

**Frédéric Mazzella**

**Laure Claire et Benoît Reillier**

# Mission BlaBlaCar

**A unicorn inside story**

## How do you take 100 million people on a road trip?

*Mission BlaBlaCar* tells the story of unbridled entrepreneurial enthusiasm that transformed a strange idea—ride sharing—into a social phenomenon. Through a friendly dialogue between Frédéric Mazzella and his two co-authors, Laure Claire Reillier and Benoît Reillier, we discover how common sense, determination and structured thinking lead to success. We learn how Frédéric stumbled upon the name BlaBlaCar after 80 sleepless nights, perfected investor pitches in front of his cat, recruited 500 people and opened in 20 countries in less than four years!

## Entrepreneur or astronaut, all on a mission?

From the very first pages, French astronaut Thomas Pesquet sets the tone with his preface written from space: "What we have in common with Fred is the mission: to dream, to dare believing, and to give it all". While the dialogues can be read as a novel, the structure of the book allows the authors to share much more than just their own story. *Mission BlaBlaCar* is full of examples of other companies made in France (Doctolib, Yuka, MAIF...) or elsewhere (Pixar, Vinted, Patagonia...). In addition, 20 method sheets summarize key lessons on what it takes to create a "unicorn".

## For whom?

The 100 million BlaBlaCar carpoolers in the world, including 20 million in France, will discover the inside story of the creation of a service that has changed their lives. Students, as well as entrepreneurs of today and tomorrow will find many examples and methods, as well as insights into the many facets of an entrepreneurial project. The authors have written "the book they would have liked to read at the beginning of their professional adventure", which makes *Mission BlaBlaCar* a reference for entrepreneurs and project creators.

## Why ?

By telling this story, punctuated by questions and reflections, the authors share what they've learnt along the way. Their ambition is to equip the next generation of entrepreneurs with methods and frameworks to help them innovate, and address future climate, technological and social challenges.



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Frédéric Mazzella is the founder of BlaBlaCar, a French born unicorn, and now the ride sharing world leader. He is also entrepreneurial co-chair of France Digitale, the largest association of start-ups in Europe. After a career combining science and music, he became passionate about community platforms and their potential to reduce our environmental impact, contributing to the rise of the sharing economy by creating BlaBlaCar.

Laure Claire Reillier and Benoît Reillier are founders of Launchworks & Co and advise innovative companies and large groups on their digital strategy. They are authors of Platform Strategy (Routledge) and also lecture at leading business schools including HEC Paris, ESCP Business School and Berkeley University.

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