



# Annual Report Whysebird

Year 01 | Oct 2020 - Sept 2021





# Whysebird



Yes, I did it!

1 year since I started my new venture and contributed at my humble level to a better planet....Whysebird has 1 year (11 oct 2021)!

It's been a fantastic year which has allow us to validate the model of whysebird, as a key player in offering supports to all stakeholders in the sustainable and circular economy world during this year of pandemic. Whysebird has engaged and contracted with several players of the industry. Whysebird purpose is more than ever to raise awareness and educate on more responsible materials, to share better practices and to engage with purpose driven people.

In this 2nd year, we will fine tune the model of whysebird and get a balance between our soft and hard skills offer (sustainability expertise vs learning and development, business coaching and mentoring).

Finally, I'd like to thank you! All the great people I met across 8 countries and who trusted whysebird (retailers, brands, suppliers, NGOs, universities, students, mentors, experts).

Whysebird will keep on working towards to a world with more humanity and prosperity for all!

Sebastien Barillot, CEO & Founder





## Located in west London in the heart of Chelsea

1

Office in London

1,5

hours from Lille

2,5

hours from Paris

3+

hours from Milan

Your privileged partner on the ground since Brexit in 2021

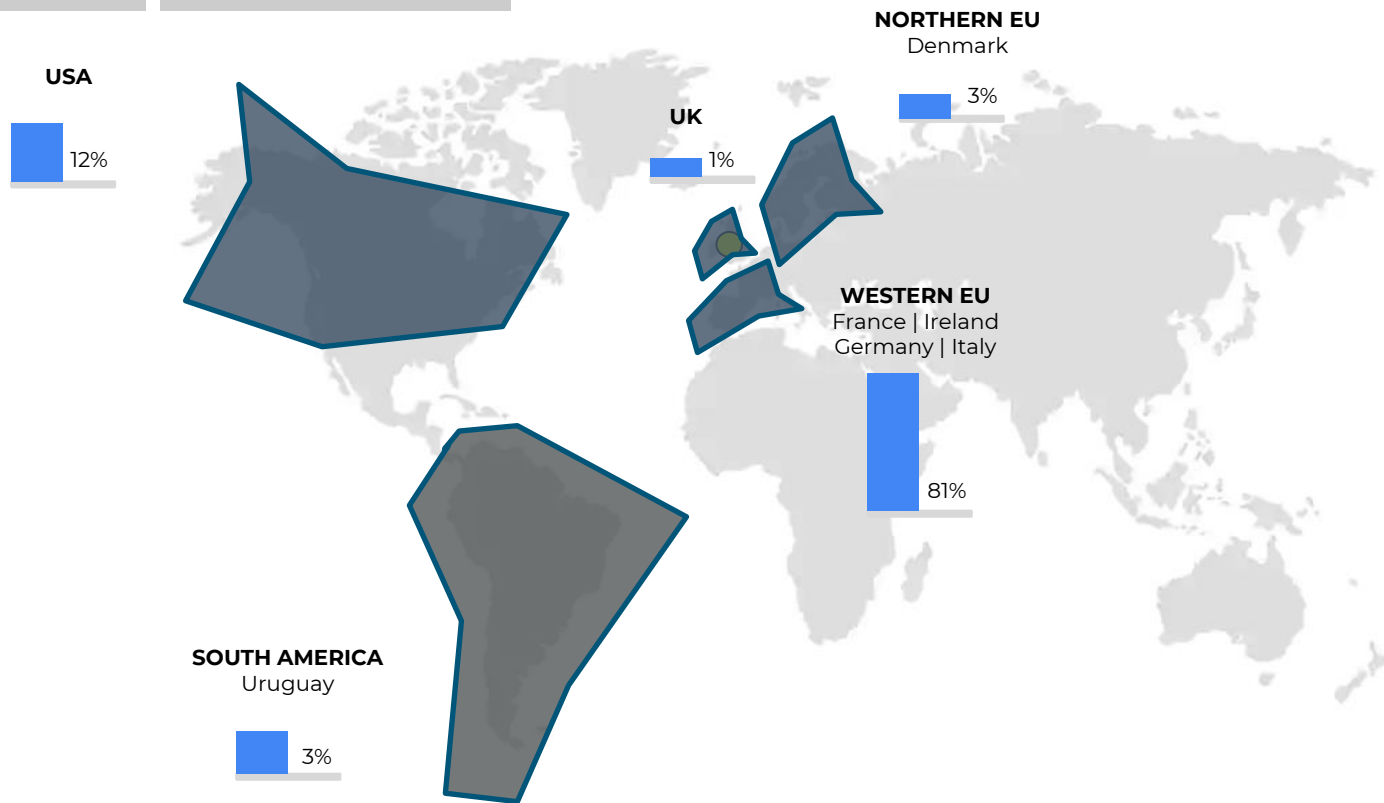


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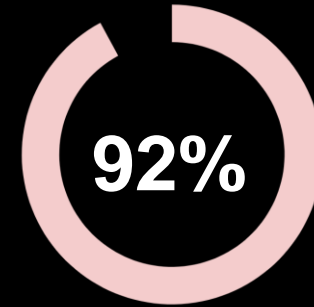
Customers

