

# This is how Europe's new **business DNA** could look like

## **Zebras anchored in Europe**

Forget the ultra-fast unicorns with a mushroom-like behaviour and an exit road towards some place outside Europe.

Europe needs businesses that create sustainable profit, and that continue to stay around and grow here for several years.

## **Fostering entrepreneurship**

Small and medium enterprises, and solid ownership are the main concepts onto which Europe was built.

Let's foster entrepreneurship and increase the co-ownership across Europe.

## **With a focus on adding client value**

Income streams are only generated by clients, yet client value is often forgotten under the pressure of an exit focus.

Sustainable profit is based on recurring clients. That's why we believe Europe needs a renewed attention for client value.

## **Innovating via pragmatic research**

Research and its valorisation is now mainly happening at universities and in large corporations. Little of it stays in Europe.

Let's add a pragmatic research that creates a new competitive edge for Europe.

## **With a high respect for its people**

Whatever a company does, it's the people that make it happen and ensure the business makes the necessary difference.

A little bit of respect for the efforts of its collaborators, makes a business fly. And, it turns its staff into constructive citizens too.

## **And, creating a positive impact**

Creating impact should not be a red-tape obligation, or a social-washing marketing stunt. It can be core to a thriving business.

And we know how to do that ...