



Qwant

Qwant is an **internet search engine**, made in France

Launch date: **2013**

Concept: **do not track users, do not sell personal data** and display **neutral results**

Open source software recommended by the **French government**
(as part of the overall modernization of its information systems)



Aug. 2019 // WeBrank

Turnover : **5 millions €** (2018)

Employees : **250**

Moteur	Tous appareils	Desktop	Mobile
Google	83,10%	88,99	78,18%
Bing	13,47%	5,44%	19,64%
Yahoo	1,04%	1,91%	0,47%
DuckDuckGo	0,78%	0,56%	0,93%
Qwant	0,64%	1,51%	0,12%



Qwant

Le moteur de recherche qui respecte votre vie privée.

Que recherchez-vous ?



Price : free

Founder : Eric LEANDRI



Access : www.qwant.com

QWANT – THE PRODUCT



Barack Obama



INSTALLER QWANT

CONNEXION

Qoz



WEB



ACTUALITÉS



IMAGES



SOCIAL



MAPS



SHOPPING



VIDÉOS

SUR LE WEB ⓘ

Période ▾

Barack Obama — Wikipédia

fr.wikipedia.org/wiki/Barack_Obama

Barack Obama — Wikipédia **Barack Obama** Cet article concerne l'ancien président des États-Unis.

Barack Obama - tous les articles sur **Barack Obama** - Le Point

lepoint.fr/tags/barack-obama

Suivez toute l'actualité sur **Barack Obama**, et retrouvez les dernières informations dans les articles du Point.

Barack Obama (@BarackObama) | Twitter

twitter.com/BarackObama

Dad, husband, President, citizen. Washington, DC

Barack Obama - Home | Facebook

facebook.com/barackobama

Barack Obama, Washington, DC. 54M likes. Dad, husband, former President, citizen

Une 40x50 cm - Yes/**Barack Obama** - Tirage photographique professionnel – Liber...

boutique.liberation.fr/collections/unes/pr...

YES! **Barack Obama** a été réélu président des Etats-Unis. Tirage photo d'art de qualité professionnelle, reproduisant la

Une 40x50 cm - We have a dream/**Barack Obama** -Tirage photographique pro – Li...

boutique.liberation.fr/collections/unes/pr...

Barack Obama

Barack Hussein Obama II [bəˈɹɑːk huːˈseɪn oʊˈbɑːmə], né le 4 août 1961 à Honolulu (Hawaï), est un homme d'État américain. Il est le 44e président des États-Unis, en fonction du 20 janvier 2009 au 20 janvier 2017.

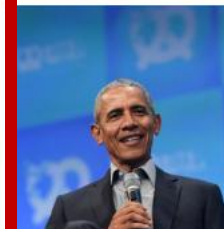
🔍 APPRENEZ À ENRICHI R L'ENCYCLOPÉDIE WIKIPÉDIA



W LIRE LA SUITE SUR WIKIPÉDIA

ACTUALITÉS

→ VOIR PLUS D'ACTUALITÉS



Barack Obama et son «tweet»

Il y a 1 jour via ledevoir.com



L'appui de Barack Obama à Justin Trudeau indique le «désespoir dans lequel se trouvent les libéraux», selon...

Il y a 2 jours via journaldequebec.com



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SUMMARY

1. PESTEL
2. SWOT
3. VISION AND MISSION
4. GROWTH STRATEGY (ANSOFF's MATRIX)
5. IMPLEMENTATION PLAN (3 OBJECTIVES + GANTT CHART)
6. MONITORING, EVALUATION & CONTROL

Political : Google monopol & europeans sanctions

Economic : competitive market with a **monopol**. Capitalization in dev. countries

Social : concerne about **private life**

Technological : **innovation** leads the market. Needs in servers are huge.

Environmental : huge power consumption & « **green needs** »

Legal : laws & regulations for **private life and data protection**

STRENGTHS

- Protection of private life
- Presence in press
- Internet democratization

- Support of the FR gov in mid-2020
- Critics of Google : market share expansion
- « French Tech » label for growth

