

EDHEC Business School becomes France's first business school to test crowdfunding as a means to help students turn their projects into reality

4 June 2014 – Ever a pioneer, EDHEC Business School has teamed up with Europe's leading crowdfunding specialist, MyMajorCompany, to launch a crowdfunding operation on its alumni network in order to help three young Edhec students turn their projects into reality.

The donation campaign will be launched on 5 June at the EDHEC Rendez-vous in Paris, the annual event for the entire EDHEC community throughout the world. The projects of the three students and graduates concerned will be posted online on the MyMajorCompany.com site the same evening.

"EDHEC has always assisted generations of leaders and supported their best initiatives in ways other than providing training. The success achieved by our students is the best evidence of the support we provide. The current crowdfunding operation appeals to the solidarity between generations of students and asks them to support three EDHEC-trained talents with emblematic projects, one focused on entrepreneurship, one on the pursuit of academic excellence and one on striking the right balance between the demands of studies and high-level sporting competition. In view of the strength of the EDHEC alumni network – over 25,000 members around the world – we chose to explore the possibilities of a crowdfunding operation in partnership with MyMajorCompany" explains Olivier Oger, Dean of EDHEC Business School.

Crowdfunding, an Edhec project booster

The concept of crowdfunding emerged a few years ago as a means to enable individuals from all walks of life to raise the funds to turn their projects into reality. EDHEC Business School has become **France's first business school** to explore this concept, by inviting its alumni to help fund projects of members of the EDHEC community.

"We are particularly proud to assist such a prestigious school with this foray into digital innovation. Once again, crowdfunding shows itself to be the ideal financing solution for entrepreneurs and young people with bold ideas", Michaël Goldman, Chairman of MyMajor Company.

Three Edhec students past and present, three life-changing projects, three crowdfunding campaigns

- **Reïna-Flor** is a student on the EDHEC Bachelor in Business Administration (a four-year undergraduate programme) with an exceptional background. As well as studying at EDHEC, this young girl is an outstanding athlete and reached the 100m hurdles semi-finals at the Beijing Olympics. Reïna-Flor now needs €3,000 to help her prepare for the next Olympics.
- **Pierre** is studying for the EDHEC Master in Management, and also needs €3,000 to continue his studies on the Financial Economics track.
- And **Caroline**, who graduated in 2005 and chose to go down the entrepreneurial route after a brilliant start to her career. Her newly-founded company seeks to provide a link between

future young graduates and start-ups, particularly via her “Ignition Program”. In order to support her in this adventure, Caroline is asking the EDHEC network to fund her with €3,000 in order to develop her young start-up with the assistance of the EDHEC incubator.

About EDHEC BUSINESS SCHOOL

6,000 students and 10,000 executive education participants

17 degree programmes: ESPEME post-baccalaureate programme, Master in Management, MScs, 2 MBAs, a PhD in Finance, etc.

23,000 participants in conferences and seminars organised in 28 global financial capitals

24,700 alumni in 116 countries

134 permanent professors (49% of international origin) and 810 adjunct faculty members

13 research and teaching chairs

An €82m budget, 1/3 from corporate funding and 20% invested in research

5 campuses (Lille, Nice, Paris, London and Singapore)

Triple EQUIS – AACSB – AMBA accreditations

EDHEC Business School aims to be recognised for research and training, innovative ideas and tools that have a high impact on businesses. This “EDHEC for Business” strategy is underpinned by excellent academic research, the results of which are systematically disseminated through EDHEC’s programmes (MScs, PhD, etc.), to the business world and to society.

More information is available on the EDHEC Business School website: www.edhec.com

About MyMajorCompany

MyMajorCompany helps people from all walks of life to present their projects and ideas to thousands of internet users and collect the funds needed to put them into action.

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