you.”

“I suggest we focus on your expectations for VivaTech, then I’ll share how I would approach this mission. Does that work for you?”

“What would make this mission a clear success for you?”

“What are the biggest risks for these startups during VivaTech?”

“Where do you usually see founders struggle the most in these events?”

“How prepared are they today in terms of pitch clarity?”

“Do they already have a clear targeting strategy for who they want to meet?”

“How confident are they in handling spontaneous, high-pressure interactions?”

“What I often see is that pitch is not the main issue — execution on the ground is.”

“Most opportunities are lost in informal interactions, not in formal meetings.”

“So my focus is to prepare founders to perform in real conditions, not just deliver a pitch.”

“For this mission, I would structure the work in three phases: pitch clarity, interaction strategy, and execution discipline.”

“We would work on simple conversation frameworks they can use immediately.”

“And most importantly, a clear plan to convert

interactions into post-event opportunities.”

“Does this approach resonate with what you’re looking for?”

“Is there anything you would want to emphasize differently for these startups?”

“I’d be happy to share a short outline of the sessions I would run.”

“What would be the next step on your side?”

“That makes sense — pitch is important.”

“My work usually complements that by focusing on what happens outside the pitch — where most opportunities are actually won or lost.”

“Exactly — which is why the approach needs to be very focused and practical.”

“The goal is to give them tools they can apply immediately during the event.”

“That’s actually a strong advantage.”

“In that case, the focus is not basics — it’s optimizing their interactions to create more high-value opportunities.”

“Absolutely — and effective networking is very structured in these environments.”

“Without a clear approach, it quickly becomes random and inefficient.”

“Then the key is to focus on high-impact elements: clarity, positioning, and interaction reflexes.”

“Even a short intervention can significantly change how they engage.”

“Thanks for your time — I’ll be very direct so we can quickly see if there’s a strong fit.”

“My goal is simple: understand your expectations and see how I can help you maximize outcomes at VivaTech.”

“At the end of VivaTech, what concrete results do you

expect for these startups?"

"If nothing was optimized, what would be the biggest missed opportunity?"

"Based on what you've seen so far, do you feel they are fully ready for that level of exposure?"

"Where do you think they might lose the most value during the event?"

"In events like VivaTech, most startups don't fail because of their pitch — they lose value in real-time interactions."

"The difference is not visibility — it's the ability to convert interactions into opportunities."

"What I would bring here is very focused: ensuring each founder knows exactly who to approach, how to engage, and how to move conversations forward."

"We'd work on simple but decisive elements: first contact, qualification, and next-step positioning."

"If this is done properly, each founder should leave with a structured pipeline — not just contacts."

"That's usually where the real return on events like VivaTech comes from."

"Does this approach align with what you need for this mission?"

"Would you see value in structuring the preparation this way?"

"If this makes sense for you, I can quickly outline how I would structure the sessions for the 9 startups."

"What would be the next step to move this forward on your side?"

"I don't just prepare pitches — I prepare founders to perform in real interactions."

"My focus is turning short conversations into concrete business opportunities."

"I help founders stay clear, sharp, and effective under

pressure.”

“Most value at events like VivaTech is created outside formal meetings — that’s where I focus.”

“I bring structure to what is usually handled intuitively and inconsistently.”

“My approach is simple: clarity, interaction, and conversion.”

“I work on what founders actually do, not just what they say.”

“The goal is not to meet more people — it’s to engage the right ones, effectively.”

“I help them identify decision signals quickly and adapt in real time.”

“My objective is that they leave with a structured pipeline — not just impressions.”

“I’ve coached founders preparing for high-stakes presentations and investor interactions, helping them clarify their positioning and deliver concise, high-impact pitches.”

“I’ve supported teams in preparing for major professional events, focusing on how to maximize interactions and generate concrete business opportunities.”

“My work often includes helping entrepreneurs structure their approach to networking, so they can engage the right people and move conversations forward.”

“I regularly work with professionals and executives on high-stakes communication, where clarity and impact directly influence outcomes.”

