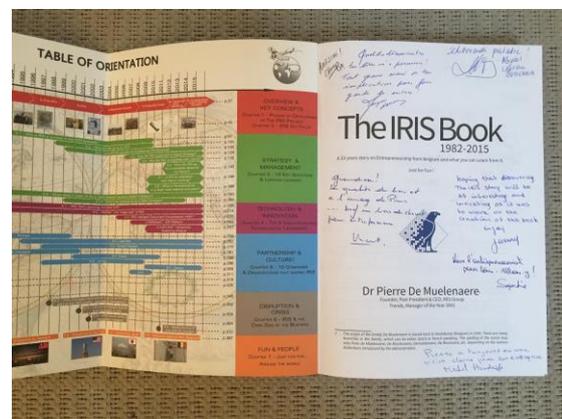
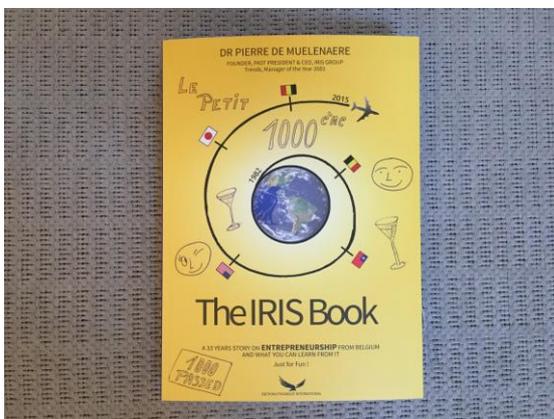


On the occasion of the sale of the 1000th copy of the IRIS Book, Pierre De Muelenaere looks back over the history of this unique project.

“The IRIS Book” (www.iris-book.com) is presented as a “Guide to Entrepreneurship” and is designed to share experience with the new generation based on the example of IRIS, the Belgian success story.

Court-Saint-Etienne, November 29, 2017 – The 1000th copy of the IRIS Book, a unique collector version with the name « Le Petit Millième » has just been acquired by Pierre Gustin, directeur Entreprises et Institutionnels Wallonie chez ING.

“Le Petit Millième” is a unique collector version, signed by the many people who have contributed to this book which is dedicated to Entrepreneurship.

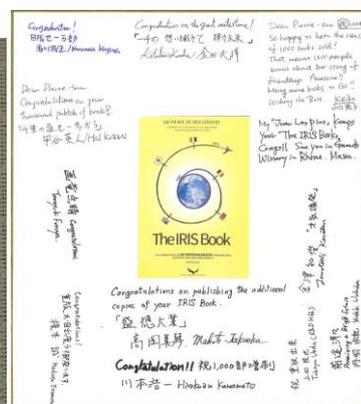
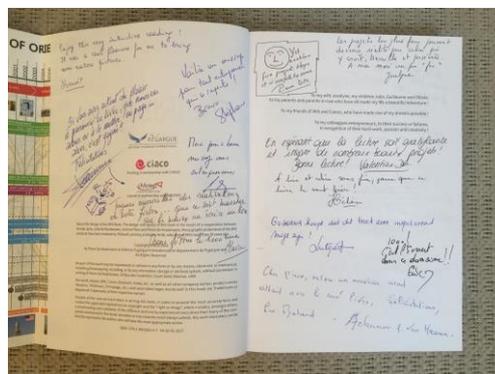


「IRIS に
日の丸そよぐ
冬の朝」

The next morning of IRISLink, I went to the head office of IRIS. Then, I discovered that the flag of the Rising Sun fluttered with the flag of EU.

I felt friendship and responsibility while thinking that I was glad.

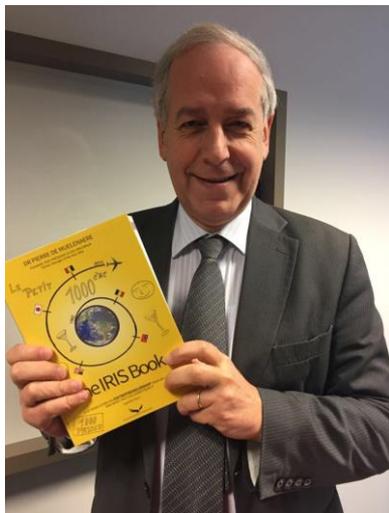
小宮 善継
Yoshitsugu Komiya



Some views of the signatures of “Le Petit Millième”

Pierre Gustin explains: *“ING cooperates closely with several Venture Capital funds that are financing spin-off of Belgian universities. For instance, we are very involved in the QBIC fund and in the VIVES fund. I have been interested in the IRIS Book since its release, because I had the feeling that it was a very useful tool to share experience with new entrepreneurs. We then came to the idea to organize an*

event based on that book and in that context, I have just acquired a small stock of IRIS Books...to have the pleasure to discover in that lot a very unique sample...a happy surprise!"



