

L'édito 

Dear Friends of the Women Initiative Foundation,

At the end of May we were proud to present our second European study of entrepreneurs. On October 15th in Montreal, we will present a comparison of our European results across three countries (France, Germany and Italy) with the situation in Canada. The research was conducted in partnership with Paribas Wealth Management and in collaboration with the ESSEC business school and Professor Viviane de Beaufort. I'm especially like to thank Annie Combelles, a member of the Foundation, whose energy and consistency ensured the research's successful completion. We're drawing on the results to reinforce our mentoring programme through our finance and growth policies.



Moreover, we're going to propose a sort of European Erasmus program to complete entrepreneurship training modules which are included in many business school and engineering school curricula, to discover and be inspired by different European contexts.

I'll finish by saying how impressed I am by the dynamism of our international development in the USA and in Canada, but I'll present our set-up there in the Fall newsletter. I'll just remind everyone that the second week of July will see the 4th intake on our global program for entrepreneurs, developed by BNP Paribas and WIF, on the Stanford University Campus.

I wish you all a joyful, happy summer and I look forward to seeing you soon,

Warmest regards,

Martine Liataud

[Access a summary of the results of our European Study of Entrepreneurial Qualities](#)

Mentee news 

Laurence Lascary

Founder of "De l'autre côté du Périph" (DAPC)



An engaged woman

After graduating from the Sorbonne with a Master's in marketing and distribution in audiovisual arts, Laurence Lascary founded her audiovisual production company "De l'autre côté du Périph" (DAPC) in 2008. Her ambition was to promote a new generation of authors, proposing cosmopolitan works of art, reflecting France's diversity today.

"The Ascension", by Ludovic Bernard, her first feature-length movie came out early 2017 and was a success: the film clocked up over a million box-office entries and made her company known. Laurence Lascary has since ramped up new productions, of which several are being developed. Like "Leave," a documentary telling the story of economic migrants who try to make it to their European Eldorado. The aim of the director, Mary-Noël Niba, is to send out a positive message regarding the African continent.

Dare to ask

At a lunch organised by BNP Paribas and the Citizen Entrepreneurs association, Laurence Lascary met Martine Liataud, who became her mentor within the WIF Foundation.

> If you're interested in our mentoring program, please fill out the application form to become a [mentee \(click here\)](#), or a mentor ([click here](#)).

Officially a mentee since last October, Laurence Lascary benefits from regular mentoring sessions: the discussions have helped her better understand her growth, and above all have taught her to dare to ask - initially difficult for the young producer who developed her business alone.

"Discussions with Martine Liataud helped me to rethink my vision of leadership: I'm learning to ask for advice. Talking to the other mentees in the network, I realise that I'm not the only one who finds it hard to ask for help - but that's how we learn."

Her opinion on the European study of entrepreneurs

"This type of research is important: it helps us go beyond our perceptions with hard facts, it takes the debate a step further by better identifying the areas to improve. As for the results, I recognise myself in the tenacity that women entrepreneurs cite; my career has been full of adventures!"

To learn more about Laurence Lascary, [click here](#)

Focus 

3 questions for... Viviane de Beaufort

Professor - ESSEC Business School

The study on entrepreneurial qualities, conducted by the WIF Foundation, in partnership with BNP Paribas Wealth Management, and with the support of CEDEF-ESSEC, was carried out across 3 European countries: France, Germany and Italy. We wanted to find out more about Viviane de Beaufort, Professor at ESSEC business school, who greatly contributed to the project.



Tell us about your career

Passionate about the European project, I began my career in Brussels, where after several jobs, I found my vocation: teaching and research. After my doctorate in law to begin a career as a professor, ESSEC offered me the post of professor-researcher in lobbying and European corporate law. I went on to found the Centre for European Law and Economics at ESSEC. Following the 2008 Women's Forum, I became interested in gender parity and women entrepreneurship. I set up the Women-ESSEC Executive programs and the Women's Start-upers' Club.

What motivated you to co-lead the study with Women Initiative Foundation?

Objectively, it seems to me to be crucial to identify what goes on in the heads of entrepreneurs, both qualitatively and quantitatively. We cannot develop public policies or effective action plans without having a set of data to act on.

More subjectively, it was an honour for me to be invited to give my opinions and bring my expertise to the study, after years of working on the challenges women entrepreneurs face. Martine Liataud is a woman I respect enormously, and the success of her mentoring programme is impressive. Finally, working closely with Annie Combelles on this ambitious project was exciting.

You analysed the results closely. What did you learn personally?

There were both confirmations and surprises. Regarding the stereotypes, the data collected confirmed what I've observed by mentoring women entrepreneurs on ESSEC programs, notably the Women's Start-upers' Club I set up. The results also confirm the importance of the entrepreneurs' social, cultural and economic context. In Italy for example, there's a real openness to international development and solid family support. In France, we have a lot of progress to make concerning our relationship with money and funding for women entrepreneurs, as well as openness to international development right from the start of projects.

> See Viviane de Beaufort's [LinkedIn profile](#)

Newsstand 

**Affiches
PARISIENNES**

[Women Entrepreneurship: can stereotypes become drivers?](#)

Article following WIF's presentation of its European study of entrepreneurs via Les Affiches Parisiennes

ELLE.fr

[Find out what women entrepreneurs think about men entrepreneurs](#)

Article following the presentation of the WIF entrepreneurial study via ELLE.fr

Challenge^S

[Family constraints, self-consciousness and funding issues: the hurdles women entrepreneurs face](#)

Article following WIF's presentation of its European study of entrepreneurs via Challenge

Maddyness

[Is being a woman still an obstacle to becoming an entrepreneur?](#)

Article following WIF's presentation of its European study of entrepreneurs via Maddyness

Entreprises & Décisions

[9 women entrepreneurs out of 10 don't consider owning up their company's capital to women](#)

Article following WIF's presentation of its European study of entrepreneurs via Entreprises & Décisions

Entreprise-Carières

[A new type of mentoring](#)

Interview with Martine Liataud via Entreprise & Carrières

**THRIVE
GLOBAL**

[These 29 executives show how we can close the gender wage gap](#)

Profiles of entrepreneurs and decision makers committed to gender equality via Thrive Global

L'agenda 

Coming up soon ...

FRANCE

September 11, 2018: Member's lunch at the Versance restaurant, 14 rue Feytaud, 75002 Paris

November 21, 2018: WIF/BNP Paribas evening on Women entrepreneurship at the Carole Interside

UNITED STATES

July 12th 2018: Stanford Entrepreneur program's Gala evening

> [Click here](#) to access the press release for the new Stanford promotion

October 10th, 2018: Cocktail & Panel Discussion "How to feed billions of people without destroying the planet", at Bank of the West, San Francisco

November 14th, 2018: Presentation of corporate research with comparisons to America, by Julie Le Cardinal (Centrale Supélec) and Professor Allison B. Meyer (Berkeley) at the French Consulate in San Francisco

CANADA

October 15th, 2018: WIF evening in Montreal - Presentation by Martine Liataud and Annie Combelles of the European study of entrepreneurs with comparison of the situation in Canada. Guests include Anne-Marie Hubert, CEO of Ernst & Young Canada and Ruth Vachon, Chair of Réseau Femmes d'Affaires au Québec (Business Women's Network in Quebec)