

Creation of a company

Companies :Neuralia. CO

Responsible: PORTE Vincent

Lieu: Le mans

Activité: Développement de l'intelligence artificiel

What was your career path? After graduating in engineering, I first worked in an informatic company, then in an insurance company. I tried to create my own first company but it didn't work. Therefore I went back as an employee in the insurance company and then I created Neuralia.co

Why did you create a company (motivation)? I didn't like the way big companies work : when there are many managers, it gets more complicated to find one's own place out. I needed a business entity to better manage the hierarchy. It is important to me that everyone in the company is equal and that the boss is not the status of the boss.

Does it match your initial project? If not, how has it evolved? Yes completely it's the right expectations, work is like dreaming. Unfortunately not yet a profitable business but the more projects it consolidates the better.

With what financial means were you able to create your company? As it is a Sector where there is a lot of it there is not a big investment at the beginning. The computer equipment is not very expensive. When I left the insurance I had a conventional break and so I was unemployed for two years, which helped to create the company. I also had various tax incentives.

Have you considered having one or more partners? If so, why and how many? If not, why not? I have a partner with whom I created my business, his name is Amauri Leproux. He was a self-entrepreneur and talking about this business they both decided to create it. There were two employees but they did not correspond to the expected profile.

What skills are required? You must have a certain autonomy, know how to make choices and take them to the end.

What are the positive and/or negative aspects of running a business? The positive aspects are that I take important decisions without asking permission. Every day I learn new things and do different things.

The negative aspects are that it all depends on you. You're the one who runs the business, you have extra tension and you don't know if you're going to get paid.

What are your future projects? I'd like to do a podcast, to explain what it's like to be a self-entrepreneur. I would like to use artificial intelligence to create automatic quotes for agencies that need them.

What advice would you give to a young entrepreneur? I don't think you should try to do the perfect thing right away. Between what you believe and reality there will be a difference. You have to avoid aiming too high, otherwise it's hard to move forward.

What if we had to do it again?....

I will make things even simpler, without trying to complicate things too much.

Gestion de l'entreprise

When you created or took over the management of the company, was it the right time for you? Why was it the right time? When I was ready, I considered that I could no longer work as an employee, I wanted to guide and make decisions.

How many employees do you have? None to date.

Est-ce nécessaire d'avoir un bon carnet d'adresses ? Si oui, pourquoi ? Les contacts à chercher à avoir c'est être en relation avec d'autres auto-entrepreneurs, un auto-entrepreneur qui se rapproche de tes buts d'entreprise avec qui il y a des points communs (même nombre dans l'entreprise, chiffre d'affaires assez similaire). D'autres contacts pour les clients mais tu peux rapidement te faire connaître avec internet.

What are the key steps to create a business? You need to know why you want to create this business, you need to know what the business is going to be used for, it needs to be clear. Because that way even in difficult times you know why you made these choices. You need to open up, to think more. It's up to you to find the right opportunities.

Why did you choose this location (city, site)? I chose Le Mans because it's where I live but it's too small to develop. For my company it is not very important because I exchange with customers mostly through the internet.

On what scale do you work (local, regional, national, international)? I'm targeting France for the moment. I trade with several cities. But later on I think I might exchange internationally.

Qui sont vos concurrents, sont-ils nombreux dans votre secteur ? Je n'ai pas des concurrents directe mais certains indirectement car ils font différentes chose mais qui réponde au même problème.

Who are your suppliers and customers? I don't really have a supplier. Amazon provides the network. I also work with companies that allow customers to make their payments online.

My clients are in particular the printers for my online quote project. There are also the big cultural centers that benefit from my company to organize big events using artificial intelligence software.

How would you describe the day-to-day management of your business? The work is pleasant. We get along very well.

Have you been forced to make difficult choices professionally and personally? If so, which ones? Yes, I had to fire employees who did not correspond to the profile I expected. It's never an easy decision

How did you manage the COVID 19?

I worked full time during the first part of containment. I seized this containment as an opportunity because it allowed me to finalize my ongoing projects and finish their presentations.

However, it was difficult because my client's businesses were no longer running. So I had no income during this period.

What is your marketing policy (tools, communication...)? I have created a website (<https://www.neuralia.co/>) and I use social networks (https://www.instagram.com/neuralia_co/) in particular LinkedIn to find profiles that might be interested in artificial intelligence.

Does the company have a slogan? If so, what is it? It does not have a Slogan but a Logo which is a small white monkey that represents the monkeys in the Madagascar cartoon. It represents intelligence and the ability to do several things at once.



neuralia.co