

FINANCING THE FUTURE: MARC RENÉ DESCHENAU



Innovative, disruptive and sustainable ventures

Dealmaker Marc René Deschenaux has IPOs in the works from Hollywood to Africa to Croatia and beyond. With an eye on innovation and profitability, the international financier has to date engineered 179 successful initial public offerings and 243 private offerings. Finding growth opportunities is a perpetual pursuit for Deschenaux and his team.

Deschenaux has propelled his background as a jurist – a non-bar lawyer – into business partnerships and promising IPOs. Acutely aware that litigation is rarely a solution, Deschenaux co-founded Greenberg Hornblower Deschenaux & Partners LLP, a non-bar and non-litigation law firm. “I believe that going to court is already a failure,” he says. “Whether you are the winner or not makes no difference.”

In Deschenaux’s spotlight right now is **INTELLECTUAL PROPERTY SECURITIES CORPORATION (IPSE)**. “IPSE will finance new motion pictures, music projects, patents and technologies through the securities markets. It intends to open a new market sector on the NASDAQ to list a new generation of pass-through securities.” IPSE aims to incorporate intellectual property rights into securities and their management, removing the risk of loss of royalties relative to the works of the author, artist or inventor.

<https://www.ipse.inc>

IPSE has successfully started the process of becoming a listed entity using Swiss Financiers, Inc., a new firm revolutionizing the deal-making in IPOs and large financial transactions. Deschenaux is one of the founding partners of Swiss

Financiers. The firm is managed by a group of entrepreneurs and experts with a track record in finance, innovation, start-up funding, governance, management and leadership. Each of the founding partners has a distinctive background from specialized yet complementary sectors of the industry, with expertise in investments, venture capital, private equity, debt, securities and investment banking.

<https://swissfinanciers.com/about/>

“I’m working with a dream team which includes Christian Frampton, Dorin Citu, Alex Kummerman, Glenn Proellochs, Dourgam Kummer, Maxime Lagane and Hayet Bouzid,” Deschenaux says. “My law partners Richard M. Greenberg and Ralph Hornblower III are key to managing these deals successfully.” As an example, Deschenaux and his team



are co-sponsoring The Hollywood SPAC, a Special Purpose Acquisition Company aiming to consolidate Hollywood studios and production companies into a modern Cinecittà.
<https://www.hollywoodspac.com>

The growing appetite for unlisted securities has also led Deschenaux and team to nurture and support the recent establishment of PreIPO & Private Stock, an exchange agora which offers an AI-driven valuation filter and marketplace for private companies.
<https://preipo.com/>

Some of the other IPOs Deschenaux has on deck now are companies involved in rain-creating environmental technology, secure mobile transactions, a hospitality/wellness group, Eiffel district projects and sustainable luxury real estate projects.

WEATHER CORP, filing for its IPO under the name Weather Corporation (WCORP) creates rain anywhere needed in the world without any chemical products. The company's technology for rainfall enhancement is environmentally friendly, solar powered and zero-CO2. It mimics nature's ionization processes in local atmosphere, which influences growth of raindrops in clouds by means of ground-based systems and hardware.
<https://weathercorp.co>

MOBIGROUP is currently changing the way people pay in Africa and soon will change the way governments collect Value Added Tax. "MobiGroup is one of the companies that will be taken public by Swiss Financiers to major international securities markets within the next 24 months," says Deschenaux. The company's payment technology bypasses

merchant collection procedures to deliver tax payments directly to tax revenue authorities. <https://mobivat.com/>

EARTH AND SKY is active in 3 distinctive industries: hospitality, agriculture and the production of essential oils. Focused on wellness tourism and healthcare, the company's luxury hotels will provide guests with unique recreation, holistic treatments and therapies. Its first property, now underway in Marrakech, will produce its own eco-energy.
<https://earthandskycorp.com>

EIFFEL INTERNATIONAL CORPORATION (EIC) has selected Swiss Financiers to orchestrate its IPO processes. EIC is set to go public to finance the construction of 10 iconic Eiffel Towers and French Quarters in key locations around the world. Each new landmark Eiffel Tower will be the centerpiece of a district steeped in French culture, savoir-vivre and sophistication. "EIC represents French ingenuity at its best," Deschenaux notes.
<https://www.eiffel-corporation.com>

ADRIATICA REAL ESTATE CORPORATION, doing business as Adreal, is creating the luxury residential, commercial and marina project Nikola village on the Dalmatia Adriatic coast near Sibenik, Croatia. This operation is based on Jean-Paul Uldry's CHR-EKO Projekt SA. The Swiss company has invested more than USD 90 million to date. Adreal's model is to acquire real estate in some of the most attractive locations in the world and build community-friendly properties using durable and sustainable techniques that reflect the local culture. "While this might seem like the least innovative of our current IPOs, it could be one of the most profitable," says Deschenaux.
<https://www.adrealcorp.com>

Global citizen and leader

Deschenaux divides his time between Geneva, Marrakech, New York and Los Angeles. Fluent in French, English, Italian, German and Spanish, he says his Chinese is “in progress.” Considered a world expert in corporate finance, he speaks at conferences worldwide, including the Growth Capital Conference at The Olympic Collection in Los Angeles, and the Reg A Conference in New York. Author of several books, he has also taught finance, project financing, as well as financial, marketing and legal strategies at various universities around the world. And to keep his expertise cutting-edge, he is pursuing a PhD in law, with focus on IPOs, at the University of Geneva, where he also has a master’s degree in economic law and is certified in transnational law. Deschenaux will be a keynote speaker at the SPAC conference in Rye, NY, in June 2021, <http://spacconference.com/> and at the IPO conference <https://ipoconference.com>

Deschenaux has served on the board of directors for more than 80 companies worldwide. From 2012 to 2020 he served as treasurer and judge-mediator at the International Court of Mediation and Arbitration (CIMEDA). He is now an Ambassador of the African Court of Mediation and Arbitration (CAMAR).

The IPO Institute is the materialization of Deschenaux’s work in IPOs <https://ipoinstitute.com> . It helps entrepreneurs and growing businesses understand the complexities of the initial public offering process. “It came about because too many people, including experts, talk about the IPO without any understanding of

the other fields involved beside their own,” says the financier. “It requires multiple fields of knowledge, and the initial public offering transaction is at the crossroads of these disciplines.”

Deschenaux’s leadership activities extend to a number of nonprofits. He founded the Experts Without Borders Federation <https://www.expertswithoutborders.ngo/> which provides accredited experts to courts, governments, international organizations, companies, law firms and other clients around the world.

He also established the Perpetual Charity Corporation, a financial company that applies the capital and skills of the Wall Street community to charitable causes. Its \$30 billion IPO will create a perpetual source of charitable funding. “Perpetual Charity Corporation will be the very first charity IPO in the history of mankind and yet a very profitable one for its investors,” says Deschenaux.

<https://perpetualcharity.com>

TO LEARN MORE, VISIT

[HTTPS://MARC.DESCHENAUX.COM/](https://marc.deschenaux.com/)

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The modern lawyer must join forces with other professions and skills, such as finance, marketing, communication and psychology. We are builders – making money on our clients’ achievements and successes, and never on their failures.” – Marc Deschenaux

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