

Bimonthly Newsletter – May 2010

Dear Alumni,

We can really say that we made a lot of progress the past two months! You will be convinced by reading this newsletter with a new layout coherent with our brand new website look and feel.

Enjoy the following topics:

1. MoT AA Web page on line
2. MoT AA Chart Revision
3. Join the MoT AA committee
4. Past events:
 - a. MoT field trip - Visit to Flexcell
 - b. MoT Social Event - BBQ
5. Upcoming events
6. MoT AA events in the Pipeline
7. MoTies on the Move - Frédéric Bichsel

1. MoT AA Web page on line

Our website www.mot-alumni.com went live on May 6th, as announced during the MoT event. The look changed completely! Have a click and discover yourself! The Public access section is entirely finished. It contains an up-to-date agenda with our events, our contact details, and the newsletter archive. We would like to thank **Pierre Grydbeck** for his excellent work on the site. The Intranet part, only accessible for members, will be available later this year. All members will receive their password and login in due time. This Intranet section is entirely devoted to communication: keeping up contact with other members (member profile section), an information exchange forum on entrepreneurship etc. Yet another reason to pay your contribution for this year! We hope you are happy with this new look and features, and of course we are open to any suggestion!

Our new website is on line: www.mot-alumni.com
Design & development: Pierre Grydbeck - <http://pierre.grydbeck.com>
Contact: webmaster@mot-alumni.com

2. MoT AA Chart revision

We would like to bring up a few subjects which are still on our program to complete before the next General Assembly in October. One of those is the revision of the MoTAA chart. It is now already 11 years old and has never been revised. It contains a few items which are outdated, as the different membership status. In the meanwhile new programs like the Certificate in Advanced Studies were developed. We would like to grant access to these alumni as well. We will draw up a proposal for a new chart to be voted in the next General Assembly. But if you have input, suggestions or ideas please let us know. We will send in due time an email with the chart and the proposed changes to all active members (=members who have paid their membership fee). So you can get ideas, and get prepared for the next General Assembly in October.

MoT AA Chart revision will be voted at the next GA
Should you have any suggestion, please contact: info@mot-alumni.com

Become an MoT active member is worth the annual fee of 50 CHF even if you live abroad. Should you not have had the chance to become 2010 active member, details can be found in the box below.

MoT AA Lausanne
PostFinance 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

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3. Join the MoT AA committee

The full current committee is almost active since 6 months. We believe we have had a quite successful revival of the MoTAA. Although we are still full of ideas and energy, we are convinced in order to establish links over all years it is crucial to have committee members from different years. So we are looking for new joiners! If you are interested, you can already start participating today; this would ensure a good continuity.

**Want to join the MoT committee? Do you have ideas, or some time to dedicate?
Let us know before the summer!
Contact: info@mot-alumni.com**

4. Past Events

MoT field trip – Visit to Flexcell (MoT AA 4th Quarterly Event)

On April 29th the MoT AA had the chance to visit **VHF-Technologies SA**, better known under the brand name **Flexcell**. Founded in 2000 at the Ecole d'Ingénieurs du Canton de Neuchâtel in Le Locle, Flexcell has developed into a high-tech photovoltaic company and has recently signed a strategic agreement with Mitsubishi Chemical Corporation (MCC) that will allow an important business growth by the end of this year.

We were welcomed by Mr. Sjef De Bruijn, Director of Sales & Business Development, who gave us an interesting presentation about the company, its technology and applications, major markets and possible growth. We continued by visiting the factory starting from the Front end, with plasma reactors and machines to produce the photovoltaic film, and continuing with the Back end, where the latter is integrated using high-tech equipments to different supports for the production of solar panels or solar chargers for private use. Thanks to the optimal weather conditions we ultimately ended up with a visit to the Company's solar roof installation and could appreciate the major advantage that this product and technology offer to the PV market.

As you can see from the pictures, we can proudly say that the Flexcell field trip was a fully booked successful event! Not only we were very happy to see MoTies from different years (from 1998 to 2010!); we also had the chance to welcome **Jean-Philippe Lechat, President of the MBA HEC Lausanne Alumni Association** as well as some McF Alumni. We do hope continuing such a sharing and collaboration between both Associations!



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MoT Social – Sailing and BBQ trip

Last May 13th, despite to the terrible weather conditions, two MoT Alumni's boats stood out the lake from Geneva to Evian and then to Lausanne. It was not an easy trip for the brave sailors; it took close to 5 hours to the first team to get to Evian from Geneva, with 2 hours of night navigation!

Fortunately, once they got to Evian, there was already the other boat waiting for them with hot tea.

Needless to say.... the BBQ organized on Saturday 15th had to be cancelled because of the ceaseless rain. **But we are planning**

another similar event late in June or early July. So stay ready and join us!



5. Upcoming MoT AA events

Marketing and Innovation Conference – June 11th

In the scope of its Marketing and Innovation program, **HEIG-VD** organizes for the second year a conference about the theme of Innovation and sustainable development:

« *Innovation durable : une mode, une réalité ou une nécessité : comment innover en intégrant les principes du développement durable ?* ».

The major goal of the conference is creating a local community in the field of innovation by inviting different people from starts-ups, PMI, business angels to share their professional experience.

We would like to gratefully thank **Mrs. Nathalie Nyffeler**, Professor at HEIG-VD for enthusiastically welcoming our participation to the conference and **our former President, Olivier Perroud (MoT 05)** for kindly suggesting this interesting event to the MoT AA Committee.

