

# The genesis of one of the most promising Startups' dedicated blog



Clichés die hard? **Liam Boogar** proved us otherwise when presenting his blog, Rude Baguette, to ISCOM's International Class.

## Cliché #1: French Romance died with Victor hugo, Rimbaud, Delacroix and... Liam Boogar!

With a Mathematics diploma in hand, Liam Boogar left his natal Silicon Valley, home to the most innovative Startups and ground-breaking technology corporations, to embrace a new life in the land of wine, cheese and baguette! His love for a pretty French Mademoiselle urged him to settle in Biarritz, France.... "the heart has its reasons that reason knows not"! But destiny held in store a greater purpose to this passionate trip: the discovery of a talent-prolific and abundant Startup scene (another proof that French creativity & innovations survived the industrial revolution!). A new inspiring transatlantic romance was born, a romance that would father a witty and pioneer blog about the tech French market: **Rude Baguette**.



## Cliché #2: When it "Startup" in France, a successful model can be exported!

After a very French break-up, an adventurous hitchhike to Paris and the creation of a website -The rude Hitchhiker- to kind of sum it all, Liam met Trista Bridges, an experienced executive in strategy & market analysis, and together founded **Rude Baguette**. A blog about French Startups, providing insight into the French tech market (latest facts and figures, governmental and legislative orientations & changes, in-depth analysis...) and covering news related to the sector's international giants. There is a little twist to what could have been just another blog: it is all in English. The choice of the universal tongue is certainly no coincidence: investments shrunk considerably in a Europe in crisis, having a strong impact on French Startups that need, now more than ever, **international visibility** to expand and be financially viable. This strategical positioning has borne fruit: 50% of the blog's subscribers are based in the UK (30 000) and the USA (20 000). Rude Baguette is basically this ambitious project aiming at becoming the first European portal giving a tangible voice to the most innovative startups and tech forerunners in an increasingly competitive and fast-paced globalized economy.

### An expansion capacity that will make Rude Baguette the new Bloomberg for tech?

- More than **100,000** subscribers in a year of existence
- They have just exported the concept across the Rhine: **The Rude Pretzel**
- By 2015, they will be covering almost every key **European niche markets** (Scandinavian countries, Eastern Europe...)
- **Expertise** and recognition: The CEO has spoken at Europe's top technology events.

You can catch him in March 2014 at the **SXSW conference** (Austin, TX), where he will be one of the members of the Accelerator Advisory Board. He will also be sharing his knowledge on French Startups: "**Paris, a thrived ecosystem despite itself**"

### Cliché #3: France, an innovative country... resting on its laurels.

To Rude Baguette's experts, French Startups have an old-school, **conservative** and rather paradoxical approach to international business. They aspire to greatness by bringing to life original concepts and investing every dime into the product's inherent qualities but not a single one into promoting it and making it more appealing to conquer new markets (ex: Vente Privées' launch in the USA), let alone improving customers' experience. The most puzzling part is that most entrepreneurs will secretly hope that will be enough to build a global brand and miraculously become a new Trip Advisor or Facebook.

There are of course some exceptions to the rule, some clichés-breakers that succeeded internationally: Blablacar, Criteo, FlexyCore etc.

### Cliché #4: Don't die in corporations. Thrive in Startups.

In a nutshell, Liam's precious advices for the "lucky" graduates we are in this dire economy: certain experiences shape a career and forge a personality; working for a human-sized company is one of them. Sure, a corporate status might –initially– pay more than a startup and come with cushy benefits but there are real **career-defining reasons** to heed the siren song of a startup. Friends are jealous and assume you might be the next Twitter zillionaire, others are always willing to lend advice in exchange for equity, hot new technology abounds and cool snacks are in the kitchen, you don't have to dress up and actually save money on clothes! All of the above being OBVIOUSLY the real key motivation, here comes the sensible speech:

**You will have more responsibility and learn exponentially:** working in a startup means you are a part of a small team, most likely in the single digits. The great thing about it? There is probably nobody else in the company who has the

same skillset as you. Once you create something of your own, something tangible you realize that hard work, creative thinking and tenacity are worth a whole lot. To be cut off from relying on others will undoubtedly surface skills and a determination you didn't know you had! You actually learn that leadership matters, even if you are 25 years old.

**Multitasking:** working at a startup enables you to try on many different hats, even that weird one you never thought you would like. This is how you become a highly wanted polytechnician who has the luxury to branch out in other areas, forgetting how to spell the word B-O-R-E-D!

**You will be given more opportunities:** thanks to the autonomy you get, you will be able to perfect your skills and gain invaluable experience. All of which might get you noticed in a small marketing world where precious stones are as scarce as Cannes' Gold Lions!

**Your work will be recognized:** in big companies there are two outcomes, your awesome-spent-all-night hard work will either be ignored by the boss or someone else will snag the credit. In a startup it is impossible not to notice a well-done job or not to give credit when it is due. Unfortunately, the same goes for failures! The bright side? You won't slack and will learn to keep focused on your game. The best part? Hearing the grail: "We could have never done it without you".

### Final Cliché: Despite an education based on MCQs, some Americans can actually THINK outside the box!

A special thank you to Liam who was an inspiring and passionate guest speaker. Thank you for sharing useful and interesting facts on startups and enlightening us. Some Parisians feel a little less stupid and ignorant about the geek... errr... the French techworld!

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