



**Jean-Luc FOURNIER**  
Président de France-Amériques

**Thérèse VIEN**  
Présidente du MIT Club de France

ont le plaisir de vous inviter à une conférence en anglais

## UNLEASH YOUR INNER COMPANY

with

**MIT Alumni Association President  
John CHISHOLM '75 '76G**

Please join serial entrepreneur, angel investor, and MIT Alumni Association president John Chisholm '75 '76G for an inspiring conversation on discovering, growing, scaling, and selling your ideal business. After providing a brief update on MIT and the alumni association, John will overview and share tips from his new book, *Unleash Your Inner Company: Use Passion and Perseverance to Build Your Ideal Business*. Through engaging case studies, exercises, and graphics, the book distills three decades of entrepreneurial experience into a step-by-step guide that anyone can follow.

The fast-paced discussion will include:

- How to recognize unsatisfied needs in areas you are passionate about, your advantages for satisfying those needs, and the best fit between need and advantages
- How to innovate by combining things you already know in novel ways
- How *different* is better than *better*
- How to find and choose the right co-founder
- When are the best moments in a startup's life to raise money
- What you can learn from Google, Facebook, and Uber
- How to overcome doubts and insecurities holding you back.

The book's techniques help anyone find the life mission that best fits them.

John founded and served as CEO/chair of Decisive Technology (now part of Google), the first provider of online surveys; and of CustomerSat (now part of Confirmit), a leader in enterprise feedback management. He also co-founded and chairs Pyze, a mobile intelligence provider. Based in San Francisco, he is CEO of John Chisholm Ventures, a startup advisory and angel investment firm, and is a trustee of MIT and of the Santa Fe Institute. He served as president of the MIT Club of Northern California from 1990-1992 and its chair from 2006-2014. He holds bachelors and masters degrees from MIT (EE/CS) and an MBA from Harvard Business School.

Lundi 9 mai 2016 à 19h30  
Accueil à partir de 19h  
dans les salons de France-Amériques  
9, avenue Franklin Roosevelt - 75008 PARIS  
la conférence sera suivie d'un cocktail



BULLETIN D'INSCRIPTION (réponse impérative avant le 5 mai)  
Conférence **Unleash Your Inner Company**  
9 mai 2016 à 19h30 – Accueil à partir de 19h

Monsieur, Madame : .....

Organisme : ..... Fonction : .....

Adresse : .....

Téléphone : ..... E-mail : .....

**Participation aux frais : Membre FA/MIT: 26€x ... - Non-membre : 35€ x ...**

paiement en ligne ([www.france-ameriques.org/evenements](http://www.france-ameriques.org/evenements))

ou bulletin à retourner avec le règlement à l'ordre de France-Amériques

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