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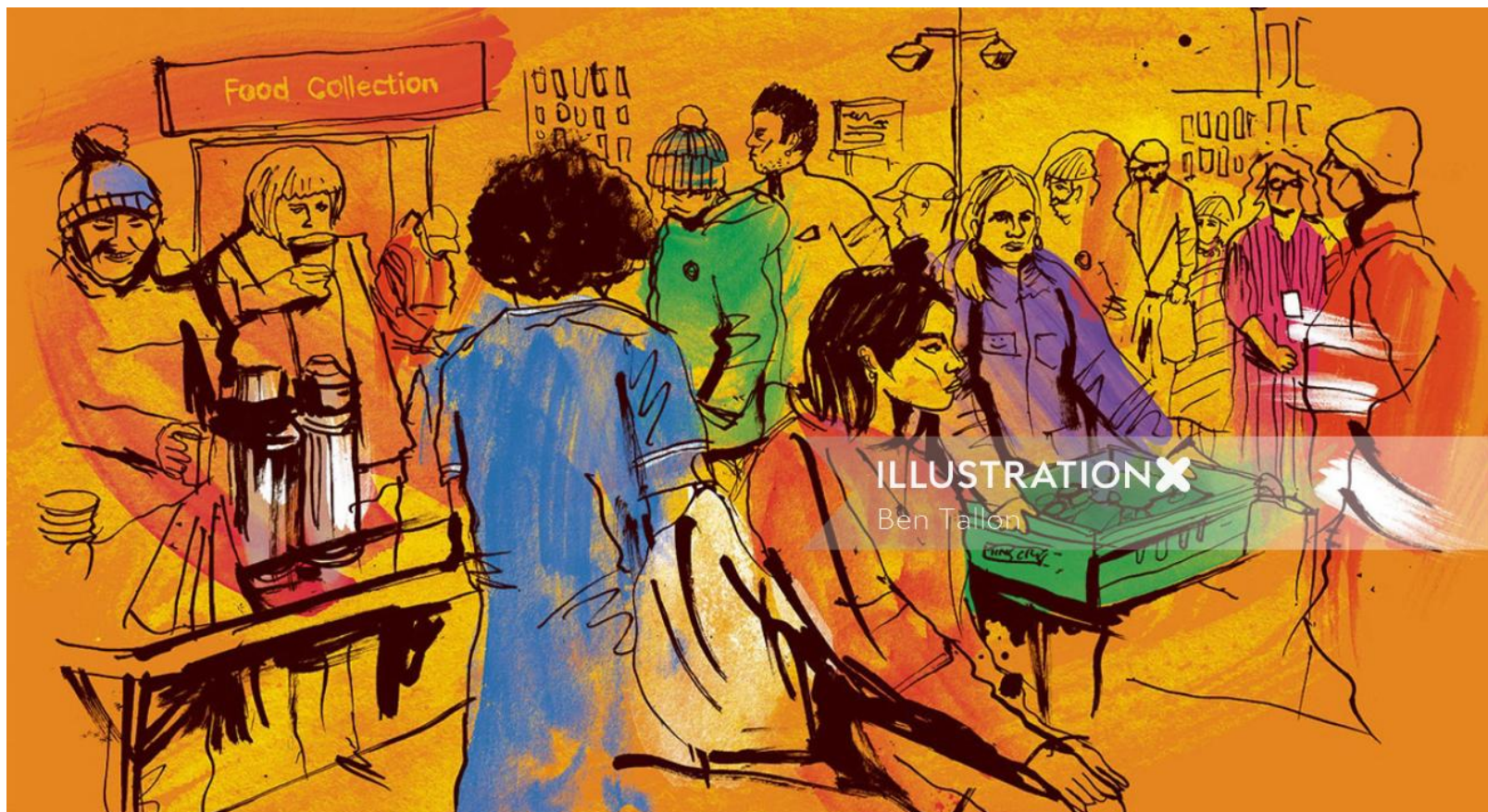
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ON!

