



**On the road with Marie Guyot**  
A bicycle tour to meet the world's entrepreneurs



A two-year bicycle world tour interviewing French-speaking entrepreneurs to prove that everyone can find and create their own path.

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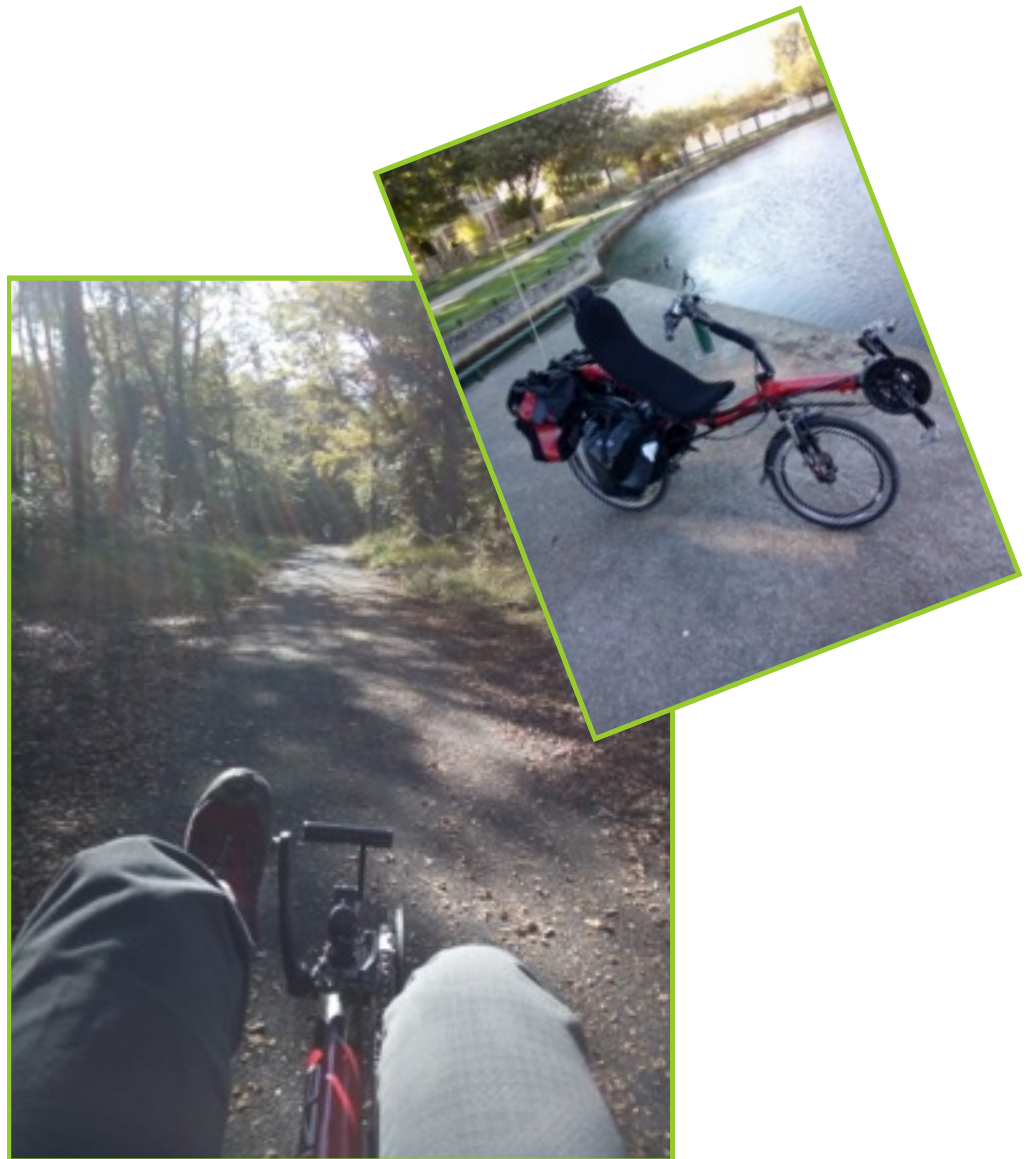
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# Introduction

## The project

The mission of my company, Bonobo Coaching, is to help entrepreneurs find their way through the jungle of the workplace. This is achieved through client coaching sessions, workbooks and PDFs available for download on my website, my blog, and [my weekly podcast I record every week](#).

[My podcast interviews of entrepreneurs aim to show, by illustrating the journey of each entrepreneur, that there is not just one way to create a business but that everyone can find and create a path that will fulfill and enrich them.](#)

Driven by the desire to live my business's mission and its values even more fully, I decided to take this podcast to the next level [by leaving Paris, in January 2017, embarking up on a bicycle tour to meet the world's entrepreneurs.](#)

I will go on the road, to follow my own path quite literally, and to physically embody the entrepreneurial journey.

I will travel by bicycle to maintain [a pace of travel on a human scale](#), and I will camp as much as possible, in order to honour my values of respect and protection of the environment, values that I also want to respect within my business.

For two years, [my daily life will consist of meetings with French-speaking entrepreneurs](#), recording and editing their interviews, and publishing the interviews on the blog, iTunes and social networks.

The aim of this trip is therefore to communicate my message (everyone can create a business that fits them and flourish in doing so), through [the weekly publication of the interviews and the staging of my own journey.](#)

### Project summary

- Prove that everyone can find and create their own path
- Weekly interview with a French-speaking entrepreneur
- Two-year world tour
- By bike
- On my path, literally and figuratively
- To inspire
- Make people want to start their own business
- Motivate people who are already entrepreneurs to improve their everyday lives



In this way, I hope to [convince those who may not yet feel strong enough, that they too can start their own business in their own way.](#)

I also want to demonstrate to entrepreneurs who are already in business that it is always possible to make adjustments, if some aspects of everyday life are unfulfilling.

