**Interview Guillaume Desclée, MyMicroInvest**

**29 octobre 2915**

**Questions:**

BACKGROUND

Hello everyone, and welcome to this AperoTalk! This is one of the many AperoTalks organized by Le Wagon, the coding schools from entrepreneurs. The idea of these events is to have entrepreneurs share their insights about their experiences so that people interested in entrepreneurship can get inspired. All that in a casual and cosy way.

My name is Adrien, currently a student at Le Wagon Brussels and I have the great pleasure to be sitting right to Guillaume Descléé.

Good evening Guillaume.

Guillaume is co-founder and COO at MyMicroInvest. More about MyMicroInvest later on.

1. **present yourself** and your background

2. explain a bit to the audience **what is crowdfunding** or better said what are the different forms of existing crowdfundings

3. ask Guillaume a **series of questions** about MMI

4. finally there will be a **little Q&A** at the end of the Talk where you as the audience will get the opportunity to engage with our guest

PARCOURS

So let’s start!

Let’s introduce Guillaume to the audience.

Studies ICHEC (2003) and Ecole Supérieur de Commerce in Paris where he followed a three-year programme of Masters in Management at Oxford, Madrid and Paris (2006 graduation year).

3 three years in the marketing department at **Danone** : responsible for 5 group brands. Can you still name them?

**Brazil** in 2009 where he co-founded the first collective funding platform (crowdfunding) for micro-credit in the country: **impulso** : How was that?

In late 2010 to found and launch MyMicroInvest.com.

MYMICROINVEST

What is MyMicroInvest.

Little challenge, describing your company by **using the attributes of the name** of the company?

Basically a crowdfunding platform. **Crowdfunding concept widely known**. It is the process of gathering financial resources through a large number of investors. 4 types: 1/ donation-based - immaterial satisfaction 2/ reward-based - goods & services 3/ debt-based - debt instruments (loans, bonds) 4/ equity based - shares

MMI => offers exclusively last two forms. Equity and debt.

Your **competitors** are Angellist in the US. Crowd cube in the UK. Companisto in Germany. And Look&Fin in Belgium. And lots of others.

How do you differentiate from the crowd? What is your secret sauce?

Live crowdfunding on Tuesday. Very interesting and enthusiastic. Was wondering: this is very big machinery. And gives an idea as to the extent MMI has to go to promote the projects and incite people to invest. How come is it **so hard to convince investors**?

There are some people out there saying that equity crowdfunding is a kind of **last resort financing for startups**. Basically, startups are utilizing crowdfunding not by choice or because it is a fantastic idea but by necessity (because they were unable to secure financing from the banks or from business angels or other professional investors). So they are looking for less well financially educated people to squeeze money from. What would you tell to those people?

Few people know that when you invest into a company through MMI you actually never own a single share or debt instrument in the company. Rather you **own a stock in MMI** acting as an **investment vehicle**. Can you explain why that is?

Belgium is a **small market** and the Belgian investor is somewhat cautious compared to its fellows in the neighboring countries. Meaning, you need to expand. Where are you in **that process**?

 LE WAGON

Apery-Talk is organized by Le Wagon, coding school for entrepreneurs. Since expanding: **need for developers**? Job opportunities?

Audience composed prominently of people wanting to become entrepreneurs themselves. **Any piece of advice**?