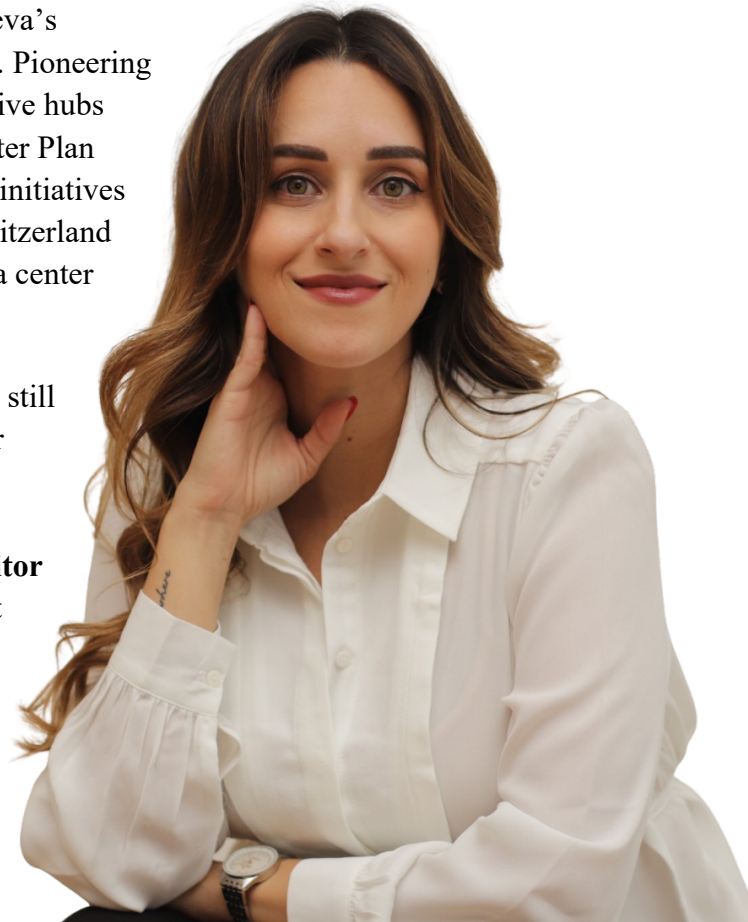


Press Release
(for immediate release)

Geneva-based entrepreneur Janine Grandjean launches The Grand Strategy Co. — a strategic partner for Swiss founders and local businesses seeking clarity in business growth

Geneva, Switzerland – September 15, 2025 – Geneva's entrepreneurial ecosystem is rich with opportunity. Pioneering incubators such as FONGIT and GENILEM, creative hubs like Impact Hub, and the canton's Innovation Master Plan are driving local innovation. At the national level, initiatives such as Startup Campus Switzerland and digitalswitzerland continue to strengthen the country's reputation as a center for entrepreneurship and innovation.

Amid this thriving ecosystem, many entrepreneurs still face a different kind of challenge: positioning their offers effectively, aligning their resources, and developing a clear strategy for sustainable growth. According to the **Global Entrepreneurship Monitor Switzerland 2023/24**, founders consistently report weaknesses in market entry dynamics and regulatory burdens, factors that directly affect their ability to position themselves clearly and sustain growth. The **Swiss Startup Radar 2023** further highlights that while Swiss startups attract strong early-stage investment, many fail to scale successfully, with challenges in positioning and resource alignment among the most common barriers.



“Entrepreneurs in Geneva and across Switzerland have access to incredible opportunities, networks, funding, and resources,” says Grandjean. “What is often missing is the clarity to turn those opportunities into concrete results. The Grand Strategy Co. was created to work alongside founders as a strategic partner, helping them align their vision, sharpen their positioning, and focus their energy where it will have the greatest impact.”

Geneva's entrepreneurial landscape continues to expand, attracting global talent and nurturing local ambition. The abundance of resources is a strength, yet it also creates complexity. Founders are often pulled in too many directions at once, making it difficult to prioritise and act decisively.

Grandjean brings 15 years of experience in business development, sales, and digital strategy across sectors including telecom, healthcare, tourism, NGOs, technology, finance, and professional services. Originally from Belize and now based in Geneva, she combines global

Press Release
(for immediate release)

perspective with local insight to help entrepreneurs realign strategy and vision to accelerate growth.

“Resources and ambition are vital, but they are not enough on their own,” Grandjean explains. “What drives lasting growth is the ability to make clear choices and follow them through with focus. That is the role I step into with The Grand Strategy Co.”

About The Grand Strategy Co.

The Grand Strategy Co. is a Geneva-based consulting agency founded by Janine Grandjean to help entrepreneurs, startups, and local businesses sharpen their strategy and move forward with clarity.

Its services include:

- *The Spark*: A focused, one-hour clarity session designed to address a critical business decision.
- *The Grand Strategy Day*: An intensive workshop to reframe positioning, strengthen offers, and design a practical growth plan.
- *The Grand Strategy Method*: A structured program guiding businesses from vision to execution with precision.

For more information, visit www.grandstrategyco.com or contact:

Media Contact Janine Grandjean
Founder | Strategic Growth Consultant, The Grand Strategy Co.

 janine@grandstrategyco.com

 www.grandstrategyco.com

HR Pictures

<https://bit.ly/4qsIAN9>