OPPORTUNITIES

WEAKNESSES

- Small market share
- Bad indexation, lack of power

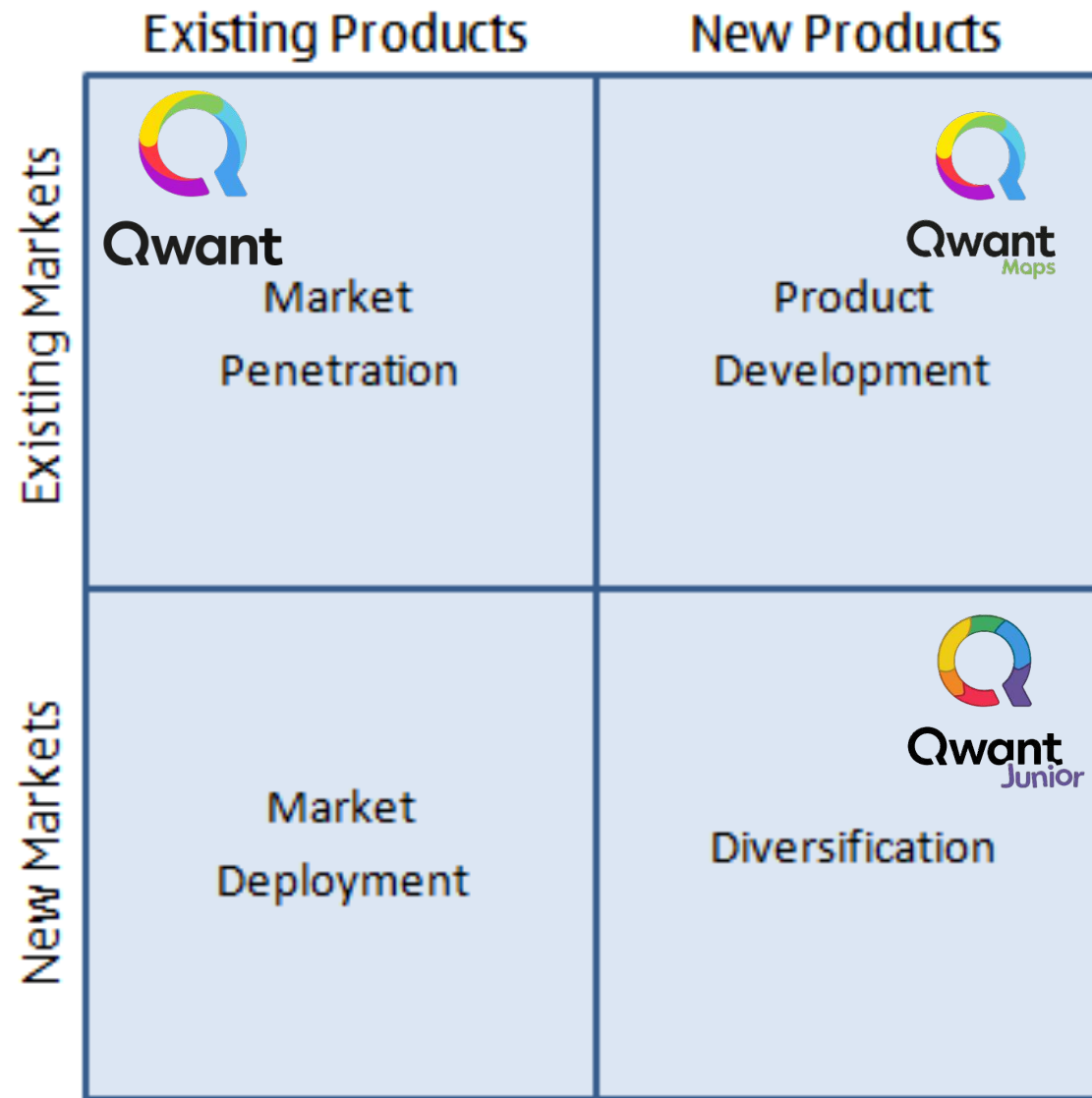
- Critics of Qwant's partnership with Microsoft
- Google's monopol expansion

THREATS

VISION = QWANT AIM TO BE THE
WORLD'S LARGEST SEARCH ENGINE

MISSION = BRING BACK PRIVACY TO THE
WEB. END OF TRACKING, END OF
COOKIES, END OF DATA SELLING





#1

IMPROVING SEARCH ENGINE'S PERFORMANCES



- **Product:** Qwant's search engine, www.qwant.com
- **Price:** Free (Qwant earns money with ads)
- **Place:** Everywhere in the world, but mostly in France & Belgium (internet)
- **Promotion:** Online advertising (on Instagram and Facebook) + several interviews in Press (Challenges, Le Monde, Les Echos, ...)

#1 - IMPLEMENTATION PLAN

WHAT ?

