



BIOGRAPHY 1/2

Geneviève CLARKSON



- In 2012, Geneviève CLARKSON, a trained aeronautical engineer, passionate about technology, created an association of geeks around innovation. Little by little, she understands that the start-ups are the largest factory of innovations in the world. She therefore began to study the entrepreneurship and up-to-date specialist.
- In 2014, following a lowering of the load by the SAFRAN group, it carried out an MBA executive at ESSEC to acquire a business vision.
- In 2016, she created the Start-up WORLD brand and developed the concept.
- In 2017, it formed the foundation of the Start-up WORLD ambassadors and brought together influential partners in four corners of the world in order to cover a maximum of countries.
- It also participates in the Air Transport Assists organized by the General Directorate of Civil Aviation and the "Passenger Terminal Exhibition" to express the start-up policy.
- It begins to collaborate with the incubators and coworking spaces to provide coaches and various services related to entrepreneurship.
- In 2018, they brought their expertise to start-ups and became a member of the juries for the start-up competitions.
- It is also starting the big project of the "Maison Du Riz" in Cambodia in partnership with the Cambodian government.





BIOGRAPHY

2/2

Geneviève CLARKSON



➤ In early 2019, she began to share her knowledge and experience on the world of start-up through conferences as follows:

- ❑ The importance of the start-up position for the competitiveness of a country,
- ❑ Entrepreneurship in the world,
- ❑ Networking between start-ups and large companies,
- ❑ Frugal innovation,
- ❑ The blue ocean,
- ❑ The impact of digital technology on the security of citizens and businesses ...

It launches with its team the series of articles "Business Travel Journal" and "Starts at the World" on LinkedIn, as well as a digital book of the same name.

It will launch the annual series of "Pitchnight" events at Paris, Dublin and Lomé covering innovations on 44 different themes thanks to the presentations of 240 start-ups challenged by a jury of more than 2000 people.

She participates in many projects including, in June-July 2019, the development of the Moscow region in collaboration with the Marseille Air Force and November 2019 the working group on the European Digital Economy.

Today, as a multicultural team of 124 people, she promotes entrepreneurial projects in four corners of the world.