
PROJET D'ENTREPRISE EN FRANCE

VLS-TS Entrepreneur / Profession Libérale

Référence: FRA1WA20267002623

Alpes-Maritimes (06)

+1 424 283 2812

sasha@tailoredbysasha.info

Demandeur

Nom: Sasha Tabrese Jones

Nationalité: États-Unis

Statut Proposé: Entreprise Individuelle

www.tailoredbysasha.info



Bonjour,

Je m'appelle Sasha Tabrese Jones et je sollicite l'autorisation d'exercer une activité professionnelle indépendante en qualité d'entrepreneur individuel sous le régime de la profession libérale (NAF Section M: Activités spécialisées, scientifiques et techniques) dans le département des Alpes-Maritimes.

L'activité proposée consiste en une mission de conseil stratégique indépendant auprès de décideurs économiques intervenant dans des projets d'investissement en hôtellerie et en immobilier à usage mixte, principalement dans un contexte transfrontalier entre la France et les États-Unis.

Cette activité est strictement consultative et ne comprend ni production événementielle, ni activité commerciale de vente, ni intermédiation réglementée.

Elle est alignée avec les caractéristiques économiques des Alpes-Maritimes:

- Forte concentration d'actifs hôteliers et touristiques à haute valeur
- Environnement transfrontalier incluant Monaco
- Présence de capitaux internationaux
- Activité économique soutenue tout au long de l'année

Aperçu du candidat

Sasha Tabrese Jones possède plus de vingt (20) années d'expérience professionnelle en optimisation commerciale, gestion contractuelle, structuration de partenariats et coordination multi-acteurs. Elle est également Founding Principal de Tailored by Sasha Inc., société holding américaine non opérationnelle. Cette entité ne conduit aucune activité commerciale et ne percevra aucun flux automatique de revenus issus de l'activité française. L'activité exercée en France sera indépendante, contractualisée et fiscalement autonome.



Le demandeur n'agira pas en qualité de conseiller financier au sens de la réglementation de l'AMF, ne recevra aucune rémunération en valeurs mobilières liée à des transactions, n'effectuera aucun placement de titres, aucune levée de fonds ou sollicitation de capitaux, n'exercera pas la profession d'agent immobilier et ne participera à aucune activité d'intermédiation réglementée.

Toutes les fonctions réglementées demeurent d'office aux professionnels agréés.



APPLICANT PROFESSIONAL BACKGROUND

The Applicant brings over twenty (20) years of experience across commercial optimization, contract management, stakeholder facilitation, and public-private coordination environments. Selected professional achievements include:

- Reducing procurement cycles by 40% while improving contract margin performance.
- Delivering 20% quarterly revenue uplift through B2B activation and partnership structuring.
- Rebuilding operational infrastructure across multi-location food and hospitality operations to improve compliance and cost control.

Selected Institutional Contract & Convening Experience

During the applicant's tenure with Trade Center Management Associates at the Ronald Reagan Building and International Trade Center (Washington, DC), the Applicant has operated within regulated federal and international institutional environments involving procurement, compliance, and multi-stakeholder coordination. Selected engagements include:

U.S. Department of Education – Federal Student Aid Policy & Readiness Initiative

Total Contract Value: \$298,775.50

A federally regulated program requiring structured compliance, documentation sequencing, and multi-party stakeholder management.

U.S. Department of Commerce ITA – USMCA Softwood Lumber Hearings

Contracts averaging approximately \$35,000 per engagement

Engagements supporting structured trade hearings within a regulated federal trade policy framework.

Foreign Investment Agency, Ministry of Finance of Vietnam – SelectUSA Delegation Support

Total Contract Value: \$21,703.75

Cross-border trade and foreign direct investment programming requiring structured international stakeholder coordination and alignment within sovereign institutional and protocol requirements.