Pierre Gustin and « Le Petit Millième »

On this important step *Pierre De Muelenaere* looks back over the concept and history of the IRIS Book, an unusual publishing project, together with his partners, *Jeremy Verlinden* (CIACO) and *Frédéric de Wouters* (IMOTEP), and under the watchful and professional eyes of his friend *Luc Pire* (Founder of the “éditions Luc Pire” and coach at the VentureLab)

Dr. Pierre De Muelenaere, Author of the IRIS Book, Founder, Past President & CEO, IRIS Group:
“When I was young, I had the chance to create my own company based on the results of my PhD Thesis. The company was born as a spin-off of the Université Catholique de Louvain. This company has become over time one of the biggest Belgian success story in the field of Computer science technology.”

“I have led this project for 33 years and when I finally decided to leave IRIS at the end of 2015, I wanted to go back to my first loves which are Entrepreneurship, Innovation and Education, to help young people in their own projects. For instance, I had the chance to join the Yncubator of the UCL in Louvain-La-Neuve, where we are coaching 25 projects of students-entrepreneurs and the QBIC fund based in Ghent, which is financing the spin-off of several Belgian universities from the North and the south of Belgium.”

“In this context, I came to the idea to leverage my experience with IRIS to design a “Guide to Entrepreneurship”. This book could become the base of conferences, seminars, and workshops to share experience with young people or more experienced entrepreneurs. In order to successfully operate this project, I needed an efficient and passionate team, which was not obvious, when you know that the segment of management books is not a very dynamic in Belgium, wit very low sales.”



Jeremy Verlinden, responsible of the printing department of the CIACO based in Louvain-La-Neuve: *"We have been very pleased to be selected as the printing partner by the Publishing house Pygargue International created by Pierre de Muelenaere to design and commercialize the IRIS Book. I believe that Pierre was willing to show that it is possible to work with a local approach with no need to print in low cost countries such as Poland or Spain."*

"At the end of the day, it shows that local players still have good cards to play, for instance, in term of flexibility, responsiveness, close communication with the customer and quality. Of course, Pierre did not buy a pig in a poke, and already knew the quality of our deliveries, since we have been in the past years a regular supplier of IRIS. But, still, it was quite a risk to accept higher production costs, which creates more constraints on the commercialization."

Frederic de Wouters, Desktop Publishing and Design House IMOTEP: *"It has been a great pleasure for me to work with Pierre on this project. It was the most ambitious desktop publishing work that I have ever done. Close to 500 pages, more than 600 pictures and cartoons and a very unique design concept."*

"The respect of a strict timing and the quality of the material provided has helped us to save a lot of time. Despite a strict planning. Pierre was able to keep a good sense of humor, and that was great! We maintained constructive exchanges even when the pressure was building up."

"The management of this project was rather unique. For instance, Pierre had the idea to propose to a group of young people to co-operate. It was composed of his children and their friends. They have not only participated in the proofreading of the text, but also on several graphical elements and on the artistic design of the book."

"At my level, I have worked a lot with Julie, the daughter of Pierre. She is an architect and is living in New Caledonia. From this remote place, she has provided me with a number of unique graphical elements and has shown a lot of creativity in her work."

"One of the most exciting things in this project is the fact that it gave me the opportunity to meet with passionate people. For this and all the rest, I'm very grateful to Pierre to have selected Imotep as key partner for this project."

Luc Pire (Founder of the "éditions Luc Pire" and co-founder of the VentureLab): *"When Pierre has announced to me that he was going to sell its 1000th copy of the IRIS Book, I have been surprised and impressed. Surprised, because, in a small country like Belgium, a management book is rarely sold more than 500 times"*

"Then impressed, because, Pierre's gamble to self-publish this book and sell it at international level, was after all not so crazy. It is important to mention that in Belgium, management books are generally published either in French or in Dutch and distributed either in Wallonia or Flanders. It is an unusual decision to publish the IRIS Book in English, in order to be accessible in all part of Belgium and on the international scene. The expensive format that was selected by Pierre (4-color printing, 500 pages and 600 pictures) was another unusual decision and it implied a higher level of risk."

"I find the success of the IRIS Book rather inspiring for a number of reasons: first of all, it shows that there is a growing interest in our country for matters related to Entrepreneurship. The success of universities incubators, such as the Yncubator (Université Catholique de Louvain) or the VentureLab (Université de Liège) is another positive indicator. It shows that the young people have ideas and



want to create their own projects and ventures. Finally, I have to say that once again, Pierre has shown a strong commitment to this new project. The IRIS book is not only a book on Entrepreneurship. It is also a comprehensive cycle of conferences. It reminds us that to be successful in a given project, it is better to show strong commitment and to consistency.”

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www.iris-book.com



ABOUT EDITIONS PYGARGUE INTERNATIONAL

Pygargue International is a small publishing house created to commercialize the IRIS Book. The company has taken in charge all the tasks and investments related to the creation and commercialization of the IRIS Book.

The IRIS Book is available through a network of book shops, partners and on the internet.

Detailed information is available on www.iris-book.com

Editions Pygargue International is a department of Pygargue SPRL.

ABOUT CIACO

The Ciaco is a cooperative society founded by the student's organizations of the Université Catholique de Louvain in 1970. It is located in Louvain-La-Neuve and Louvain-en-Woluwe. Ciaco has activities in the fields of stationary, creative leisure and printing. It is a 21's century printing organization, &00ù digital, and not limited to the traditional printing activities.