8

Countries



# Main activity of Whysebird



**Sustainability expertise**

**2 legs**

#### **Expertise**

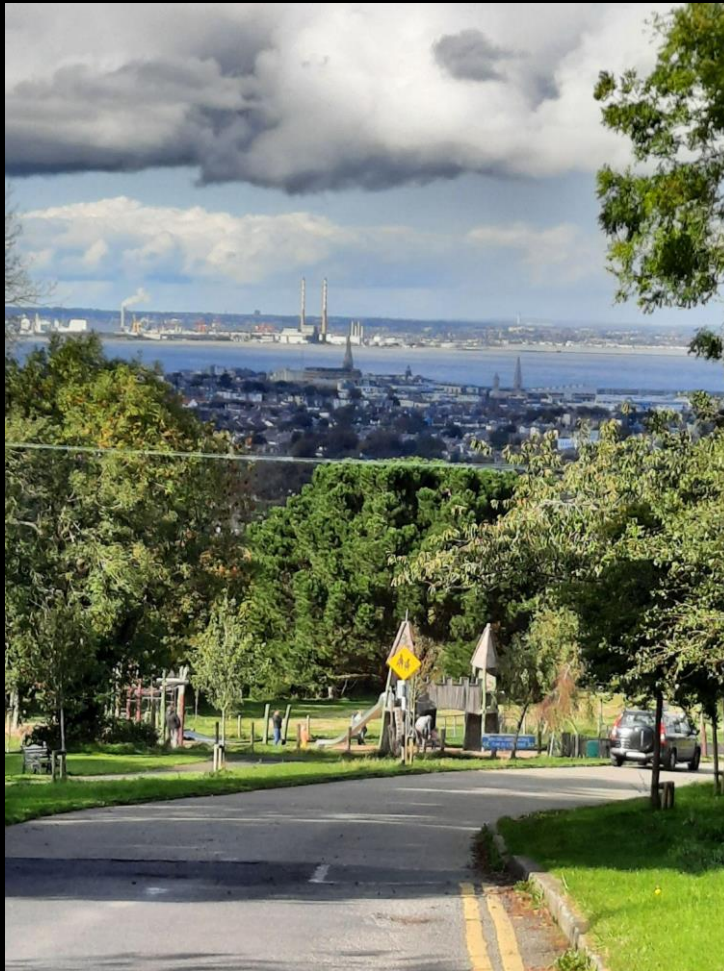
92,1% Sustainability

#### **Growth mindset**

3.3% Lecturing

3.2% Leadership, Business Coaching & Mentoring

1,4% Guest speaker



# Meeting you in digital & physical space

## LinkedIn Publications

Coaching - 11 reasons  
**16,514 views**  
Feb 2021

Kick off Whysebird  
**7,995 views**  
Oct 2020

Guest speaker HEC univ  
**4,293 views**  
Dec 2020

## Biz trips



x2

June 21 | paris

Sept 21 | paris

## Podcasts

x6 episodes

226+ plays

x1 guest

## Growth Mindset

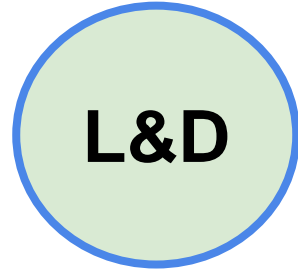
**39+**  
hours of Lecturing

**30+**  
hours as Guest Speaker

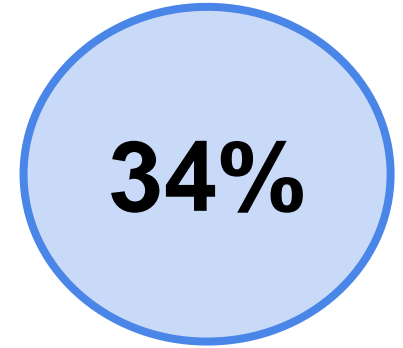
**850+**  
People

**38+** hours of Coaching

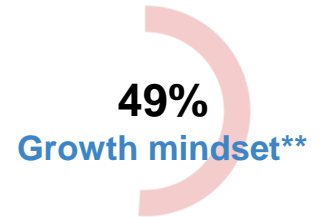
# Y02 | WHAT TO EXPECT



Open a New Leg



Increase of  
Revenue



A balanced Model

\*Growth mindset includes | Learning and Development (L&D) on leadership | Mentoring and Coaching | Lecturing | Guest speaking



**Y01 | 2020-21: (POC) validate Whysebird model (Proof Of Concept)**

**Y02 | 2021-22: Fine tune & balance Whysebird model | +34% revenue**

**Y03 | 2022-23: Scale up | **WhEN** (Whysebird Experts Network) | +100% revenue**

**Y04 | 2023-24: Fine tune **WhEN** | +50% revenue**

**Y05 | 2024-25: Altitude and cruise speed | +100% revenue**