MACPAC (Medicaid and CHIP Payment and Access Commission) & MedPAC (Medicare Payment Advisory Commission) – Mandated Public Policy Convenings

MACPAC: \$11,531.56 per contract | MEDPAC: \$20,917.38 per contract

Ongoing quarterly federally mandated public policy convenings conducted under Blanket Purchase Agreements (BPAs) within recurring federal procurement frameworks.

AGOA Alliance – African Growth and Opportunity Act

Average Total Contract Value: \$4,500 per engagement

Small-format policy roundtables within a federally relevant international trade context.

The proposed advisory activity in France extends directly from this commercial and operational foundation. A detailed curriculum vitae outlining full professional history and credentials is attached as Appendix A.



PROPOSED ACTIVITY

Scope of Activity

The activity operates upstream in hospitality and mixed-use investment contexts. It provides structured strategic advisory services at early stages of opportunity development, prior to formal regulatory engagement or contractual negotiation.

The advisory does not function as an access intermediary. Instead, it structures governance alignment where capital providers, operators, and institutional stakeholders must clarify decision rights, sequencing, and responsibilities before entering formal legal processes.

The objective is to reduce procedural friction and improve transaction readiness prior to downstream regulatory, legal, and financial engagement.

Regulatory Boundaries & Compliance

The activity is limited to independent strategic advisory services within the profession libérale framework. It does not:

- Provide financial advisory services under AMF regulation
- Engage in securities placement or capital raising
- Receive transaction-based securities compensation
- Operate as a real estate broker (agent immobilier)
- Provide legal, tax, or licensed financial services

All regulated activities remain exclusively under the responsibility of appropriately licensed professionals.

The activity will operate as an independent French sole proprietorship:

- Maintaining independent accounting
- Paying French taxes and social contributions
- Contracting in its own name
- Bearing its own professional liability

No French revenue is automatically transferred to the Applicant's U.S. holding entity.



Structured Advisory Framework (SIV)

The proposed activity is delivered through a structured, proprietary, advisory framework. SIV operates under a single commercial advisory mandate with a clearly defined scope, deliverables, and fixed or banded compensation. Within that mandate, clients may move through structured advisory phases depending on objectives, readiness, or institutional context.

Private Market Advisory Phases

1. Exploratory Alignment:

An invitation-only thematic salon designed to test a shared thesis, assess decision-maker compatibility, and determine whether structured collaboration should proceed.

2. Structured Alignment:

A private, in-residence advisory, where aligned parties clarify early structure, define roles, and evaluate commercial readiness.

3. Deal Readiness:

A structured decision-setting closing chamber supporting transition from alignment discussions to formal negotiation and execution outside the advisory mandate.

Public-Private Advisory Phases

1. Delegation & Commercial Convening:

A multi-day advisory supporting trade delegations, SMEs, or institutions seeking structured introductions and strategic positioning within a defined ecosystem.

2. Sector Mastermind:

Focused roundtable to pressure-test sector opportunities, assess capability alignment, and determine commercial feasibility.

3. Public Private Partnership Readiness:

A high-level convening aligning public institutions and private operators around foreign direct investment, trade, and regional hospitality and tourism development priorities.

SIV activates at early-stage opportunity surfacing within hospitality and mixed-use transactions. For any SIV room, the activity surfaces and sequences the regulatory and decision architecture required for capital deployment:

- Buyer (economic buyer)
- Payer/Funder (capital source)
- Decision Rights (who can legally approve and sign)
- Blockers (regulatory, political, structural)
- Regulatory & Approvals (what must be satisfied for signature and capital deployment)

