



Join the 2018 IRIS Book Conferences!

The IRIS Book project is a unique initiative designed to support the development of Entrepreneurship and share experience with the new generation.

It is based on two main elements:

- The **IRIS Book** is designed as a “road book to Entrepreneurship” (www.iris-book.com). It illustrates and reflects on key concepts of Entrepreneurship and captures the unique experience of the Belgian success story IRIS. It allows sharing real-life experience on topics such as *Strategy & Management, Technology & Innovation, Partnership & Culture, Crisis & Disruption, Fun & People*.
- A series of **conferences** or seminars, given by *Pierre De Muelenaere*, founder of IRIS and author of the IRIS Book, organized with different institutions or companies involved in *Entrepreneurship, Innovation and Economic Development*. These conferences usually focus on specific topics selected from the IRIS Book. They are excellent teasers for the IRIS Book reader who will later discover more topics and useful material by himself.

In 2017, 24 conferences have been given, reaching a qualified audience of more than 1400 people. To set-up this program, we have partnered with diverse organizations: universities, incubators, business circles, legal offices, banks, Venture Capital companies, innovative companies, etc.

“I believe that the best way to pass key messages leading to open discussions and fruitful exchanges is through live presentations” Dr. Pierre De Muelenaere

If you want to participate in the 2018 program, contact us to discuss your needs and our conditions by mail at marketing.pygargue@icloud.com or by phone at +32475653053.



In 2017, more than 1000 IRIS Book have been sold! This excellent performance illustrates the positive response received by the IRIS Book from professionals, young or more confirmed entrepreneurs. (See also www.iris-book.com/the-iris-book-in-the-news for various press articles and interviews about the IRIS Book)

There was also a positive feedback from the organizations and companies who have joined the 2017 conferences program and have enjoyed the fun and the positive energy. Famous names such as *Degroof Petercam*, *BPN Paribas*, *Clifford Chance*, *Cobaty*, *UMons*, *Allouvain*, *Cercle du Lac*, *Spa Wauxhall Club*, etc. have participated. See also the section *News and Conferences* of the website www.iris-book.com for the complete list of the 2017 conferences.

The IRIS Book is an excellent support material for conferences and seminars for management and technical schools or universities, where professors in innovation, marketing, technology, digital transformation, etc. can leverage the real-life experience of IRIS (see also www.iris-book.com/more-about-the-iris-book for more information on the IRIS Book).

Usually, a conference given by Pierre De Muelenaere is based on one or more sections of the IRIS Book (each chapter contains 5 to 10 sections). The topics are selected with the partner as well as the other parameters of the conference (format, small or large audience, duration, Q&A time, etc.). The presentations are in French or English and can be held in Belgium or abroad.

Here are concrete examples of 2017:

- With *Clifford Chance*, we have organized a seminar focusing on M&A (Merge & Acquisition) for their key customers, who are considering external growth. The experience of IRIS that has acquired more than 10 mid-size companies before being acquired by Canon was explained. This was the base for an open discussion in round table format and an introduction of the various services of Clifford Chance.
- With another leading legal firm specializing in IP (Intellectual Property), the IP litigation experience of IRIS in the USA was explained, the strategy of IP protection and patent filing developed by IRIS was presented as an example. This was the basis for an open discussion and additional information provided by the legal firm.
- With the *Yncubator*, an incubator for students-entrepreneurs of the UCL, the strategy followed by IRIS to survive in a very competitive environment was discussed, with a long-term view.
- With other incubators, (e.g. *Cap Innove*), general presentations of the IRIS Story in order to show that it was possible to create totally new businesses in 1987 and that today, there are more opportunities. Q&A time with young entrepreneurs allowed for rich exchanges.
- With banks (*Degroof Petercam*, *BNP*), or professional services organizations, presentations to their customers based on the hot topics of the moment.
- Conference at the *Computer Science* department of the *UMons (Université of Mons)* for their students-engineers, the topic being the presentation of the concept and genesis of the key technological innovations of IRIS.
- Various conferences in Business Circles (*Cercle du Lac*, *B4C*, *Spa Wauxhall Club*) or other organizations (*Connaissance et Vie*, *UDA*) adapted to their specific audiences.