THE QUEEN OF THE NEW BUZZ SPORT SHAUNA COXSEY, 28, climber

Google videos of Shauna Coxsey in action and you'll be mesmerised: she nips up climbing walls, sometimes using only her arms, legs swinging rhythmically, in a manner that'd put a mountain goat to shame. There's little wonder that sport climbing, making its debut in Tokyo, is set to be one of the Olympics' buzz events.

'The fact that our sport will be on the most prestigious stage in the world — and that'll encourage more people to try it — is so incredible,' she says.

Like climbing, Coxsey is also making her Olympics debut, although she has won 11 gold medals over her career. Oddly, it'll also be her swansong — she announced her retirement from competitive climbing shortly before she headed out to Tokyo. 'It's been a decision I always knew I would make. I've achieved every goal I've ever set myself in climbing,' she insists. Her husband, Ned, is a rock climber who put his competitive career on hold to support hers and their post-games plan is to tour the world scrambling up cliff faces together. What if she has a dazzling Olympics though — would she rethink that retirement? 'I'm really stubborn once I've set my mind to something,' she grins.

Coxsey got the climbing bug as a four-year-old after watching a documentary about French mountaineer Catherine Destivelle and heading straight for her local wall in Runcorn. Today she lives in Sheffield, in a house fitted out with climbing walls and various 'Beastmakers', which sound like torture devices. 'It's wooden training apparatus that I hang off with weights attached to me,' she says.

Having never previously pondered the lack of other women in her sport, launching a female climbing symposium to boost participation was an eye-opener.

'Because I'd been doing it from such a young age I was oblivious to the barriers women were facing,' she says. 'Worrying about things like getting bulky, getting stronger than their boyfriends or climbing on their periods. But it's clear climbing is growing among women. Sport helps break down so many barriers with body image. Women are realising that beauty and strength aren't mutually exclusive.'



THE LAID-BACK EX-PAT LONDONER NETHANEEL MITCHELL-BLAKE, 27, 200m and 4x100m relay sprinter

There's cool as a cucumber and then there's Nethaneel Mitchell-Blake, who lived in east London until the age of 13, when his parents moved the family back to their native Jamaica. There a teenage Mitchell-Blake would watch local hero Usain Bolt fly around Kingston's running track. Cut to the Rio 2016 Games, and he's competing against the fastest man in the world. 'I don't have time to be in awe of the competition,' he shrugs. 'But at the end of the day, he's a once in a lifetime talent.'

Having won an athletics scholarship to study international trade and finance at Louisiana State University and then making Florida home, Mitchell-Blake hasn't lived in the UK for half his life. The accent, however, is unmistakably east London. 'I'm most definitely still a Londoner. I represented Newham on a club level and I still remember my roots.'

The British relay teams have enjoyed success in recent years and it's always the most thrilling event on the athletics' schedule. Does he have sleepless nights about dropping the baton? 'I've never dropped a baton in my life! We put a lot of work into our exchange skills. It may look simple but it's not easy when someone runs into you at maximum velocity with a small stick, with 50,000 people cheering.'

He's relaxed and ready for Tokyo, his second Olympics: 'I'm excited to go to war. I feel like we're modern day gladiators.' He spends his downtime putting that finance degree to good use 'diversifying my portfolio — I dabble in stocks, the crypto market, real estate. Athletes retire at 33, 34 and that's the age most people are getting their second promotion. I need to prepare for the future.' He's future facing when it comes to running too. 'I'm not at the pinnacle of my sport yet, there's way more to achieve.'