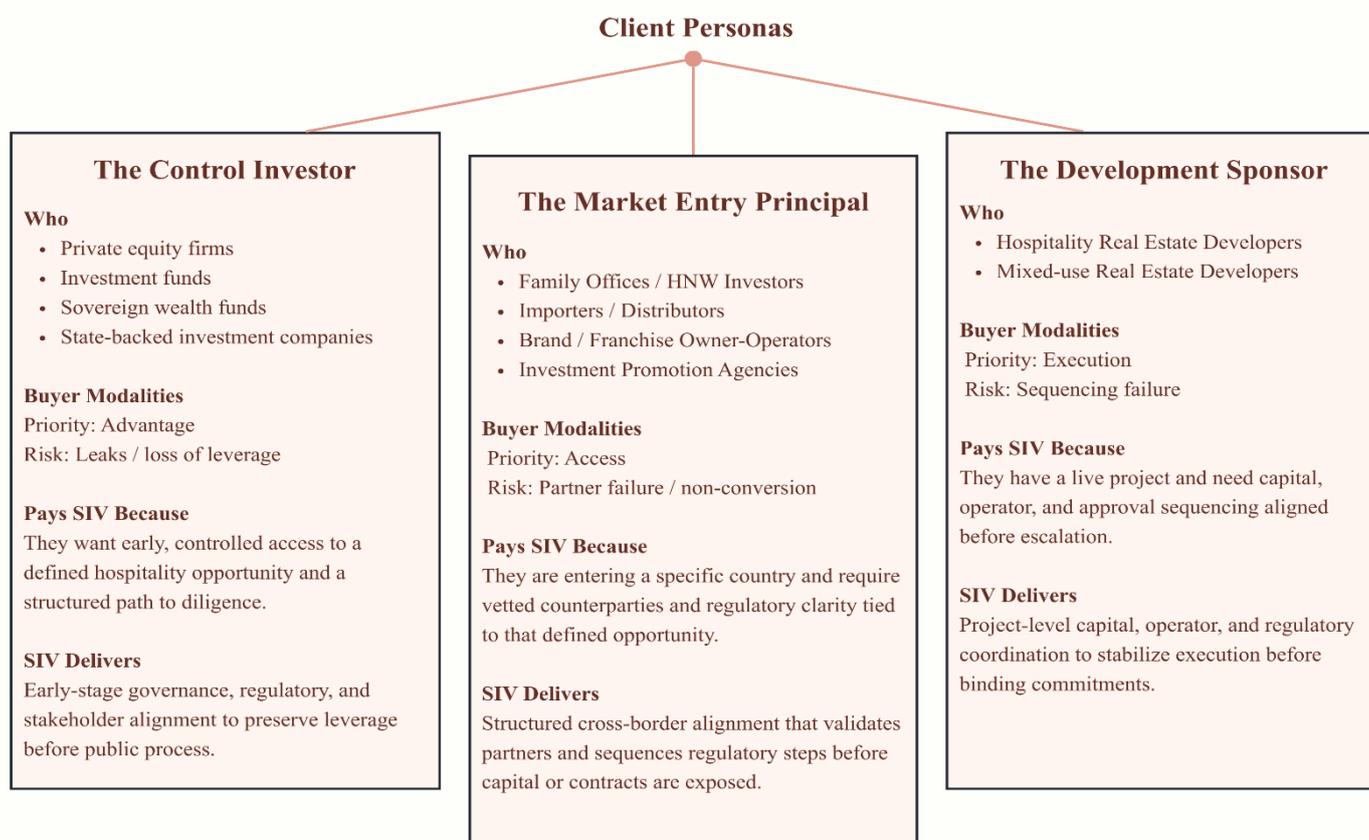


Client Personas

The activity's client profiles represent three primary buyer types present in the Alpes-Maritimes and Monaco corridor that want:

- To deploy capital into assets with control, timing, and governance clarity.
- A credible pathway into a foreign market through vetted partners and defined roles.
- To secure capital, operator alignment, and regulatory approval in the correct sequence.

Across all three personas, engagement occurs at defined decision points where structured sequencing is required prior to formal execution.



The Alpes-Maritimes provides a viable environment for these personas because it concentrates high-value tourism assets, cross-border European capital, and active public investment mandates within a compact geographic corridor.



MARKET CONTEXT

Regional Profile & Structural Market Condition

The Alpes-Maritimes functions as a high-density international mobility corridor shaped by sustained cross-border movement supporting hospitality, real estate, investment-facing services, and international commerce.

