



Hiero a.s.b.l.

# How we could do it

## Draft of a Luxembourg business model

Mathias Foehr

Ingénieur de l'École Centrale de Paris, Actuaire

Conseil en informatique et mathématiques financières

[mf@mathiasfoehr.lu](mailto:mf@mathiasfoehr.lu)



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# The Cedel marketing method

- United against common peril
- Local initiative

# Strategies

- Open-source
- Quest for resilience
- Opportunism
  - Existing software
  - Beki
- Investment in persons



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# All our eggs in one basket ?

- Perils
- In search for resilience

# Conclusion: the bottom line question

- Understanding history and Black Swans
- Lindy effect !
  
- Storm : building better windmills