

RE-NEW 2.0

ICP Team Update

Meeting

22nd October 2025



RE-NEW

Re-preneurship is the New
Entrepreneurship



<https://www.re-new.team/>



<https://www.linkedin.com/company/re-new-reprenez-transformez/>



contact@re-new.team

Agenda



Re-New: Company Purpose

REMINDER



Preserving economy by facilitating micro-cap SME transmission and accelerating their digital and environmental transformation



*Proble
m*

Fragmented, complex,
inefficient SME
transmission market



Mission

Accelerating SME
transmission



Vision

Become the Y
Combinator for SME
transmission

Company Mission

To Build Europe's Premier SME Transmission Accelerator

Core Function: Empowering Repreneurs



- Connect selected Repreneurs with a network of vetted Partners.
- Provide expert support to overcome the challenges of SME acquisition

Value for Stakeholders (Investors, Banks, Firms)



- Deliver a reliable solution to identify, evaluate, and select top-tier individual Repreneurs.
- Build a qualified pipeline of future Clients and CEO-Acquirers.

Strategic Focus: The Micro-Cap Segment*



- Address the under-served market of deals often too small for traditional private equity
- Provide an efficient and meaningful investment vehicle for this sector, which is critical to local economies.

Community & Ecosystem



Build the most useful and actionable community dedicated to entrepreneurship.

Company Value Proposition

The Re-Lead Track: a Structured End to End Pathway for SME Repreneurs

Rigorous Selection



Identifies high-potential SME buyers through a thorough vetting process.

Tailored Preparation



Equips candidates with the tools and knowledge needed for successful acquisition.

Strategic Matching



Aligns buyers with suitable businesses, funding sources, and advisory partners.

End-to-End Support



Guides buyers through every stage:

1. Search
2. Due Diligence
3. Financing
4. Post-Acquisition Transformation

ESG Integration

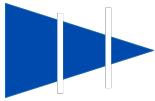


Embeds sustainability principles from the start, leading “grey-to-green” transitions.

Team

*Leveraging ESCP's EMBA participants and ICP to accelerate Re-New,
moving from a **self-funded MVP** to a **self-standing profitable business**
on an attractive market*

Re-New 1.0



Re-New 2.0



Laying the Foundations

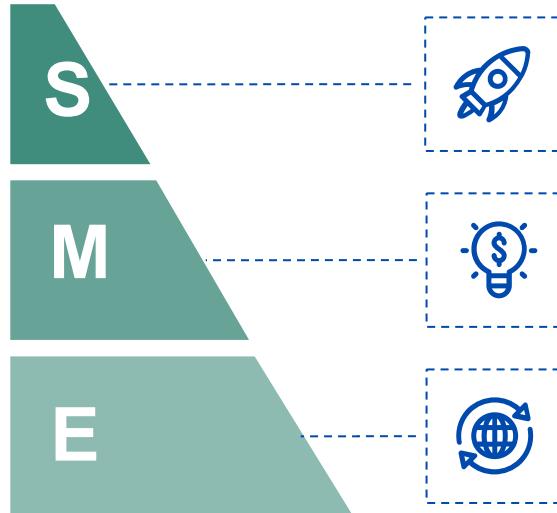
Ideation, Business Research,
MVP testing & building

Supporting Growth Ambitions

Scale up and Refine existing
Re-Lead Track Process
Diversify Revenue Streams
Build Strategy for Expansion

Re-New 2.0: Supporting Growth Ambitions

3 key Objectives of Re-New 2.0



Scale up and Refine
Re-Lead Track Process

Monetize & Diversify Revenue Streams

Expand: Build Strategy for Expansion

Main Activities

- Website Relaunch
- Generic & Targeted Campaigns
- Support & Optimization
- Process Automation for Scale up

- Operating Partner Services
- Monetization of Re-New Candidates

- Study Opportunities for International Expansion & define clear Strategy

Roles & Responsibilities



Re-preneurship is the New
Entrepreneurship

Re-New 2.0: Roles & Responsibilities

Leveraging the Team Strengths

Strategic Role Assignment based on each members' strengths, work experience and competencies.