Tourism represents a significant economic driver. The Côte d'Azur France Tourisme Observatory reports approximately €6.5 billion in tourism consumption generating nearly €12 billion in revenue, with tourism contributing more than 15% to the local economy (compared to approximately 7.5% nationally).

Demand is materially international. Foreign visitors represent approximately 52% of attendance and demonstrate higher average daily expenditure (€110/day versus €70/day for domestic visitors), reinforcing the region's premium asset orientation and capital attractiveness.

Air connectivity further strengthens this positioning. Nice Côte d'Azur Airport handled over 15 million commercial passengers in 2025, confirming its role as a primary international gateway into the Riviera corridor. The A8 motorway links Aix-en-Provence through Cannes, Antibes, Nice, Monaco, and Menton to the Italian border, enabling high-frequency business mobility and cross-border commercial interaction.

Business-related presence complements leisure demand. Approximately 14% of regional stays are business-oriented, including convention attendance. At scale, this supports recurring introductions, exploratory partnership discussions, and early-stage commercial dialogue.

Monaco's proximity intensifies this structural density by concentrating capital, corporate services, and global networks within immediate proximity to the Alpes-Maritimes. Monaco's GDP exceeded €10 billion in 2024 (IMSEE reporting), and its services-dominated economy reinforces its role as a capital and advisory hub. Recurring international events generate consistent presence of family offices, institutional representatives, and private investors within the corridor.

At the national level, France remains a major foreign investment destination. Business France recorded 1,688 foreign investment decisions in 2024 and 1,878 in 2025. Independent reporting, including the EY France Attractiveness Survey 2025, notes moderation in project volume and extended execution timelines, reflecting increased investor selectivity and cost discipline.

The regional environment is therefore characterized not by absence of capital, but by disciplined sequencing prior to formal commitment.



Identified Structural Gap

Recorded foreign investment decisions reflect projects that have reached institutional validation and formalization. They do not capture the larger volume of exploratory cross-border engagement occurring upstream. In high-mobility regions such as the Alpes-Maritimes–Monaco corridor, international presence and early-stage dialogue are substantial. However, formalized investment decisions remain comparatively limited relative to total exposure and interaction. This indicates a sequencing gap between:

- Presence, introductions, and exploratory engagement
- Projects sufficiently structured to enter formal regulatory, contracting, and institutional validation pathways

France is not structurally restrictive in market-access terms, but execution often requires disciplined navigation of documentation, regulatory sequencing, and local institutional familiarity.

This sequencing gap delays capital deployment and formal contracting.

Value Positioning Within the Gap

The proposed advisory activity does not generate demand. It structures demand that is already circulating within the corridor. The activity operates at the early-stage alignment phase by structuring:

- Decision authority identification
- Regulatory sequencing
- Institutional role clarification
- Counterparty alignment prior to formal engagement

By reducing mis-sequencing and premature exposure, the advisory increases transaction readiness before legal, financial, and regulatory processes formally activate.

Minimum Viable Commercial Threshold

The commercial viability of the activity does not require high transaction volume. The Year 1 model is intentionally conservative, and mandate driven. The activity targets 1–2 structured advisory mandates annually within hospitality or mixed-use redevelopment contexts. Advisory scopes are structured around governance alignment, cross-border sequencing, and capital-operator structuring phases tied to defined assets. Even a limited number of such mandates are sufficient to establish economic sustainability while preserving selectivity and discretion. The objective is not transaction throughput. It is a disciplined conversion of defined opportunities into structured advisory engagements. The Applicant maintains sufficient personal savings to support establishment during initial market integration.



Go-to-Market Strategy

Geographic Positioning: Menton Base, Monaco Capital Amplifier

The primary base of operations will be Menton within Alpes-Maritimes, under French jurisdiction.

Monaco functions solely as a neighboring capital ecosystem, not as an operational base.

All advisory engagements are contracted and delivered under French professional status. While the corridor includes cross-border capital movement, the activity's legal, fiscal, and operational center remains in France.

