**A SNEAK PEAK INTO THE BUSINESS-GENIUS FRAME OF MIND**

Geniuses come in different forms. As a teenager, Cedric found his calling, and along with his friend developed their first start-up company called MagicSign, and the business genius was born. From then on he has gone on to found, and invest in several ventures. Cedric is currently involved in over eleven different projects; he is a multiple gear, apparel entrepreneur, investor and crypto enthusiast. And despite achieving so much, he owns only 64 personal items.

**HOW DO YOU BALANCE BEING INVOLVED IN ELEVEN PROJECTS? Cedric** My LinkedIn currently lists eleven projects that I'm presently involved with, but there are various degrees. Some of them I'm involved with, as an investor, others, I co-founded a long time ago and they don't take a lot of my day to day brain activity. Then some like Dfinity, right now takes the majority of my focus and brain energy on a on a day to day basis, so I spend 95% of my time on that. But before that for about three years, I was mostly an investor.

**HOW DO YOU DECIDE WHAT NEW PROJECTS TO ADOPT**

I'm super curious, I think one of the things that drives me in life is just learning, finding new areas that I can learn about that I do not know much about yet. Media Sign was the first company that I started with a friend of mine; Fabian and we were just two naive teenagers. Looking back, we were just excited about the internet, building websites, designing stuff and helping other people.

**WHAT GIVES YOU FOCUS WHEN YOU PICK UP A NEW PROJECT?**

**C** Focus is connected to being present, doing one thing at a time, having linear thoughts, instead of trying to multitask. What really helps me is, every 90 days, I try to set goals for how I want to live my life. Very often that answers the question, where I want to have an impact for the next 90 days, or 60, or whatever the time period might be. I think for me, it's all about consciously saying yes to initiatives that I want to spend time and energy on. Once I realized that I let go of a lot of other things in my life, some of it being physical or materialistic things. That led to me getting rid of everything that kept me from traveling and spending time with the projects that I got involved with, all the way to the point where I didn't even have an apartment anymore, became homeless.

**HAS YOUR MANDATORY SERVICE WITH THE SWISS MILITARY HELPED OR HINDERED YOU IN ANY WAY?**

**C** It was a really good experience in terms of a number of things, spending time outside the classroom, spending time with people from all walks of life. And I realized I tend to spend... I think we all to certain degree do that, we spend time in a very narrow social band; meaning we surround ourselves with people that are very similar to us. And so you get a lot of inputs and ideas from all kinds of like different social bands and people with different backgrounds. I did a full year, then went and got my bachelor's and master's degree and started traveling working abroad. I think in regards to like you being a leader, you being having to be positive, even though there might be tough times for you as well at some point. Now going back and doing the service every year, especially working in an international setup is not always easy, because a there's no one that does my job if I'm gone for three weeks.

**WHAT IS DFINITY ABOUT?**

**C** Dfinity is building an infrastructure that is based on blockchain technology. Because it's based on blockchain technology, it inherits some of the properties that blockchain brought to the world. Some common applications might be Bitcoin or different tokens like Ethereum. Typically, blockchain enables you to have a very transparent trust less environment, meaning you can trust code, you can see what's going to happen if you give the system a certain input, you can even before you do it, see which outputs will be generated by certain input. So you don't need to trust the third party anymore. And now Dfinity takes that vision of these token networks a bit will provide an infrastructure that allows you to run any kind of application in a decentralized setup.

**WHAT ROLE DO YOU PLAY AT DFINITY?**

**C** I've had a few different roles over time. At the very beginning, when I joined the team, it was just four or five of us, I helped set up the foundation here. And since then, I've had various roles. I was fortunate to be able to open this office that we're sitting in right now for Dfinity in Zurich. I'm also managing most of the web properties for Dfinity right now.

**WHAT IDEALS GUIDE YOU?**

**C** Apart from my 90-day rule, there's also personal growth, passion, business, money, friends, relationship, family.