Name

Ivan

Ignacio

Alex

Piera

Gabriele

Job Title

Digital Director

Manufacturing Director

Head of Sales Activation

VP Marketing Communication

Former CEO Advisor

Core Competencies

IT/Digitalization,
Entrepreneurship,
Business Development

Project Management,
Supply chain,
Sales Operations/business operations

Business Development,
Sales, Project Management,
Marketing Communication

Marketing Communication

Marketing/Communication
Operations/business
operations
IT/Digitalization

Roles*
In the Project

S



Scale up and Refine
Re-Lead Track Process

M



Monetize & Diversify
Revenue Streams

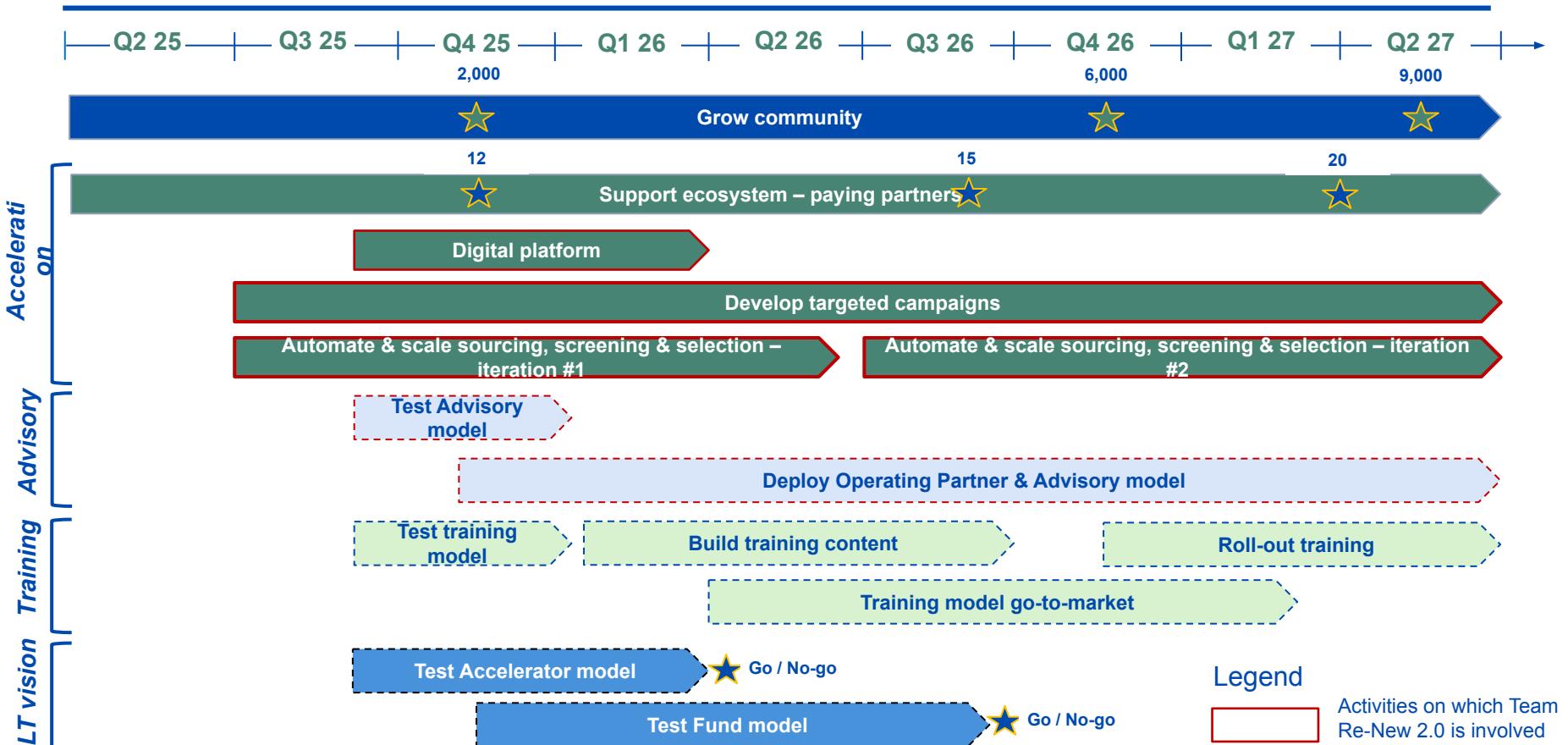
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Expand: Build Strategy
for Expansion



Development Roadmap (France)

