

Bimonthly Newsletter – January 2010

Dear Alumni,

First of all the MoTAA committee would like to wish you all the best for 2010, on the personal and business level. Let 2010 be an entrepreneurial successful year!

We concluded the year with two events. The first weekend of December a ski trip together with MoT10 was planned. A report on this trip is given in this newsletter.

On the 10th of December a new delegation of MoT students graduated. We would like to congratulate them on this occasion and wish them all the best with their further careers. The MoTAA price for the best business plan was awarded to "Uroconfor", the plan developed by the team composed of Frédérique Bariguan, Giulio Caimi, Anne Louise Kjølbye, Andrea Orzati. The price was sponsored by SOplus (more later in this newsletter).



MoT 09 Graduation Ceremony, December 10th 2009

Looking forward

The committee has a lot of projects in the pipeline for 2010. We are happy to announce two company visits foreseen in March and in April. Details to be found later in this newsletter, but [inscriptions for the CERN visit are now open!](#)

Our attention will go now foremost to establishing good and durable communication. We are therefore putting all our attention to the website and related issues. The website (mot-alumni.com) is under construction, but we are already using the email addresses provided. From now please reach us at **info@mot-alumni.com**. We want to make this website a portal for all MoT alumni and people interested in the program. It will therefore contain a public section giving access to our event calendar, newsletters, etc. We foresee to provide a members only section (for those paying the MoTAA subscription) at a later stage. This section will contain information on the alumni and will provide an information exchange platform. Your ideas are still welcome!

This brings up the policy of **membership payment**. The committee decided to have membership years as a calendar year runs, so from the 1st of January till the 31st of December.

Membership fees are 50CHF, and can be paid directly to the following Postfinance account:

MoT AA Lausanne
(Account n°: 17-747224-4)
IBAN: CH04 0900 0000 1774 7224 4
BIC (=SWIFT): POFICHBEXXX

A pink slip can also be sent to you; require it by email at **info@mot-alumni.com**.

We do hope you enjoy this 3rd newsletter and we look forward to see you on one of our events.

The MoTAA committee.

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MoT Social Event: Ovronnaz Leadership, Ski and Spa

On the 5th and 6th of this past December the MoT module on Leadership with Professor Doug Dierking from the The University of Texas at Austin took place in Ovronnaz at the Thermalp Hotel (<http://www.thermalp.ch/en/bains/presentation.html>). The current students had a two day seminar at the resort on Friday and Saturday, while MoT alumni were invited to spend Saturday evening with the students at the hotel, and then take advantage of the skiing slope the following Sunday.



MoT 09 Graduation Ceremony, December 10th 2009



The MoT AA and Jean Micol will definitely repeat this event next year since it proved to be the perfect environment for single people and people coming with their family members.

MoT 2009 Graduation Ceremony

As always the MoT Alumni Association was allotted a 10 minute speech at the Graduation ceremony, where we talked about what the newly formed team achieved till now and what events are planned for 2010. In order to view the MoT AA graduation speech and award giving please see the link: <http://www.youtube.com/watch?v=ju7NsFdrRBg>

This year the prize for the Best Business Plan award went to **Frédérique Bariguan, Anne Louise Kjølbye, Giulio Caimi and Andrea Orzati**, with **Uroconfor™**, an innovative and patented anti-reflux system for urinal bag.

The prize was sponsored by **SoPlus**, new brand of Sodem Diffusion SA, based in Geneva and specialized in the development, manufacturing and distribution of innovative power instruments for bone surgery. We extend our special acknowledgement to SOplus hoping in a lasting partnership with the MoT.



Uroconfor Team – 2009 Best Business Plan Awarded

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Upcoming events

3rd quarterly Event: Visit to CERN - Geneva on March 13th 2010 at 2pm.

CERN, the European Organization for Nuclear Research, is the world's leading laboratory for particle physics. It has its headquarters in Geneva. One of its major experiments, the Large Hadron Collider better known as LHC, was successfully restarted on Friday the 19th November 2009. For us the opportunity to plan a visit to this leading scientific institute! For details on the visit see the email invitation. Inscriptions on <http://doodle.com/s5828mx42mxaa4cr>, **deadline February 28th**! The number of participants is limited to 35, first comes first served! More information on CERN on <http://public.web.cern.ch/public/>

2010 Agenda reminder

4th Quarterly Event: Visit to FLEXCELL - Yverdon-les-Bains on April 29th 2010

We remind that we have in the pipeline an interesting visit to Flexcell, a leading company in the Photovoltaic industry, founded in 2000 by two MoT 98 Alumni. Please, book the date! Details in the next Newsletter. <http://www.flexcell.com/>

MoTies on the move

The 2010 MoTies on the Move section kicks off with an interview with **Serge Lillo (MoT 06), CEO at ALRO Engineering SA**, who kindly accepted to share with us his entrepreneurial experience.