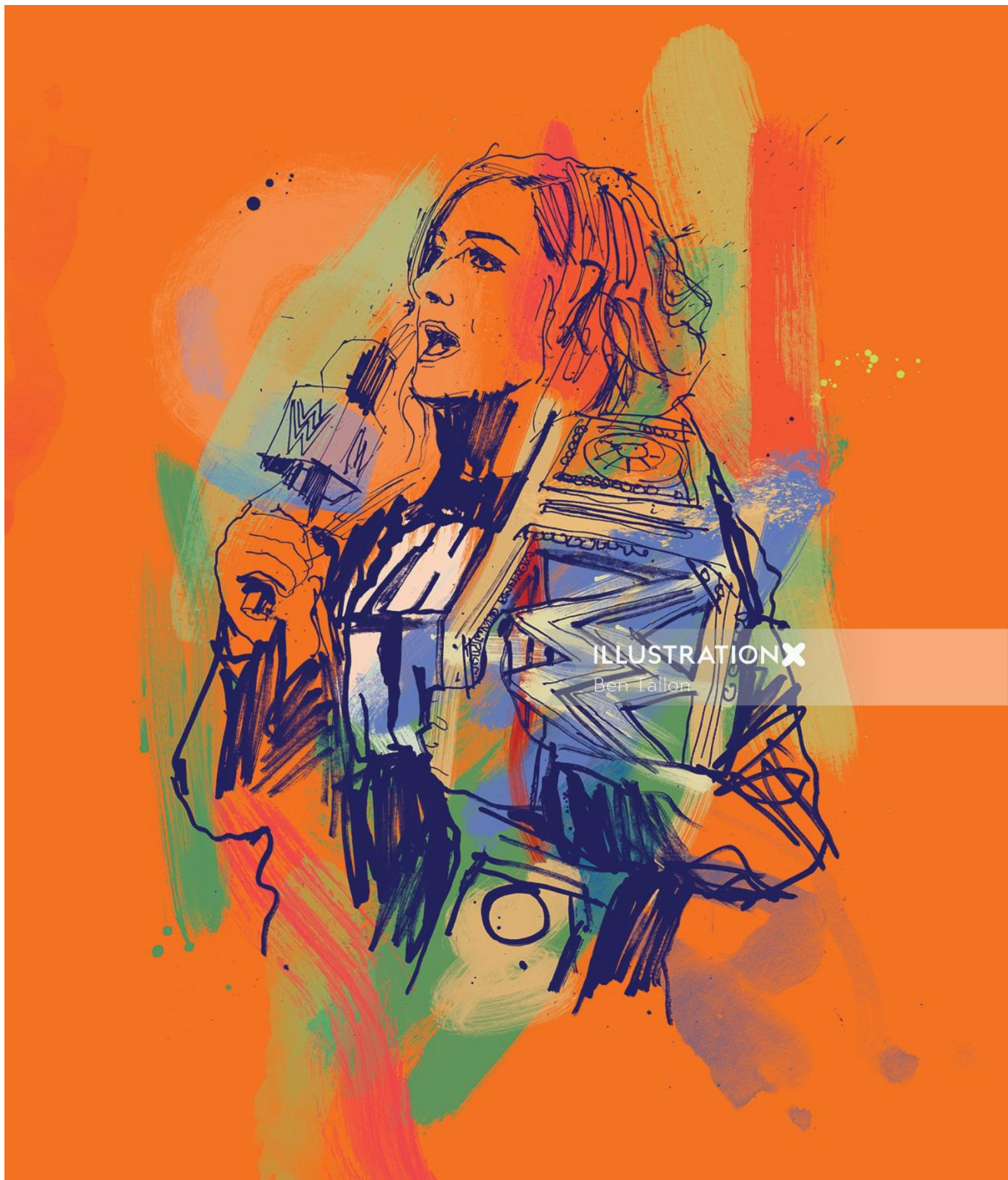
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