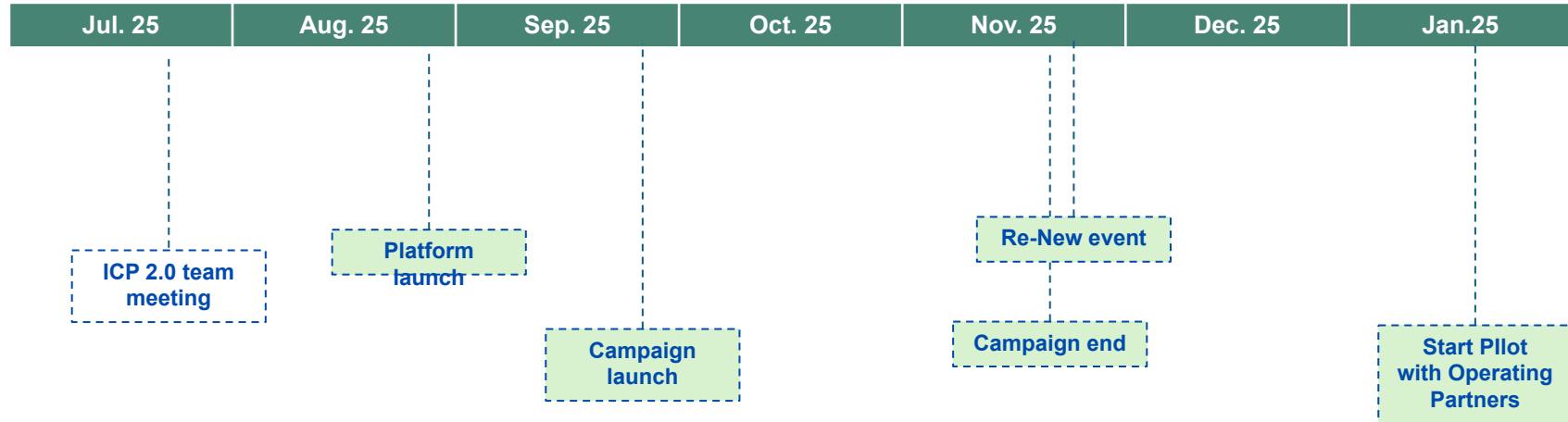


Quarterly Milestones set between Founders & Re-New 2.0

Quarterly milestones to accelerate delivery and de-risk business

By end Sep.	By end Dec.	By end Mar.	By end Jun.
<p>Product:</p> <ul style="list-style-type: none">-strengthened & automated selection process-Platform launched-CRM deployed	<p>Product:</p> <ul style="list-style-type: none">-test & continuous enhancement of selection process and platform-2-days education track build	<p>Product:</p> <ul style="list-style-type: none">-test & continuous enhancement of selection process and platform-Advisory board offer-2-weeks education track build	<p>Product:</p> <ul style="list-style-type: none">-Stabilized digital platform-All products live
<p>Go-to-market:</p> <ul style="list-style-type: none">-Rebranding completed-Linkedin plan up-and-running-Assumptions tested on Targeted campaigns, Accelerator, Club Deal & training	<p>Go-to-market:</p> <ul style="list-style-type: none">-Generic & targeted campaigns launched-Operating Partner prospecton-Content Linkedin and platform	<p>Go-to-market:</p> <ul style="list-style-type: none">-All offers deployed or in progress-Content Linkedin and platform	<p>Go-to-market:</p> <ul style="list-style-type: none">-All offers deployed-Content Linkedin and platform
<p>Team:</p> <ul style="list-style-type: none">-Re-New 2.0 team delivering-Organizational structure defined for next steps	<p>Team:</p> <ul style="list-style-type: none">-Secure team set-up and delivery	<p>Team:</p> <ul style="list-style-type: none">-Re-New 3.0 ?-Secure team set-up and delivery-Organizational structure reviewed as needed	<p>Team:</p> <ul style="list-style-type: none">-Offboarding Re-New 2.0-Secure team set-up and delivery-Organizational structure reviewed as needed

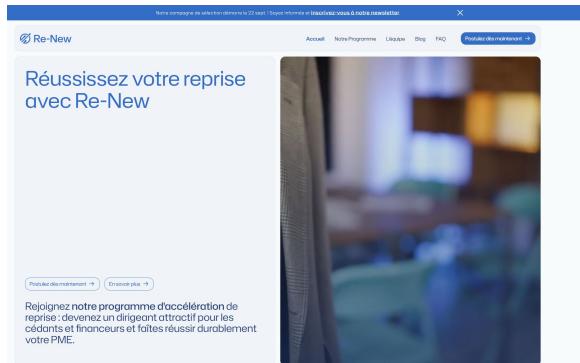
Key Milestones until Jan.25



First Achievements

Scale up and Refine Re-Lead Track Process

Re-New Website Relaunch



Re-New | Votre programme d'accélération de reprises de PME en Europe



PIC: Ivan

Candidate Filtering Process for Campaign #2



- Automation configuration 
- Automation Testing 
- Monitoring tools: How we extract KPI from campaign dashboard 