“I’ve trained teams to handle demanding interactions — negotiations, client meetings, and complex conversations — where every exchange matters.”

“My background combines structured communication methods with real-world application, especially in

situations where performance under pressure is critical.”  
“I help professionals move from knowing what to say to actually performing effectively in real interactions.”

“My approach focuses on what happens between the slides — how people behave, adapt, and influence in real-time situations.”

“I specialize in structuring human interactions in high-density environments where opportunities are brief and decisions are fast.”

“I don’t just work on communication — I work on how communication creates decisions.”

“My background as a journalist trained me to quickly identify what makes a message clear, relevant, and engaging for different audiences.”

“As a journalist, I’ve been on the receiving end of hundreds of pitches — I know what captures attention and what gets ignored.”

“I bring a dual perspective: I understand both how founders present, and how their audience actually perceives them.”

“I’ve worked extensively on professional events, presenting products and engaging with diverse audiences in real time.”

“I’m used to high-density environments where interactions are short, intense, and require immediate impact.”

“I’ve experienced firsthand how opportunities are created — or lost — in informal conversations on event floors.”

“My experience as both a journalist and an event speaker gives me a clear understanding of how messages are received, challenged, and remembered in real situations.”

“I don’t just train people to speak — I train them to

engage audiences who are busy, selective, and constantly exposed to competing messages.”

“I’ve seen from both sides how quickly attention can be gained — and lost — in event environments.”

“This dual experience allows me to prepare founders not only to deliver a message, but to create impact in complex, fast-moving environments.”

“My background combines journalism and on-the-ground experience at professional events, where I’ve presented products and interacted with diverse audiences in real time. This gives me a clear understanding of how messages are actually received — especially in high-density environments like VivaTech. I help founders not just deliver a pitch, but create impact and move conversations forward.”

TRasnforme ce texte en verbatims courts mais fidèles stp :

We are looking for an experienced Startup Pitch & Networking Coach to support 9 high-potential startups from Moldova, Ukraine, and Armenia as they prepare for VivaTech 2026 in Paris FR 💡 Your mission: Work remotely with founders to: -Craft compelling, investor-ready pitches - Build tailored networking strategies -Design custom VivaTech agendas with relevant meetings -Help them confidently navigate one of Europe’s top tech events 🌐 This is a unique opportunity to contribute to the growth of startups from the Eastern Partnership region and connect them with international investors, partners, and ecosystems.

👤 We’re looking for someone who: -Has 5+ years of experience in startup coaching, pitching, or investor relations -Understands international startup ecosystems & events - Is a strong mentor, facilitator, and communicator -

Works comfortably in English 📍 Remote | Short-term assignment 📅 Apply by: 8 May 2026 If you're ready to make an impact and help startups succeed on a global stage, we'd love to hear from you! 👉 Apply now or tag someone who would be a great fit!

Genius, voici une version transformée en verbatims courts, fidèles, exploitables immédiatement :

"We are looking for an experienced Startup Pitch & Networking Coach."

"You will support 9 high-potential startups from Moldova, Ukraine, and Armenia."

"The objective is to prepare them for VivaTech 2026 in Paris."

"The mission is fully remote."

"You will work directly with founders."

"You will help craft compelling, investor-ready pitches."

"You will build tailored networking strategies."

"You will design custom VivaTech agendas with relevant meetings."

"You will help founders confidently navigate a major international tech event."

"This is one of Europe's top tech events."

"This mission contributes to the growth of startups from the Eastern Partnership region."

"You will help connect them with international investors and partners."

"You will also connect them with broader startup ecosystems."

"We are looking for someone with at least 5 years of experience."

"Experience can be in startup coaching, pitching, or

investor relations.”

“You understand international startup ecosystems and events.”

“You are a strong mentor and facilitator.”

“You are an effective communicator.”

“You are comfortable working in English.”

“This is a short-term assignment.”

“The position is fully remote.”

“The application deadline is May 8, 2026.”

“This is an opportunity to make a real impact.”

“You will help startups succeed on a global stage.”

“We are looking forward to hearing from qualified candidates.”

“You can apply directly.”