Looking forward to see you there!

heig-vd

Haute Ecole d'Ingénierie et de Gestion
du Canton de Vaud

Date / Time: June 11th at 16:00

Location: HEIG-VD, route de Cheseaux, - 1400 Yverdon-les-Bains

Event PDF: http://www.mot-alumni.com/files/newsletters/Marketing_Conference_Flyer.pdf

Inscriptions: www.option-marketing-innovation.ch

Please also subscribe at : <http://www.doodle.com/82f4e375gz9qiw9n>

Deadline: June 3rd

6. MoT AA events in the Pipeline

Speed Interviewing

Location: Rolex Learning Center, EPFL

Date: September 2010

Event description: **Speed Interviewing**, or when "Job Interviews" meet "Speed Dating"! The MoT AA is proud to present to you for **the first time in Switzerland** this **Networking Event**, in collaboration with the company **Move UP** specialized in HR services. MoT graduates and



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current MoT 2010 students will have the opportunity to meet Human Resources Directors from top Swiss companies with potential job offers! More details will follow by mid-June.

General Assembly: October 2010.

The 2010 GA will take place in October. The major topics will be:

- Association Chart revision
- Membership advantages: Guest members/contributing members
- CAS involvement in the Association
- Email vote
- New Committee

Date / Time: October 2010 at 18:30 - **Location:** Odyssea Building – EPFL - Lausanne

More details about the event and inscription will be published soon.

Contact: info@mot-alumni.com

HR Conference: "how to make the right hiring decision for your company".

Due to a change in our Agenda, we remind you that the HR Conference previously scheduled for September will take place later in November. The Conference will be given among others by **Dr. Nicola Tomatis, CEO of BlueBotics SA**, who will talk about his experience in hiring people for his company and explain how theory applies to small companies' reality.

Date / Time: November 2010 at 18:30 - **Location:** Odyssea Building – EPFL - Lausanne

More details about the event and inscription will be published soon.

BlueBotics website: www.bluebotics.com

7. MoTies on the Move – Frédéric Bichsel (MoT 04)

When we speak about MoT we certainly speak about technology, but not only; we also speak about entrepreneurship and how people succeed in realizing their entrepreneurial dreams.

The Executive MBA in MoT has repetitively proved its crucial role in enabling people translating their plans into business reality. This month we have a new entrepreneurial story to tell you about: "launching your own business".

Frédéric Bichsel (MoT 04), who recently launched **SOLEXIS** (www.solexis.ch), a start-up in the solar field, accepted to share with us his entrepreneurial challenge in this interview.



Frédéric Bichsel (MoT 04) – CEO of SOLEXIS SA

Frédéric graduated from the EPFL in 1999 with a Master Degree in Mechanical Engineering and Energy Systems. From 1999 until 2004, he worked for Alstom Power Ltd. as a commissioning engineer for combined cycle power plants and had the chance to gather working experience all over the world, experiencing different culture and mentalities.

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In 2004, he decided to take up the MoT program: *"I was looking for a change and a new challenge and had in mind a way to move from my pure technical job towards more commercial and managerial oriented tasks. But still as an engineer, technology remains the center of my interests. So, MoT was pretty much what I was looking for as a postgraduate education, combining new skills with technology in focus".*

Once graduated from the MoT program, he joined a start-up company in the fields of renewable energies, Flexcell, whose CEO was a former MoT graduate. *"I joined Flexcell as a Business Development Manager" – Frédéric says – "and worked there until 2010, participating in the growth of a, at that time, 10 employees company, to a today 140 employees company."*

After 6 years working for a successful start-up, Frédéric took the chance of launching his own business and is today CEO of SOLEXIS. About this challenge, he says:

"Roof tops are representing huge areas. By installing solar systems on it, photovoltaic electricity could be produced and cover as much as 30% of today's electricity consumption in Switzerland. Putting solar systems on roof tops is making use of already existing areas and increasing their value. Roof top becomes then an asset.

Solexis SA is the unique company in Switzerland active in Photovoltaics that is born from the merger of the roofing industry and the solar industry. It combines skills from both worlds in order to offer system solutions and expertise to professionals active in the solar business (installers, developers, architects...) or companies that have decided to diversify into this new business area.

Solexis is a wholesaler and integrator of solar systems. With B2B focus, we educate professionals by the means of workshops and seminars, and provide consulting and expertise for their solar projects.

Its main asset is a broad network in both roofing and PV industry, from producers to applicators."

The MoT program played certainly an essential role in this decision and when asked how the program affected the launch of his company, Frédéric answers: *"It gave me the tools to have a clear vision of where the company has to go, to position it on the market, and to define the different steps and milestones to achieve our goals. It gave me also the confidence that I had the skills to do it...success is a different story, but at least I was sure that I had the tools to launch my business".*

The MoT program also brought a lot to Frédéric from a personal development perspective, giving to him a new direction and a new mindset and allowing him to switch from a conventional energy field to renewable energy, which in the current environmental situation, according to Frédéric is something strongly valued.

Frédéric concludes his interview encouraging MoT Students to accomplish the program with full dedication in order to get the most out of it and believe in their capability to launch new ideas and new businesses: *"Society needs innovation and entrepreneurs to embrace the challenges that our world and our civilization are facing. The MoT will help you to open your mind, think broad and act locally".*

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. 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).