



PAPER RABBIT

(I recycled rejections to finance my startup)

Categories : tech, business, management/strategy, art

What is Paper Rabbit ?

Paper Rabbit is a 6.8 feet paper mache statue made with all the French fortune 500 pre-seed 3M€ funding refusals: I recycled NO's to finance my startup. The sculpture is made of iron, paper mache, glass, gold and fortune 500 rejections.

Paper Rabbit was built by a team of 8 French artisans during almost two years.

Actually, Paper Rabbit is placed under auction sale on www.paper-rabbit.fr and invitations are being sent to both world top 100 web fortunes and art collectors with the goal to finance www.aptedia.com 5 first web projects on 10 MVP (minimum viable products) launches.

Symbolism

Paper Rabbit symbolizes many entrepreneurial core values such as tenacity, optimism, resilience, dream, passion, ambition, creativity, audacity, risk, faith, craziness, unconsciousness and magic. Paper Rabbit also symbolizes "failure" (even if it doesn't exist as it's all about learning) without what we, entrepreneurs, couldn't learn from our mistakes and get stronger...And is wished to become a universal entrepreneurial NEVERGIVEUPISM symbol.

Auction goal

Auction goal is to finance the www.aptedia.com 5 first web projects on 10 one actually unveiled is a Crowd Sourced Emotional Processor that intends to make AI human like feelings and emotions able.

All group projects won't be unveiled at once as we're living in a world where copy is really fast and common. Here are the fields APTEDIA will operate in:

- E-commerce
- E-learning
- IT investment
- Business productivity
- Offshore digital production outsourcing
- Market analysis for web startups
- Litterary edition
- Artificial intelligence

Founder Bio

The Aptedia group was created by Sébastien LANDRIEU 40 years old, father of 3, ex www.wix.com team member.

School dropped out at age 14 with no diploma, not even the elementary one, Sébastien LANDRIEU spent 9 years drugged to the bones with pot, beer, acids, cocaine, a totally lost dude.

At age 7, Sébastien's father, owning a master degree in narcissistic perversion, was used to telling him he should never have been born and would end in a trash...Sébastien then decided to protect himself really quickly and ended in kind of a bubble from which he started to study his peers in a quest of knowing why people freely hurt each one another...And the answer was (and still is) kind of uncool and worrying: because of their difference...That leads to misunderstandings, fears, conflicts...Difference that is our best treasure as well as our biggest burden.

Second point is that we humans have felt in a kind of a mechanical “carpe diem” that makes us blind and unable to evaluate the impact of our present actions...Carpe diem has become the modern times individualism root and #1 masses manipulation tool while everyone thinks it saves at individual scale...what's somehow right...Carpe diem is like a drug a psychiatrist could give you to see “la vie en rose” but if you do not work on yourself, it's vain...The Problem is that the major part of the world is actually “carpe diem” drugged while we need to unite...And try to get a needle out of junkies arms...

Today, Sebastien Landrieu's fight is about making people aware about such problems and the APTEDIA group will place the main part of its resources in its New Givers foundation project that stands to make fortunes give to entrepreneurs contractually engaged in making the world a better place their turn. It's better to see an army of good makers and future donors but a few of them.

At age 13 and tired of his father perversion, Sébastien decided to live with his mother and started to get seriously drugged. Sébastien's brother, who was back from 3 years of military

service, joined him and they both had to live in a really unhealthy moist basement (there were scorpions running on the floor at night!). This basement quickly became the city's metal junky dudes' den, there were like 30 to 40 people in there, all stoned with the best not to know what drugs. Sébastien was then splitting his time between the basement and a bunker where city's junkies were used to going.

At the age of 17 and severely drugged, Sébastien got kicked from home to a kind of a homeless house where he met really old Algerian grandpas, the ones who came to reconstruct France after the war and that the country thanked by parking them in such shitty places...Grandpas who were not releasing your hand when saying hello up until they got insured made sure you were ALL OK...Grandpas cheering you when you were sad, inviting you for lunch when your fridge was empty...From this particular time, Sébastien knew about true love and compassion, values which never left and helped him strive.

At 30 years old, Sébastien joined www.wix.com by "lying a little" on his CV and then started to care about company's user support, translations, learned English with Google translator, learned about UI (user interfaces), UX (user experience), produced a bunch a nice feats, web technologies, mass marketing, product strategy, economic modeling and so on...Sébastien spent 3 years working 15/7/365 for wix and then left in the middle of 2010.

In the middle of 2011, Sébastien started to create WordPress websites for SMEs but quickly got to the point that companies like wix were killing his business...He then started to think about his own scalable, profitable, repeatable projects while caring about taking care of his first kid Adam at home.

Having no choice to relax but to work on several projects, Sébastien worked on one, two, three, now ten ones... Like some other dudes were having social lives, chilling with friends, going on vacation and stuff, Sébastien was working 15/7/365 alone in quasi total isolation... And turned into a kind of a "social phobic", which is a real problem when it comes to finding associates but hey, knowing 65% of startups failures are caused by associates conflicts, he told himself it saved him from such a pain... It's been a hard time working alone but hey, now it's going to be easier to deal with employees but associates in case of troubles...

Sébastien successively took care of his 3 kids home: Adam, Louise and Tristan, who's currently 8 months old.

Aware that no one would finance him without a team, still social phobic, having faced many French business creation associations rejections and ignored by president Macron, Sébastien then decided to ask a 3-million-euros pre-seed ticket to all of the French fortune 500...Told them about his personal story and learning curve, gave no details about group's projects but fields and financial potentials to end asking for an interview. Sébastien almost received non-answers, negative answers, encouragements and even admiration letters in regard of his story but no one accepted to finance or give him audience...Sébastien was then the "lucky owner" of 500 postal mail delivery notification documents he decided to recycle to build the Paper Rabbit that is wished to become a universal NEVERGIVEUPISM symbol. Sébastien first concern was not to lose +-3000€ sending all the letters costed...Sébastien then decided to contact some local artisans and proposed them to join the project.

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Paper Rabbit auction website : www.paper-rabbit.fr

Making of and short version story: <https://bit.ly/2w7pG4Z>

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Translated from French by [Céline Antoine](#)