A partnership between Microsoft and Qwant
Qwant now have access to Microsoft's calculation power

WHY ?

To improve the performance of Qwant's search engine, to be competitive on the market

DURATION

Partnership signed in April 2019, now in installation

RESPONSIBLE

IT department & board of directors



BUDGET : 500.000€

#2

LAUNCH OF A NEW SERVICE,
QWANT MAPS



- **Product:** An online map of the world, like Google Maps
- **Price:** Free of charge, Qwants earns money with advertising
- **Place:** Available everywhere in the world, from any internet-connected device
- **Promotion:** None

WHAT ?

A World Map available at qwant.com/maps

WHY ?

To complete Qwant's portfolio & compete Google

DURATION

Launched in January 2019

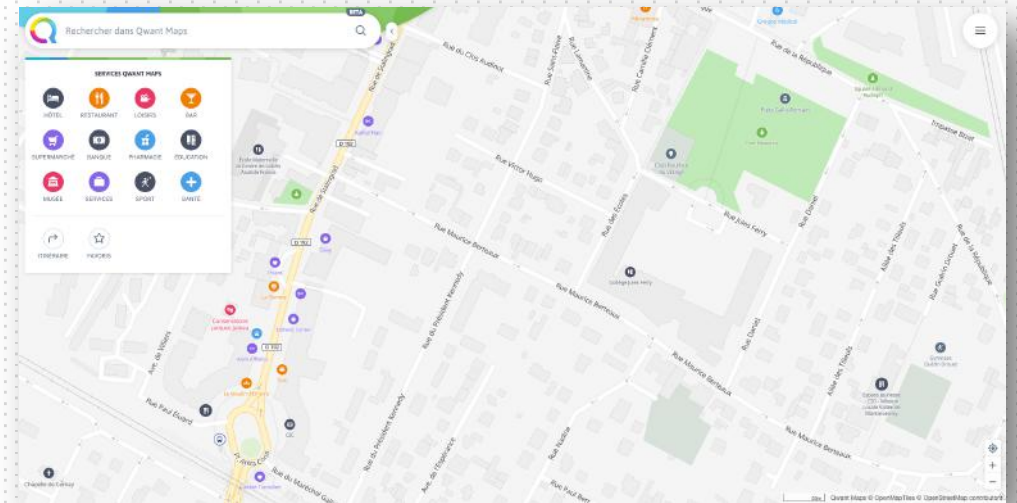
Now in BETA-testing

Final launch in January 2020

RESPONSIBLE

IT department

BUDGET : 80.000€



#3

LAUNCH OF A NEW SERVICE,
QWANT JUNIOR



- **Product:** An alternative version of Qwant's search engine, but safe for the kids. No violent or sexual content
- **Price:** Free of charge, Qwants earns money with advertising
- **Place:** Available everywhere in the world, from any internet-connected device
- **Promotion:** Parisian subway

WHAT ?

A censored version of Qwant search engine

WHY ?

For childrens, in order to win marketshare thanks to the parents

DURATION

Launched in February 2019, in BETA version until Nov. 2019

RESPONSIBLE

IT department, Marketing Department

BUDGET : 30.000€



GANTT CHART – IMPLEMENTATION PLAN



TASK NAME	TASK OWNER	% COMPLETED	IMPROVING PERFORMANCE									QWANT MAPS						QWANT JUNIOR					
			Week 1			Week 2			Week 3			Week 4		Week 5		Week 6		Week 7		Week 8		Week 9	
			MTWTF			MTWTF			MTWTF			MTWTF		MTWTF		MTWTF		MTWTF		MTWTF		MTWTF	
End of contract negotiation	Eric Leandri, President	80%	■	■	■																		
Finalization of engineering transfers	IT Teams - Microsoft & Qwant	60%	■	■	■	■	■	■	■	■													
Technical links	IT DPT	70%	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■						
Advertising	Marketing DPT	0%										■	■	■	■	■	■						
Actions in schools	Marketing DPT	0%																■	■	■	■	■	■
Advertising	Marketing DPT	0%																■	■	■	■	■	■



IMPROVING QWANT'S PERFORMANCES

METRICS : satisfaction survey's to customers, average time spent on the result page, growth of the marketshare on the long-term

LAUNCH OF MAPS & JUNIOR

METRICS : Utilization of the services, qualitative surveys in order to have precise returns, number of signaled bugs and anomalies



THANKS
FOR YOUR ATTENTION