PIC: Ignacio & Ivan

Monetize & Diversify Revenue Streams

Operating Partners Business Services



- 1st Offer Partnership Re-New / 50 Partners 
- on Operating Services
- Follow up Meeting for Pilot in Jan 25 on Oct 24th 

PIC: Alex

Re-New 2.0 Teamwork : on Track to Norming Phase

The Tuckman Model¹

We are here today



Challenges



Lack of Team Cohesion

- No Regular Team Meetings
- 1 to 1 Meetings between Team Members & Bertrand



Misalignment in the team's understanding of project scope



Different levels of team member availability



Lack of Common Knowledge Management & Project tracking Tool

Solutions

- **Weekly Team Meeting.**
Date to be decided on 06 Oct
- **Monthly Team Meeting with Founders**
- **Workshop Meeting on Scope Alignment** steered by Gabriele & Ivan on 14th Sept
- **Agreement on scope defined on Slide 7**
- **Workstreams defined to fit members' different level of availability with split between Execution Driven & Strategic workstreams**
- **Change of Team Leader (Oct 1st)**
- **Introduction of "Notion" as Team common Tool**

1. <https://workshopbank.com/forming-storming-norming-performing-workshop>

Next Steps

Workstreams



ICP Teamwork



Scale up



Monetization



Expansion

Activities

- Finalize Team Weekly Cadence & Knowledge Sharing Platform by Mid Oct.
- Set 1st Meeting with Tutor Martin Kupp and PierLaurent Barbieri in Oct.
- Optimize Monitoring tools to extract KPI from campaign / dashboard.
- Set AI Automation Process of HR Platform.

- Finalize details with 50 Partners for Pilot on Operating Parter Services in Jan 25.
- Identify Small Cap funds & Family Offices to target
- Identify how to target Repreneurs outside Re-New
- Validate Ways of Working & Terms & Conditions
- Get agreement on Timelines & Deliverables with founders
- Conduct Strategic Country Selection with In-depth Market and Ecosystem Analysis

Key Challenges

XYZ

▪ XYZ

XYZ

Challenges within Sub Streams

XYZ

▪ XYZ

XYZ



Appendices

Re-New Monetization Model (1/2)

Re-New's revenue model is hybrid and multi-sourced, designed to capture value across the entire entrepreneurship journey. It is built on 2 main pillars:

1. **Core Services** related to Selection & Acceleration
2. **Diversified Services** that expand the offering

1. Core Revenue Streams *(From Selection & Acceleration)*

These streams are directly linked to ReNew's **primary mission**: sourcing, selecting, and supporting high-potential SME buyers.

1.1 Success-Based Fees from Partners

- Fees generated when partners (investors, M&A advisors, etc.) successfully **close a deal** or engage with a candidate sourced and vetted by Re-New.
- Typically structured as **3–7% of transaction value**, or a **fixed referral fee**

1.2 Targeted Campaign Mandates

- **Premium fees** for conducting **customized selection campaigns** for specific clients (e.g., family offices, franchisors) seeking a qualified successor
- Positioned similarly to an **executive search mandate**

1.3 Candidate Program Fees

- Direct fees paid by selected entrepreneurs to participate in the **structured acceleration program**
- The report identifies a **willingness-to-pay between €3,000 and €5,000** per participant

Re-New Monetization Model (2/2)

2. Diversified Revenue Streams (*Expanded Services*)

These streams leverage the team's **expertise and ecosystem** to create additional value and ensure **financial resilience**.

2.1 Advisory & Operational Support

"Operating Partner" services on a **part-time basis** to investment funds, supporting their portfolio companies
Paid **advisory board roles** for entrepreneurs seeking **strategic guidance post-acquisition**.

2.2 Educational Programs

Developing and delivering **paid educational content** in partnership with academic institutions or as standalone offerings. It includes:

- **Certificate tracks**
- **EMBA elective courses**
- Other **training programs** for aspiring entrepreneurs