The needs of our customers are at the heart of our actions. We help them all the way long in their project, from the design until the manufacturing. We can for instance, manage a complete project from the design until the printing and the shipments.

Detailed information is available on www.ciaco.com

ABOUT IMOTEP

Created in 1992, iMotep sprl specializes in graphical design and has activities in 4 sectors:

- Publishing: preparation, design and desktop publishing of documents intended to be printed or electronic books (ePub).
- Corporate Identity: Design or update of logos.
- Support for Information or presentations: creation of Powerpoint, interactive ePub, interactive PDFs.
- Personalized graphics: creation of characters, cartoons, schematics, pictograms.

IMOTEP works with the new technologies and is also involved in the creation of documents intended for digital printing of small and large format and in the creation of new packaging.

Detailed information is available on www.mistralwind.be

ABOUT YNCUBATOR AND VENTURELAB

The **Yncubator** has been created in September 2015, thanks to the financial support of the "Agence pour l'Entreprise et l'Innovation", with the goal to support and develop the students-entrepreneurs in the area of Louvain-la-Neuve in close relationship with the entrepreneurial eco-system. It is an organization intended to stimulate and support the development of innovative projects.

Any student or young graduated of the Brabant Wallon that has a great idea or a concrete project can have access to the Yncubator. The mission of the Yncubator consists of training and coaching of the young people from their first steps until the creation and development of their start-up.



The Yncubator will select the innovative projects, will propose adequate tools and services (coworking- workshops- networking-experts), and will provide coaching by a confirmed entrepreneur.

Detailed information is available on www.yncubator.be

The **VentureLab** was created in Octobre 2014, on the impulse of *Bernard Surlemont*, Professor of entrepreneurship at HEC/ULiège with the help of 3 confirmed entrepreneurs: *Hubert Brogniez*, *Luc Pire* and *Philippe Woitrin*.

The VentureLab is hosting students and recently graduated people from the academic zone of Liège-Luxembourg. They all have access to a co-working space, around 100 experts and the coaching (and Address Book) of 14 coach-entrepreneurs (amongst the criteria to recruit these entrepreneurs is a track record of creation of company of at least 20 people, including also an international experience) More than 100 projects are currently developing in the VentureLab. Already 43 new companies have been created in various sectors.

Detailed information is available on www.venturelab.be

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ABOUT THE IRIS BOOK

THE CONTEXT

After a few years of preparation, Pierre De Muelenaere founded the Belgian company IRIS in 1987, to commercialize the results of his PhD. The first product of the company Texiris™ 1.0 was the commercial version of the innovative Optical Character Recognition technology developed.

Since then, and for 33 years in a row, Pierre was leading IRIS through all development steps, from a University Spin-off to a listed company and finally for its integration into Canon.

The IRIS Book 1982-2015 captures that unique experience and is designed as a road book that illustrates and reflects on the *key concepts of Entrepreneurship*. It is organized around topics, such as, *Strategy & Management, Technology & Innovation, Partnership & Culture, Crisis & Disruption*, etc.

Each topic is divided in different sections that relate to a specific question or subject. The reader can select a section of interest from the Table of Orientation and access it directly to learn more about the IRIS story and the more general *Lessons Learned* on that subject.

This book is designed to share real-life experience with engineers, young or confirmed entrepreneurs, managers willing to grow internationally, professors, etc. Its original format that allows an easy selection of the subject matter and proposes many pictures and cartoons should make it accessible to a wide audience, especially to the new generation.

The IRIS Book is presented in more details on the Website www.iris-book.com

SOME UNIQUE FEATURES OF IRIS BOOK

- The IRIS Book is written in English for a wider and more international audience. The complete title is: *The IRIS Book 1982-2015*. The subtitle is: *A 33 years story on Entrepreneurship from Belgium and what you can learn from it!*
- The book is designed to share experience with the new generation.
- *Eric Domb (Founder of Pairs Daiza)* and the *Baron Luc Bertrand (Chairman of Ackermans & van Haaren)*, two respected personalities of the Belgian business world have written the prefaces of the IRIS Book. They both know very well the IRIS project and have directly contributed to its development.
- The format of the book is 17 cm x 24 cm.
- It contains *474 pages in 4 colors with 642 pictures or cartoons*.
- The IRIS Book has benefited from the input of *63 people* (from Europe, USA, Japan, etc.) who have directly contributed to this project (graphic design, pictures, cartoons, cross-check of the stories, etc.)
- There are *162 Lessons Learned* and *29 statements from key personalities*.
- 16 partners, who are all active in the development of Entrepreneurship, support the IRIS Book project.
- The price is €45 (VAT included).
- The IRIS Book has been realized in self-publishing through the company Pygargue.
- The promotion of the book is done amongst others, through cycles of conferences or lectures organized with actors of the Entrepreneurship.
- The Website www.iris-book.com provides more information on this project, for instance on the content of the book, the events that are organized and the on-line or retail sales.