Married since 1997 and father of Alessia (10) and Stéphanie (7), Serge holds a MSc in Electricity from the EPFL and obtained his Executive MBA – MoT in 2007.

Entering ALRO Engineering SA (www2.alro-group.ch/www.alro-group.ch) as Project Engineer in 1996, he developed a deep interest in implementing pharmaceutical and chemical processes control applying advanced technology. From 1999 to 2005, while teaching automation at the University of Applied Sciences in Sion (HES-SO Valais), Serge had been leading *Power and Control*, a group of 20 academicians involved in the research for power electronics and energy saving in building construction. About this experience Serge says: *"I noticed that most of our developments were not coming to market even if the product and ideas were good and very high tech; entrepreneurship was missing"*.

This statement of facts drove him and some of his colleagues to the foundation in 2003 of **"DSPlus"** (www.dsplus.ch), a start-up in power electronics aiming at bringing to the market products developed in the academic research, which is currently industrializing a new technology for sine dimmer destined to road illumination and able to sensibly reduce the electricity consumption in this sector.

In 2005 he was offered the opportunity to take the management at ALRO Engineering SA. *"At this time"*, Serge continues, *"I realized that to work as an entrepreneur was more and more the centre of my interest. My urgency was learning how to bring an idea to the market and improving my management skills"*. The MoT was the perfect match for that. Indeed the program went even beyond these expectations: *"I was looking for learning about Business Plan Development, Leadership and Management tools like finance, marketing, law, teachings that an MBA offers, and I learnt about Strategy, Vision,*

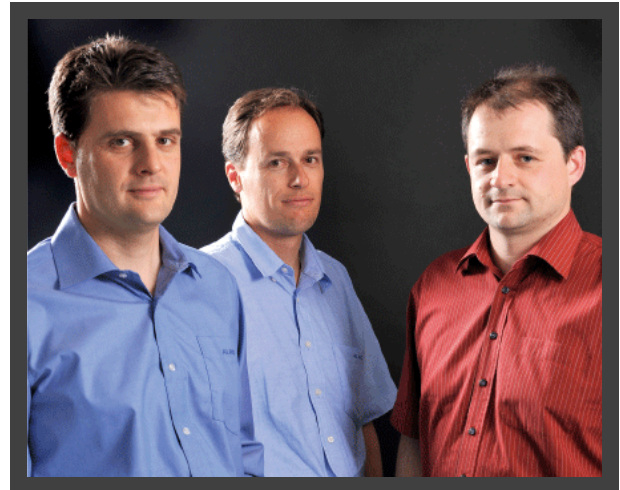
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Mission, Reliability of processes, Value and Satisfaction for clients, as well as for employees: all factors that a manager has to keep in mind if he wants his business to be sustainable."

Ultimately, Serge highlights what he learnt from his experience with Gérard Bédard, faculty mentor for his internship project, which is "FOCUS on what you excel". This purpose represents to him the driven factor of Strategy Management at every moment in a company life.

The learning from the MoT Program translates in a precious set of tools for the management of a company: "I use one of them quite each day" Serge says. But on a personal perspective the major value that Serge recognises he received from the MoT is that ethic and business can match very well together." *This was an interrogation for me at the beginning*", he says, "and now it is a great satisfaction to see that trust and mutual respect are the basis value for our company".

Serge concludes his thoughts about his entrepreneurial experience with the words of Antoine de St Exupery: "La grandeur d'un métier est avant tout d'unir les hommes".



ALRO Engineering SA Team: from the left Serge Lillo (CEO), Laurent Kaelin (CTO) and Claude-Alain Moix (CFO)

Today Serge is leading ALRO Engineering SA as CEO and together with his team, Claude-Alain Moix (CFO) and Laurent Kaelin (CTO), he makes of the entrepreneurial dream a reality.

Disclaimer: This bimonthly newsletter contains information about the activities of the Alumni Association, stories on MoT success, and might present you with business opportunities. Feel free to forward this Newsletter to those who might be interested to follow the MoTAA activities. Should you wish to stop receiving this newsletter, please send an email to newsletter@mot-alumni.com with UNSUBSCRIBE in the subject line. If you wish to edit an article for one of the coming newsletters, would like to see a topic or news item addressed, or would just like to share some information, let us know on the same email address. The board of editors includes: Stefanos Konandreas (President), Ann Van Lysebetten (Vice President), Mariangela Accera (General Secretary) and Damien Douchet (Financial Officer).