



**MERCURE
HEC**



NEW 2023

Founded in **1999**

A competition that rewards each year, the entrepreneurs of the HEC community who have created, accelerated or taken over their company.

22 editions.

+1500 files examined.

~ **300** entrepreneurs celebrated

~ **90** trophies awarded.

REMINDER



**MERCURE
HEC**

1999-2020

HEC
PARIS
ALUMNI

Develop the entrepreneurial values of the HEC brand.

To be the showcase of HEC entrepreneurs.

Some of the
MERCURE HEC Academy members

Pauline d'Orgeval - **Mille et une listes**

Pierre Kociusko-Morizet - **Priceminister**

Frédéric Jousset - **Webhelp**

Céline Lazorthe - **Leetchi**

Charles Thou - **Agorize**

Renaud Laplanche - **Lending Club**

Paolin Pascot - **Agroconomie**

Victor Luggier et Tigrane Sedoux - **Big Mama**

Olivier Pailhes - **Aircall**

An essential reset

- A context and an environment that has deeply changed.
- A complex system to manage.
- A less representative prize list.
- A loss of attractiveness.

Simplify the process to be accessible to all HEC entrepreneurs.



Designation of the winners by a jury of experts and a **vote** by the HEC community.



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Stakes are even higher.

- Entrepreneurship has become one of HEC Paris' major strategic axes.
- More and more international graduates.
- More and more HEC entrepreneurs.
- It is becoming increasingly difficult to identify all HEC entrepreneurs.

Internationalize the process to be more representative of the HEC community.



8 geographical areas
=
8 local **MERCURE HEC**
each year



How does it work...



**MERCURE
HEC**

NEW 2023

82 alumni chapters = 8 geographical areas.

FRANCE

EUROPE

NORTH AMERICA

LATIN AMERICA

Austria – Belgium –
Germany – Ireland – Italy –
Luxembourg – Monaco –
Portugal – Spain –
Switzerland - The
Netherlands United
Kingdom – Denmark –
Sweden – Norway - Czech
Republic – Greece –
Hungary – Poland –
Romania – Serbia - Russian
Federation - Ukraine

Canada/Québec –
Canada/ Toronto-
USA/Boston – USA/Florida -
USA/Los Angeles -
USA/Midwest – USA/New
York – USA/West Coast –
USA/Washington DC

Dominican Republic –
Mexico – Colombie –
Argentina – Brazil/Rio –
Brazil/Sao Paulo – Chili –
Peru - Venezuela

AFRICA

MIDDLE EAST

CENTER & SOUTH EAST ASIA

EAST ASIA

Algeria – Morocco – Tunisia
- Burkina Faso – Gabon -
Ivory Coast – Kenya –
Madagascar – Mauritius –
Nigeria – Senegal - South
Africa – Cameroon - Togo

Israel – Lebanon – Qatar -
Saudi Arabia – Turkey – UAE
– Egypt

India/Bangalore –
India/Mumbai – India/New
Delhi – Indonesia – Pakistan
– Malaysia – Singapore –
Thailand - Vietnam

China/Beijing- China/
Hong-Kong –
China/Shangha-
China/South China - South
Korea – Japan – Taiwan –
Australia*

8 geographical trophies.



New protocol.

- 1** Establishment of a selection committee per zone.
- 2** Each committee selects the 5 to 8 most valuable entrepreneurs from its area to be awarded for the past year.
- 3** Alumni members of the zone chapters vote for their favorite entrepreneur among those selected.
- 4** The entrepreneur with the most votes is declared the winner of the MERCURE HEC of the year in this zone.
- 5** The winner receives the trophy at a ceremony held his area.
- 6*** To be confirmed - Winners from all 8 zones are celebrated at a worldwide HEC entrepreneurship annual event.



MERCURE HEC spirit *.

- Rewarding entrepreneurs above all (and not their companies).
- Highlighting all forms of entrepreneurship: from the creation of a tech startup to the takeover of an industrial SME, including the transmission of a century-old family company.
- Valuing ambition and creativity, but also the generosity and ethics of an entrepreneur, his longevity and perseverance, his ability to bounce back and adapt.
- Rewarding not only financial success, but also a vision and a social and societal commitment.

* All the conditions of eligibility and the main criteria for evaluating candidates are described in the operating charter that will be sent to you at the end of this conference.



Calendar 2023 edition.

By the end of December 2022.

Validation of the participating areas for the 2023 edition.

Constitution of the selection committees.

By the end of February 2023.

Selection of the nominated entrepreneurs in each zone.

March 2023.

Alumni voting in each zone.

From end of March to May 2023.

Announcement of the winners, and local award ceremonies.

June 2023*

Worldwide ceremony.

* To be confirmed.



NEW 2023

**Your cooperation is
needed**

Organization.

In each zone, the chapters drive the process.

Worldwide Organization Committee

Defines the general rules of the process (operating charter).

Assists the local Selection Committees in the management of the process in each zone.

Pilots the electronic voting in each zone, under the control of the local committees.

Guarantees the correct implementation of the protocol.

Jean-Christophe Myon - Laurent
Didier - Mailys Cantzler - Lyes
Ghamissou - HEC Alumni

Local Selection Committees

Identifies potential nominees for the zone.

Selects the list of nominees for the zone.

Maintains contact with the nominees.


Organizes and conducts the local trophy ceremony.

Chairs and operational members of chapters in the area.

Entrepreneurship experts who are members of the chapters.

Possibly a expert member from outside the HEC community.

A member of the worldwide Organization Committee



Thank you for your attention...

And especially thank you in advance for your cooperation.

**If you are interested or want to know more,
meet us at the end of this conference, in a dedicated room.**

And/or contact us.

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