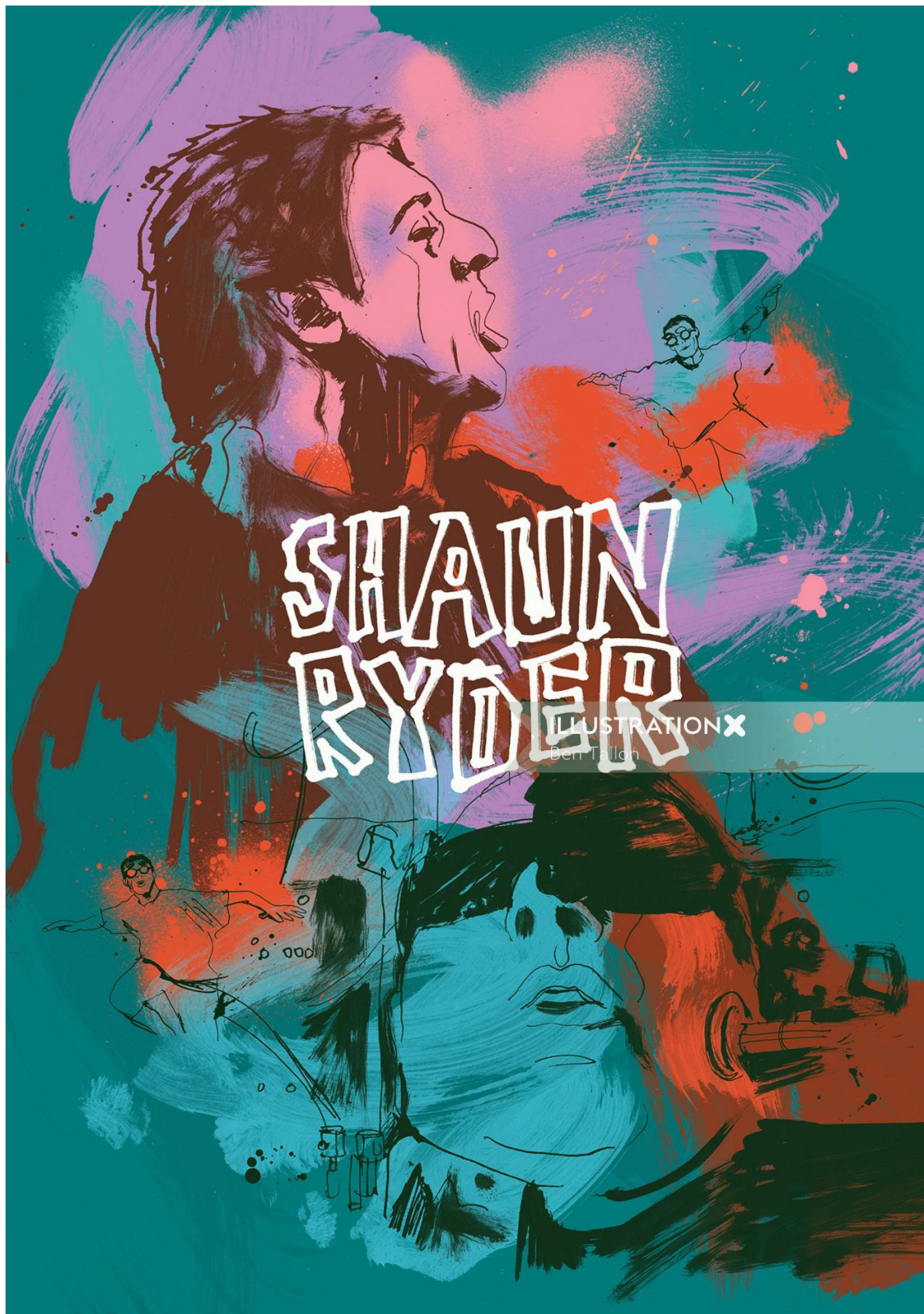
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Dossier ■ Entrepreneuriat en 2023