Monaco proximity enhances ecosystem awareness but does not alter the French regulatory domicile of the activity. This dual positioning simply supports the activity's upstream, opportunity-specific, advisory model by aligning capital access with asset visibility inside a compact geographic radius.

Integration Channels

External platforms, as outlined within this section, function solely as visibility and professional networking channels during initial establishment. These relationships do not:

- Participate in advisory delivery
- Share in advisory compensation
- Control mandate structuring
- Substitute for direct client acquisition

All revenue-generating engagements are independently contracted by the French sole proprietorship.

1. Cross-border Hospitality Intelligence Bridge

This activity leverages [Stirring up Hospitality](#) as a cross-border hospitality intelligence sector visibility channel. Stirring up Hospitality embeds SIV within owner, operator, and brand-level dialogue across jurisdictions, providing early-stage visibility into:

- Cross-border and brand entry expansion intent
- Hotel repositioning and redevelopment discussions
- Capital interest emerging from owner-operator relationships

This integration does not function as brokerage or promotional intermediation. It functions as a sector-embedded signal layer that enables the activity to identify defined opportunities at the surfacing stage and convert them into structured governance and alignment of advisory mandates.



2. External Public Relations Support

This activity will be supported by [EP Studio](#), a Washington, DC-based boutique global public relations firm, during the market entry phase. The purpose of this support is to ensure disciplined articulation of:

- Scope of services
- Regulatory boundaries
- Institutional positioning
- Cross-border governance expertise

EP Studio does not participate in advisory execution, mandate structuring, client negotiation, or transaction delivery. All advisory services, client engagement, mandate structuring, and delivery remain solely under the scope and control of this activity.

3. Lifestyle & Business Networking Club

Year 1 integration will be executed primarily through a structured partnership with Monaco-based business and networking platform, [Club Vivanova](#), which maintains:

- 15,000 newsletter subscribers and 60,000+ social media followers
- A strategic event ticketing partnership with U.S. based company, [CONFIRMED360](#)
- Concentrated network of cross-border entrepreneurs, capital allocators, and international business leaders

Engagement through this platform is structured to amplify social capital, support corridor credibility, help surface signal governance-focused advisory positioning, proximity to relevant principals, and defined opportunity pathways for advisory mandates.

Year 1 Marcom Dependency Chain



POSITIONING → TRUST → CREDIBILITY → ACCESS → CONVERSION

From Signal to Structured Advisory Revenue



Long-Term Brand Positioning

The activity's competitive differentiation is not access alone, but structured consequence management in complex, high-stakes environments.

Global capital markets are increasingly supported by automation and artificial intelligence. Asset discovery, valuation modeling, market diagnostics, and counterparty research are progressively optimized by data-driven systems. These tools increase transaction velocity and information availability. However, automation does not assume legal responsibility, reputational accountability, or cross-border governance discretion.

In transactions involving:

- Institutional capital
- Public-private participation
- Sovereign exposure
- Cross-border regulatory coordination
- High-value hospitality or mixed-use redevelopment

Execution requires structured human judgment in areas where technology cannot substitute for fiduciary awareness.

These governance functions include:

- Authority mapping and decision-right clarification
- Risk sequencing prior to capital exposure
- Controlled participant inclusion
- Reputational neutrality between counterparties
- Discretion in information flow and timing

As transaction velocity increases through technological optimization, the risk of misalignment, premature exposure, and sequencing error also increases. The advisory therefore operates at the human governance layer preceding formal negotiation and regulatory engagement.

Its long-term relevance is reinforced by AI acceleration, as higher automation at the analytical layer increases demand for disciplined human structuring at the decision and accountability layer.

The activity's strategic evolution reflects this positioning: from convening high-trust private environments to governing complex human alignment within capital-intensive, cross-border contexts.



FINANCIAL VIABILITY & PROJECTIONS

The activity's financial modeling is based on structured advisory mandates with defined scope and staged invoicing. Projected revenues are based on fixed-fee mandates aligned with comparable high-value advisory engagements within hospitality and mixed-use redevelopment contexts.

