

FOREWORD

Failure, fear of failure, the monster that petrifies us every time we want to start something new! It's incredible to note how our brain has the ability to focus on everything that could go wrong. Conversely, understanding that failure is an integral part of the road to success, that without failure there is never any progress, is the true dimension of the entrepreneur.



Andre Borschberg, Pioneer

I met Michel many years ago, at a time when he had just created his first company, bubbling with ideas and creativity.

We became close friends and I had the opportunity to follow the development of his projects. Between his various successes, I watched him experience difficult times, moments of doubt and intense self-questioning. He never attempted to conceal these, instead constantly seeking to understand everything in order to move forward. That is what I like about his book. With candour and honesty, he shares not only his successes but also his difficulties, with everything that entails and what he learned in order to move forward more effectively.

We had plenty of difficulties on our round-the-world trip with Solar Impulse. When we developed our second plane after the first one enabled us to fly for more than 24 hours using solar energy, we had to lighten the weight of its structure to improve its performance and increase the amount of power available to fly across the oceans. Every gram we could remove counted. Every piece of the structure was designed, calculated, simulated, manufactured and

tested in the hangar under load to monitor its resistance. Then came the turn of the all-important wing spar, which underwent four weeks of testing, involving incredible suspense for the engineers. At the end of the final test, a clunking sound reverberated through the hangar. This crucial piece had literally succumbed to the load.

Consternation gripped the team, keenly aware it would take a whole year to manufacture it again and understand why it broke. After a few stressful days, I realized that we had in fact gained an extra year. We would spend that time by taking our first plane to the United States and use it to cross the country, something every pioneer of aviation did in the last century. If you don't fly in America, you don't exist as far as the Americans are concerned. When our plane arrived in California, we found ourselves at an airport right next to Google. Larry Page, one of its two founders, took an interest in the project and became an important partner. Suddenly our world was transformed. Instead of losing the project, we found ourselves with the financial means to carry on; the best partner from a communication standpoint; as well as a chance to gain substantial flying experience. And why did this work out? Because we didn't focus on solving the problem but on understanding the new situation. The key was to have enough energy to pick ourselves up and move on. This is what Michel Jordi demonstrates in his book through this wonderful testimony of the realities of his life, highlighting the manner in which unforeseen events shaped his personality, character, determination and his humility.

Success is all about remaining humble when things go well and serene when they go wrong.

*André Borschberg
Pilot, CEO and co-founder of Solar Impulse*

"Always be first, different and unique"
Jean-Claude Biver, Chairman of Hublot watches

"Michel helped me become who I am today, notably by sending me to Hong Kong at age 26 to open his Asian branch, as well as trusting and believing in my ability despite my youth. He also proved a great mentor who taught me to follow my convictions and never to give up. His book is a valuable companion for every aspiring entrepreneur".

Patrick Boutellier, CEO Rolex Australia

"Michel Jordi is one of the great brands of Switzerland as an entrepreneur and person. He and his work reflect inspirational ideas of the best kind. His book gives insights and shares experiences from which we can all learn".

Jeffrey G. Katz, former CEO of Swissair, founding CEO of Orbitz online travel, voted five times as one of the Top 25 Most Influential People in Travel.

"This captivating book reads like a fine dining menu in a gourmet temple. You can taste it à la carte or go for the complete discovery menu with all its delicacies and calories".

Anton Mosimann, OBE and chef at Mosimann's of London

"The start-up maniac Michel Jordi is the living proof that entrepreneurship is all about passion and never giving up".

Beat Schillig, Founder of IFJ (Institute for Young Entrepreneurs) and Venturelab

"Michel Jordi shares his experience, insights and vision in this compelling must-read roadmap for aspiring entrepreneurs.

A vivid example of resilience throughout his eventful career".

Dominique Turpin, former president of IMD Lausanne, Switzerland



Michel Jordi is a serial entrepreneur and disruptor of the Swiss watch industry. He is the inventor of the legendary Swiss Ethno watch and LE CLIP. He was honoured with the Leadership Award of the EU Business School, Barcelona in 2018. Studied at Harvard Business School, Boston and IMD, Lausanne
www.micheljordi.net

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