

## Re-New 2.0 Project: Q&A for Candidates



**RE-NEW 2.0**

Re-preneurship is the **New**  
Entrepreneurship

## **Project Overview**

### **What is the Re-New project?**

Re-New is an initiative dedicated to facilitating the transmission and transformation of small and medium-sized enterprises (SMEs), with an initial focus in France. The project aims to support the next generation of SME leaders—repreneurs—by providing them with a comprehensive acceleration programme, tailored support, and a strong ecosystem to ensure successful business succession and sustainable value creation.

### **Why is SME transmission important in Europe in general and France in particular?**

SMEs represent approximately 50% of private sector jobs in France\* and are a cornerstone of the country's industrial know-how. With 36% of SME owners aged 60 or above, an estimated 700,000 SMEs will be up for sale by 2032. Ensuring their successful transition is crucial for economic stability, employment, and the preservation of expertise.

*\*similar metrics apply in various European countries, including Italy, Spain and Germany notably.*

### **What specific opportunity does Re-New address?**

Re-New targets the growing need for SME succession due to demographic shifts. The program focuses on SMEs with revenues between €1 million and €10 million, which account for 30%\* of the total and are particularly attractive to experienced professionals seeking acquisition opportunities.

*\*similar metrics apply in various European countries, including Italy, Spain and Germany notably.*

## **Programme Details**

### **What is the Re-New Acceleration Programme?**

It is the first acceleration programme in France specifically designed for entrepreneurs—individuals aiming to acquire and lead existing SMEs. The program offers end-to-end support, from project clarification and candidate selection to post-acquisition value creation and financing support.

### **What are the key components of the programme?**

- Attracting and selecting the best candidates (repreneurs)
- Supporting the search and acquisition process
  - ✓ *Project clarification*
  - ✓ *Target research*
  - ✓ *Due-diligences*
  - ✓ *Facilitate access to financing*
  - ✓ *Legal & closing*
- Providing post-acquisition support for value creation
- Facilitating access to financing
- Anchoring sustainability throughout the process

### **How does Re-New support sustainability?**

Sustainability is integrated from candidate selection to value creation, with a strong emphasis on helping acquired SMEs transition from traditional (“grey”) to more sustainable (“green”) business models.

### **What has been achieved so far?**

- Market analysis and understanding pain points (“job to be done”) : conducted ~50 exploratory interviews and received ~70 survey responses from entrepreneurs
- Built a first version of the acceleration programme
- Established an engaged community and a support ecosystem
- Secured 9 active partnerships
- Launched the first candidate’s selection campaign and received ~60 applications for the first batch

## **Participation and Candidate Information**

### **Who should apply to Re-New 2.0?**

Candidates with a strong drive for sustainability, sales and marketing expertise, robust finance knowledge (especially in SME acquisitions and LBOs), and exceptional HR skills are encouraged to apply. Skills in project management are also much appreciated.

Beyond hard skills, soft skills and motivation are key to making it a success for both team members’ academics achievement and Re-New expected growth and scaling.

The ideal team is committed to transforming SMEs and scaling the Re-New initiative.

### **What is expected from the Re-New 2.0 team?**

- Contribute to the project’s strategic direction
- Plan, build, and deliver:
  - ✓ Keep momentum on on-going initiatives
  - ✓ Launch new selection campaigns and ensure candidates’ success with our acceleration programme
  - ✓ Continue growing our portfolio of partnerships
  - ✓ Analyze monetization opportunities and support roll-out of associated initiatives
  - ✓ Analyze internationalization opportunities and help develop blueprint for successful duplication in other territories
- Ensure project success by executing and scaling the initiative
- Collaborate with the legacy Re-New team, who will act as sponsors and provide ongoing support and coaching

### **What support will candidates receive?**

The legacy Re-New team will offer strategic guidance, arbitration, and help create the right conditions for success. Candidates will benefit from coaching on both business and academic requirements, ensuring a comprehensive learning and growth experience.

## **Future Vision and Scaling**

### **What are the ambitions for Re-New 2.0?**

- Transition from a pro bono to a for-profit model
- Develop monetization strategies for the acceleration programme
- Expand into new (including international) markets
- Scale the community of entrepreneurs and the ecosystem of partners

**How will Re-New 2.0 be structured for success?**

The project will be led by a dedicated sponsor team (the legacy Re-New team) and an operational team (the new cohort), ensuring continuity, expertise, and innovation as the project evolves.

**Application Process****How can I join the Re-New movement?**

Interested candidates are encouraged to apply through the [ICP platform](#) and become part of a pioneering initiative shaping the future of SME transmission in France. The program is looking for motivated individuals ready to take on the challenge and make a significant impact.

A discussion with Bertrand Galas and Amelie Lyon is planned to quickly discuss motivation for the project and ensure a proper fit within the team.

**Contact and Further Information****Where can I find more details or ask additional questions?**

For more information, please reach out to the Bertrand Galas and or consult our [Linkedin page](#) and [website](#). The team is available to answer any specific queries you may have about the application process or the project itself.