Economic Model Overview

The activity is structured as advisory engagements formalized through contractual mandates with defined scope, staged invoicing, and pre-delivery payment terms, ensuring revenue security prior to execution. Revenue is generated through structured advisory engagements across Private Market and Public-Private phases and is not dependent on volume-based activity or retail operations. The model assumes conservative cadence (1–2 engagements annually) and excludes speculative transaction-based compensation.

Year 1 Financial Overview (Conservative Scenario)

Entry year is modeled conservatively, assuming limited cadence during Alpes-Maritimes establishment. Income is therefore based solely on fixed contractual advisory income and excludes secondary revenue assumptions. The financial projections demonstrate viability under three conservative scenarios:

Entry Year Scenarios (Conservative)

Low Outcome Scenario

Assumes one private-market cycle + moderate corridor traction.

Projected Advisory Income:

€27,430.10



Mid-Range Outcome Scenario

Assumes one private-market cycle + public-sector engagement activated.

Projected Advisory Income:

€48,530.17



High Outcome Scenario

Assumes one private market cycle + early monetized public-private pathway.

Projected Advisory Income:

€63,716.64



Projected Advisory Income reflects professional compensation allocated from fixed-fee engagements after internal operational cost allocation, prior to personal tax structuring. The model reaches operational break-even upon completion of one structured private-market advisory cycle. The activity does not rely on volume of activity, contingent commissions, or speculative investment outcomes.



Projected Gross Advisory Revenue: €111,600

Estimated Professional Expenses (*insurance, travel, accounting, marketing*): €18,000

Estimated Social Contributions (*approximate range 22–25%*): €24,000

Net Pre-Income Tax Professional Income: ~€69,600

Even under the conservative scenario, income exceeds minimum subsistence thresholds and demonstrates financial autonomy.

Financial Discipline & Sustainability

The activity’s financial model remains calibrated to the economic density of the Alpes-Maritimes–Monaco corridor and requires a limited number of high-value engagements annually to sustain and expand professional income. The model is capital-light and does not require permanent premises, inventory, or salaried employees. Delivery is engagement-based, margin-disciplined, and structured around high-value advisory cycles rather than volume-based activity. The activity reaches operating break-even upon completion of a single private market cycle.

Long-Term Outlook (Years 2 - 3)

As corridor positioning stabilizes, revenue progression is expected to shift from primary reliance on Private Market advisory cycles toward increasing Public–Private activation. Year 1 establishes advisory credibility through Salon and Accord delivery. Years 2–3 introduce structured monetization through Roadshow and Master formats, with Summit activation emerging as a higher-tier institutional conversion pathway. Upon stabilization of recurring advisory income, transition to a SASU structure may be implemented to optimize long-term fiscal planning.

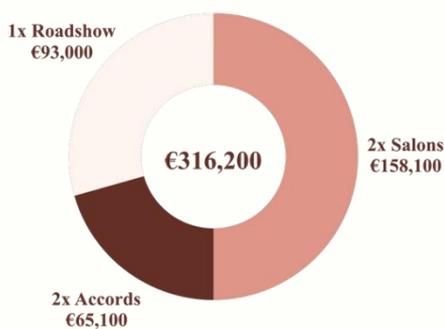
Projected Progression Scenarios (Conservative)

Low Outcome Scenario

Assumes revenue remains primarily private-market driven with selective public activation.

Projected Advisory Income:

€75,926.70



Mid-Range Outcome Scenario

Assumes revenue shifts toward public-private conversion + maintaining private-market continuity.

Projected Advisory Income:

€91,121.00



High Outcome Scenario

Assumes public-private monetization becomes a material revenue contributor.

Projected Advisory Income:

€99,556.48



This progression reflects a structural shift:

- **Stage 1:** Private-market advisory reliance
- **Stage 2:** Public-sector activation layered onto existing private network
- **Stage 3:** Structured Public–Private conversion through Master and Summit formats