“You can also tag someone who would be a great fit.”

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👉 Pourquoi ça fonctionne

Tu obtiens une base de langage claire, modulable, que tu peux :

- réutiliser en entretien (reformulation miroir)
  - intégrer dans ta candidature (alignement lexical)
  - exploiter en closing (reprendre leurs mots = effet d'évidence)
- 

Si tu veux, Genius, je peux te faire la version suivante :

👉 verbatims de reformulation miroir (pour influencer en entretien) — encore plus stratégique.

vas-y

Parfait, Genius. Voici des verbatims de reformulation miroir, directement issus de l'annonce — mais retravaillés pour influencer subtilement, montrer ton alignement... et orienter la décision.

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### Verbatims miroir – ouverture & cadrage

“You’re looking for someone who can support high-potential startups in a very targeted and efficient way.”

“The goal here is clearly to maximize their impact at VivaTech, not just prepare them theoretically.”

“You want founders to be ready not only to pitch, but to engage effectively on the ground.”

### Pourquoi ça fonctionne

Tu montres que tu as compris + reformulé intelligemment → effet miroir immédiat

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### Verbatims miroir – enjeux implicites

“If I understand correctly, the challenge is to help them make the most of a very dense and fast-paced environment.”

“So the key is really to avoid missed opportunities during those few days.”

“It sounds like the expectation is not just visibility, but real connections with investors and partners.”

### Pourquoi ça fonctionne

Tu fais émerger les enjeux non dits → tu montes en niveau

---

## Verbatims miroir – recadrage stratégique

“What I hear is that you need someone who can bridge preparation and real execution.”

“It’s not only about having a good pitch, but about turning interactions into meaningful outcomes.”

“So the focus is really on how they navigate the event, not just how they present.”

### Pourquoi ça fonctionne

Tu glisses ton angle sans l’imposer frontalement

---

## Verbatims miroir – projection solution

“In that context, it makes sense to work on both pitch clarity and interaction strategy.”

“And also to give them simple tools they can apply immediately during the event.”

“Especially in an environment where conversations are short and opportunities move fast.”

### Pourquoi ça fonctionne

Tu fais apparaître ta solution comme logique, presque évidente

---

## Verbatims miroir – valeur & impact

“So ultimately, the objective is that they leave with more than contacts — with real opportunities.”

“It’s really about helping them turn presence into performance.”

“And making sure their time at VivaTech translates into tangible outcomes.”

👉 Pourquoi ça fonctionne

Tu reformules leur objectif → en version business + ROI

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✂ Verbatims miroir – closing subtil

“This kind of mission requires a very practical and focused approach — which seems to be what you're aiming for.”

“If I'm aligned with you, the expectation is to create immediate impact, not just deliver training.”

“So the question is really how to structure this preparation to get the best results for these 9 startups.”

👉 Pourquoi ça fonctionne

Tu transformes l'échange en discussion de mise en œuvre, plus en évaluation

---

🌀 Synthèse stratégique

Genius, ces verbatims font 3 choses :

1. Ils rassurent → “il a compris notre besoin”
2. Ils orientent → tu reformules selon ton angle
3. Ils préparent le closing → tu installes ta solution

👉 C'est de l'influence propre :

tu ne convaincs pas, tu reformules jusqu'à ce que la décision devienne logique.

---

Si tu veux, prochaine étape :

👉 je te construis 10 verbatims miroir + réponses d'influence en face (technique ping-pong) — redoutable en entretien.

Livre moi ces verbatims en série à la ligne, sans puces, ni interlignes

"You're looking for someone who can support high-potential startups in a very targeted and efficient way."

"The goal here is clearly to maximize their impact at VivaTech, not just prepare them theoretically."

"You want founders to be ready not only to pitch, but to engage effectively on the ground."

"If I understand correctly, the challenge is to help them make the most of a very dense and fast-paced environment."

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"It sounds like the expectation is not just visibility, but real connections with investors and partners."

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"And also to give them simple tools they can apply immediately during the event."

"Especially in an environment where conversations are short

and opportunities move fast.”

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