



## Zest for Life

Name

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Country

France

Find out more

[www.zestforlife.io](http://www.zestforlife.io)



## My Motivation

I have been working in Tech for the past 10 years and I could see from close the incredible reward one gets from seeing what they created from scratch changing the life of hundreds or millions of users!

Also, pretty much all my family are entrepreneurs (my grandpa, my dad, my mom, my brother, my husband...) so there is probably something contagious about entrepreneurship.

## Stay Curious !



## My Approach

**Detailed Plans:** It all happened gradually. I started by being an independent consultant for big companies who wanted to diversify their activities. I would analyze their value chain, suggest new potential promising businesses, and then actually design and build them. So, I was basically an entrepreneur but for the sake of others!

**Leveraged my Network to Build my Team:**

I decided to launch a side business with my mom: a platform selling philosophy podcasts. I was so energized by doing it all on my own and actually receiving the earnings from it that I decided to take a bolder move, quit my job and launch a bigger scale start-up.

**Sought Guidance:** As I had no idea of "what to build", I contacted the start-up studio Imagination Machine who "matched" me with the incredible Elodie Basset who then became my business partner in Zest for Life.



## Challenges

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**Getting Started:** Building a start-up is hard, very hard! You start with no recognition, no cash, no legitimacy, no team and, in our case, a profession that very few people had heard of. So, I would say that we faced all the possible challenges. The toughest one to me was to get the first client. In the B2B world, everyone would ask you: "which company do you already work with". And before having one, you need to answer "no one", which is very scary for the leads you're trying to convince!

**Best in Class Syndrome:** The challenges I faced are undoubtedly more linked to my "best in class" syndrome than to outside events. I always want things to be perfect and under control whereas in entrepreneurship you have to be bold, sometimes sell before you build and accept lots of compromises on quality in order to ship fast. I feel that this "best in class syndrome" is very feminine and probably the strongest heritage of being from an underrepresented demographic, in my case, a woman that was taught to be perfect and not disappoint.



## Were interventions specifically for underrepresented entrepreneurs?

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Denis Fayolle's mentorship yes. He coaches women entrepreneurs exclusively, to make tech a more equalitarian place.



## Describe the impact of these interventions?

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Denis Fayolle has given me a lot of confidence in the first days of entrepreneurship. He pushed me to quit my job and go all in. He's valued me from the very first day and helped me fight my "impostor's syndrome" to realize that I had all the competencies required to be a founder and CEO. Same for Imagination Machine, when they "selected me" to be a co-founder on one of their ventures, they helped me realize I was totally legit to do so!



## Accomplishment

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I don't see any significant advantage in being an entrepreneur from an under represented background except it might have given me more reason to fight.



## What interventions/support did you receive?

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I would mention here again the start-up studio Imagination Machine. But also Denis Fayolle, a serial entrepreneur who's mentored me for months and given me invaluable advice. He's very active in supporting feminine entrepreneurship in Paris. My path also crossed very supportive people.





## Future Plans



Help all French (and tomorrow European and after tomorrow worldwide) companies keep their sick/ disabled employees employed, in the best possible conditions. Working, when you have a degraded health condition, is what keeps you active, socialized and helps you fight the disease. For the companies, being able to support these employees is a true reward, not only because it changes their lives, but also because it fosters inclusive and productive workplaces.



## What interventions or supports would help you achieve those plans and visions?

We are finalizing our first funding, so we need to find the remaining 20% of the funds (equity). I would say that the 2 biggest challenges are to recruit THE BEST talents to join Zest for Life & to find ambassadors who would talk about us to all HR directors, convincing them that our offer is game-changing for their sick/disabled employees' lives.

Follow Alice's progress and visit [www.zestforlife.io](http://www.zestforlife.io)



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