**Case study Template**

| **Title of Case study / Good** **practice** | Fany Péchiodat: an inspiring French businesswoman  |
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| **Keywords (meta tag)** | inspiration - motivation - female strength - entrepreneurship  |
| **Provided by** | Silversap  |
| **Language** | English  |
| **Case study** |
| **Fany Péchiodat is an inspiring French businesswoman and founder of My Little Paris, an event marketing and urban tourism company in Paris. She was born in Paris in 1981 and grew up in France and Switzerland. She graduated from the University of Lausanne in 2003 with a degree in Public Relations.** **After working for several years in PR agencies in Switzerland and Paris, she founded My Little Paris in 2007 with the help of a friend. The goal of My Little Paris was to share with a circle of friends the most hidden and unusual places in the city, as well as to propose original activities to discover them. In only 6 months, its newsletter is followed by more than 10.000 people.** **Since its foundation, My Little Paris has become one of the main actors of urban tourism in Paris and Fany Péchiodat has developed an innovative marketing strategy to attract tourists and encourage them to discover Paris from another angle.** **In addition to her business, Fanu Pédiochat is also an accomplished businesswoman and an inspiration to many young women in entrepreneurship and the tourism industry. She has received numerous awards, including the Veuve Clicquot Prize in 2012, which honors "exceptional women", actors in the world of economics, whose entrepreneurial spirit and leadership, boldness, creativity and talent make them "worthy descendants of Mrs. Clicquot Ponsardin".** **Her advice to women who want to be entrepreneurs: "With the web, we are witnessing a redistribution of the cards. I would never have succeeded if I had had to go to a banker and set up a traditional business! Believe it or not, I had 0 experience in digital... So I did not follow any model. Sometimes expertise is the enemy of innovation: don't be afraid to be naive."**  |
| **Reference Link (if any)** | <https://www.larvi.com/fany-pechiodat-de-mylittleparis-remporte-le-prix-veuve-clicquot/><https://www.challenges.fr/femmes/comment-fany-pechiodat-de-my-little-paris-pousse-les-femmes-a-entreprendre-avec-son-espace-de-coworking-mona_506025>[https://www.marieclaire.fr/,fany-pechiodat-la-businesswoman-des-bonnes-adresses,718229.asp](https://www.marieclaire.fr/%2Cfany-pechiodat-la-businesswoman-des-bonnes-adresses%2C718229.asp) |
| **Type of material** | CASE STUDY |