## The Team

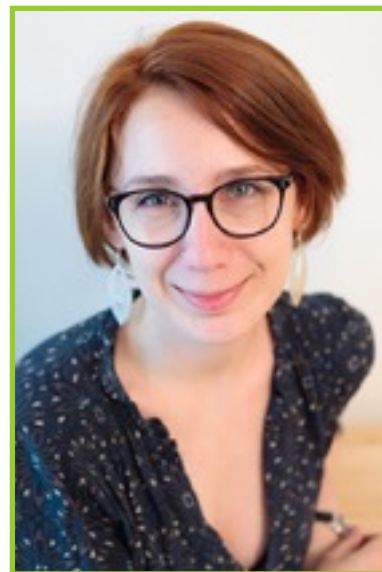
### Marie Guyot, 34 years old

Professional coach for those who are, and those who wish to become, entrepreneurs

After 10 years in digital communications, I decided to start my own business as an independent trainer.

This was a first step along the path my heart had been directing me towards for years: I trained to become a professional coach.

Previously, my education and the people I saw working around me had led me to believe that a salaried position was the only possible way. It is therefore natural that I decided to work with entrepreneurs, and those who had not yet dared take the plunge, to help them find their way, as I had found mine.



#### My role on the road:

- Conduct interviews
- Record and edit the interviews
- Publish the podcasts on Bonobo Coaching's blog and on iTunes
- Write papers for partner websites
- Talk about the project progress each month in a video published on the blog
- Support the project and connect with the online community around Bonobo Coaching each week on social networks (every day on Instagram if possible)

### Alexandre Cunat, 31 years old

Intensive Care Nurse



After four years as a First Aid Instructor, Alex chose to train as a nurse. He has been a nurse in medical-surgical ICU for nearly five years.

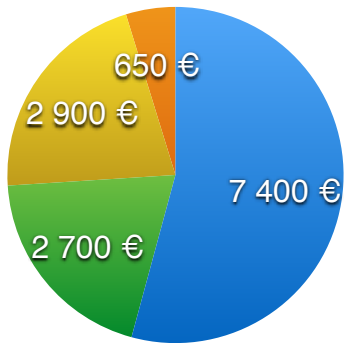
He introduced me to the joys of bicycle trips, and "On the road with Marie Guyot" would not exist without his support.

#### His role on the road:

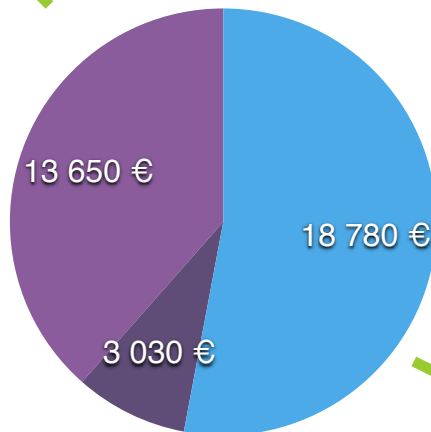
- Shoot videos for Bonobo Coaching's blog
- Take pictures for the blog and partner websites
- Provide medical support and repairs if needed

## Estimated overall budget

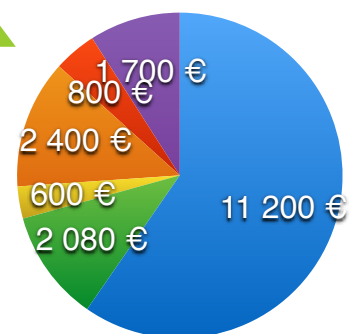
### Personal expenses already incurred



- Bicycle equipment
- Camping equipment
- Clothing
- Multimedia

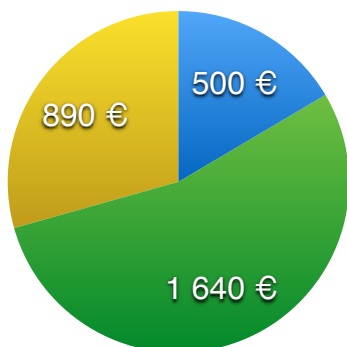


### Personal expenditures



- Food
- Additional accomodations
- Visas & miscellaneous
- Health and equipment insurance
- Additional multimedia material
- Unexpected expenses

### Expected sponsorship (kind donations)



- Solar energy
- Hardware
- Clothing

## TO-DO LIST

# CALENDAR

All **the steps** to prepare the trip



## Communications strategy

Bonobo Coaching is visible on the Internet through its website, blog, newsletter, and social network profiles: Facebook, Instagram, Twitter, LinkedIn, YouTube and Google +.

Two contents are published weekly on the blog, including, since September 2016, a podcast-interview of an entrepreneur, and then pushed via these communication channels.

### Communications plan for "On the road with Marie Guyot"

- Weekly podcast of an interview with an entrepreneur published on the blog and on iTunes
- Monthly video on Bonobo Coaching's blog to talk about the trip and my daily life on the road as an entrepreneur
- Weekly publications related to the trip on Bonobo Coaching's social networks
- Daily publications on Instagram (pictures and stories, unless we have no Internet access)
- Monthly paper for the [LesPetitsEntrepreneurs.com](http://LesPetitsEntrepreneurs.com) website
- Links to interviews on the Facebook page of the Union des Auto-Entrepreneurs
- Twice-monthly newsletter with information related to the trip
- Links to the project on media websites specialising in entrepreneurship (ongoing)
- At the end of the trip: publication of a book presenting and analysing what I have learned about myself as an entrepreneur, and about entrepreneurship in general thanks to the entrepreneurs interviewed on the road

### Some examples of interviews on Instagram



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