34

COLLABORER PLUTÔT QUE S'OBSERVER EN CHIENS DE FAÏENCE

La génération aux commandes de jeunes sociétés à forte croissance s'appuie sur la collaboration avec ses pairs pour grandir. Bienvenue dans l'ère du co-, avec ses cofondatrices, cocréateurs et coactionnaires. Par Julien de Weck Illustration: Ben Tallon

Bilan Juin 2023

«Les cartes ne sont plus redistribuées, on a changé les règles du jeu.»
Isabelle Chappuis, directrice du Futures Lab de HEC Lausanne

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Amael Parreaux-Ey, CEO de Resilio, société qui évalue l'empreinte environnementale des activités numériques des entreprises.

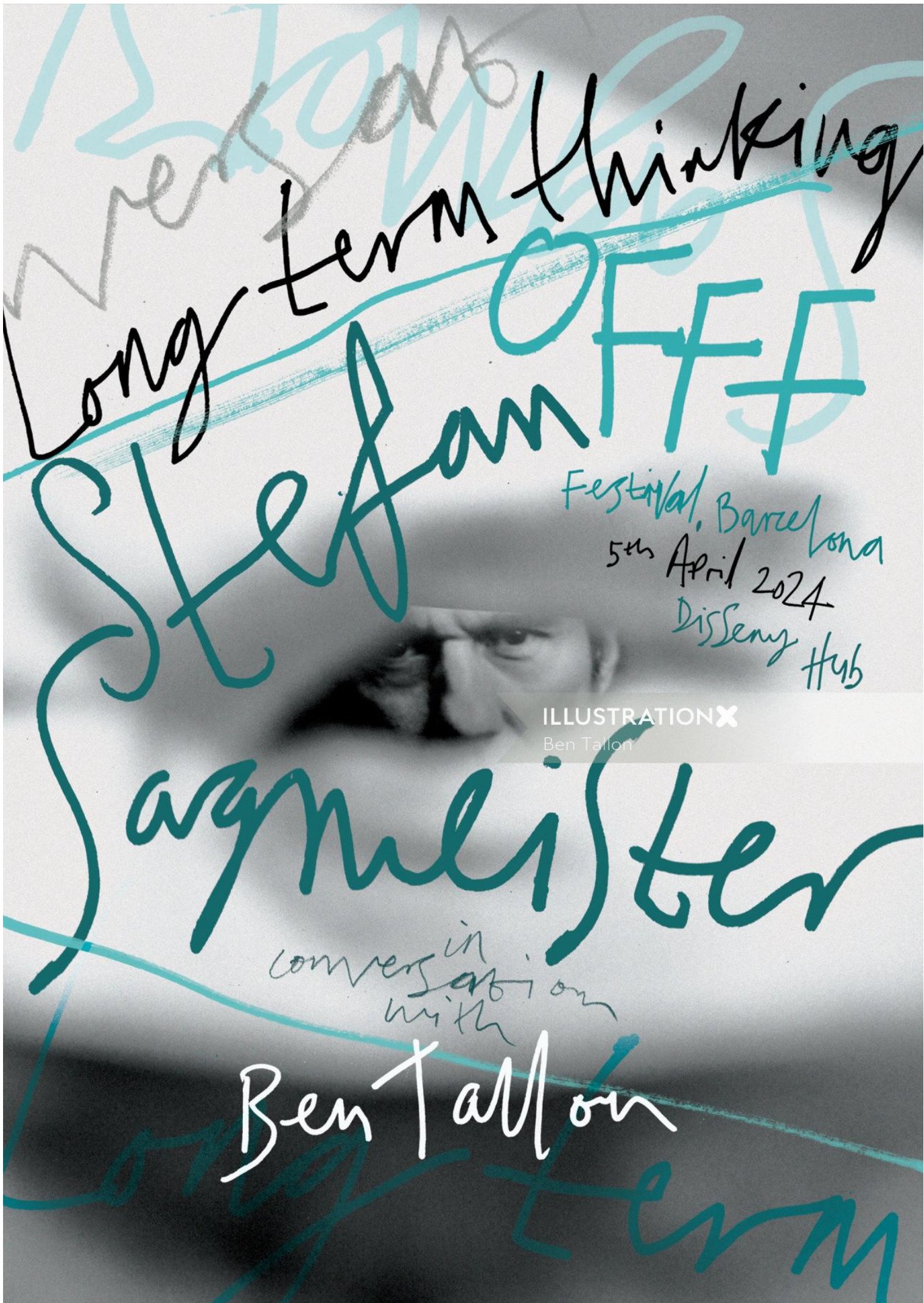
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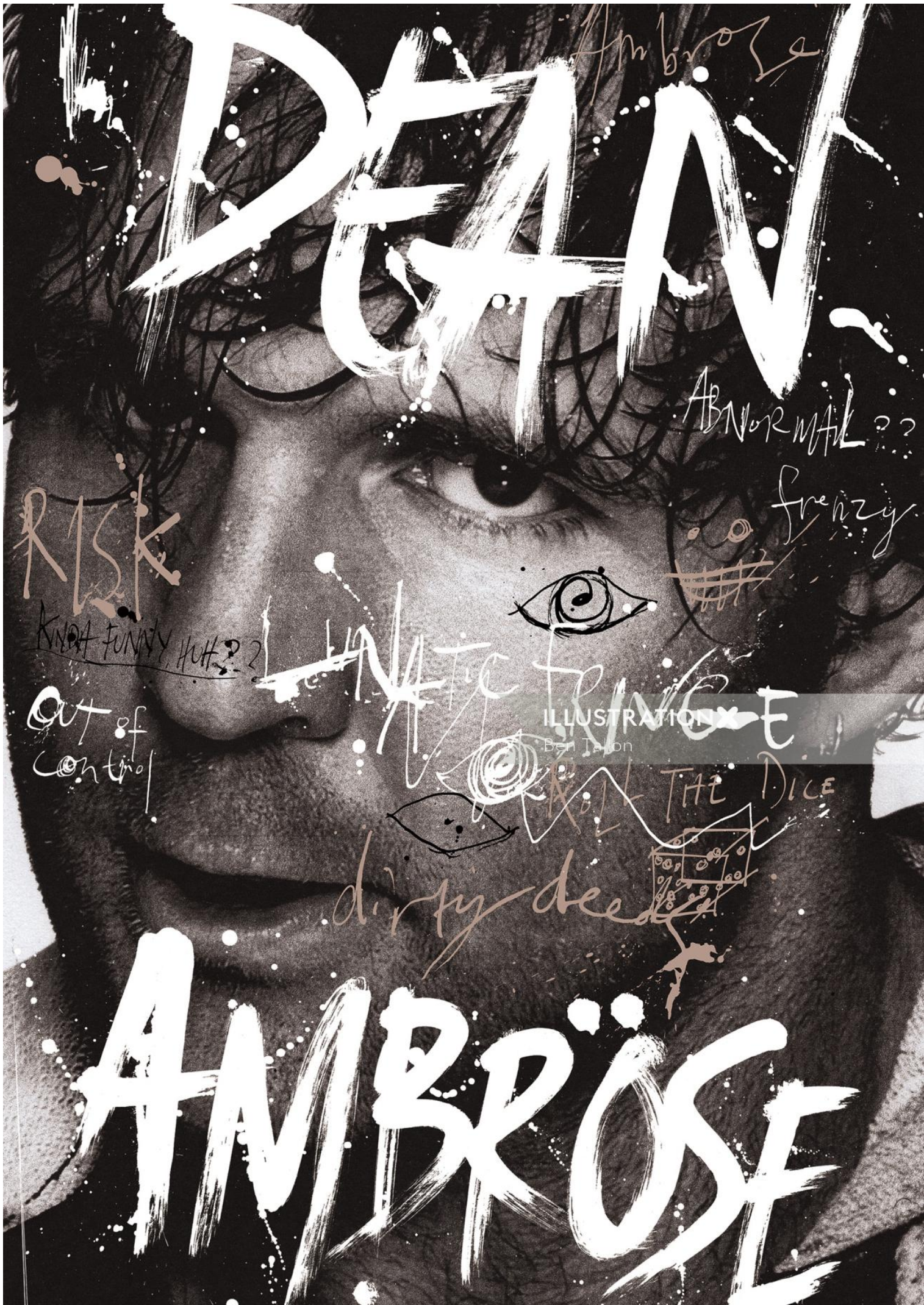
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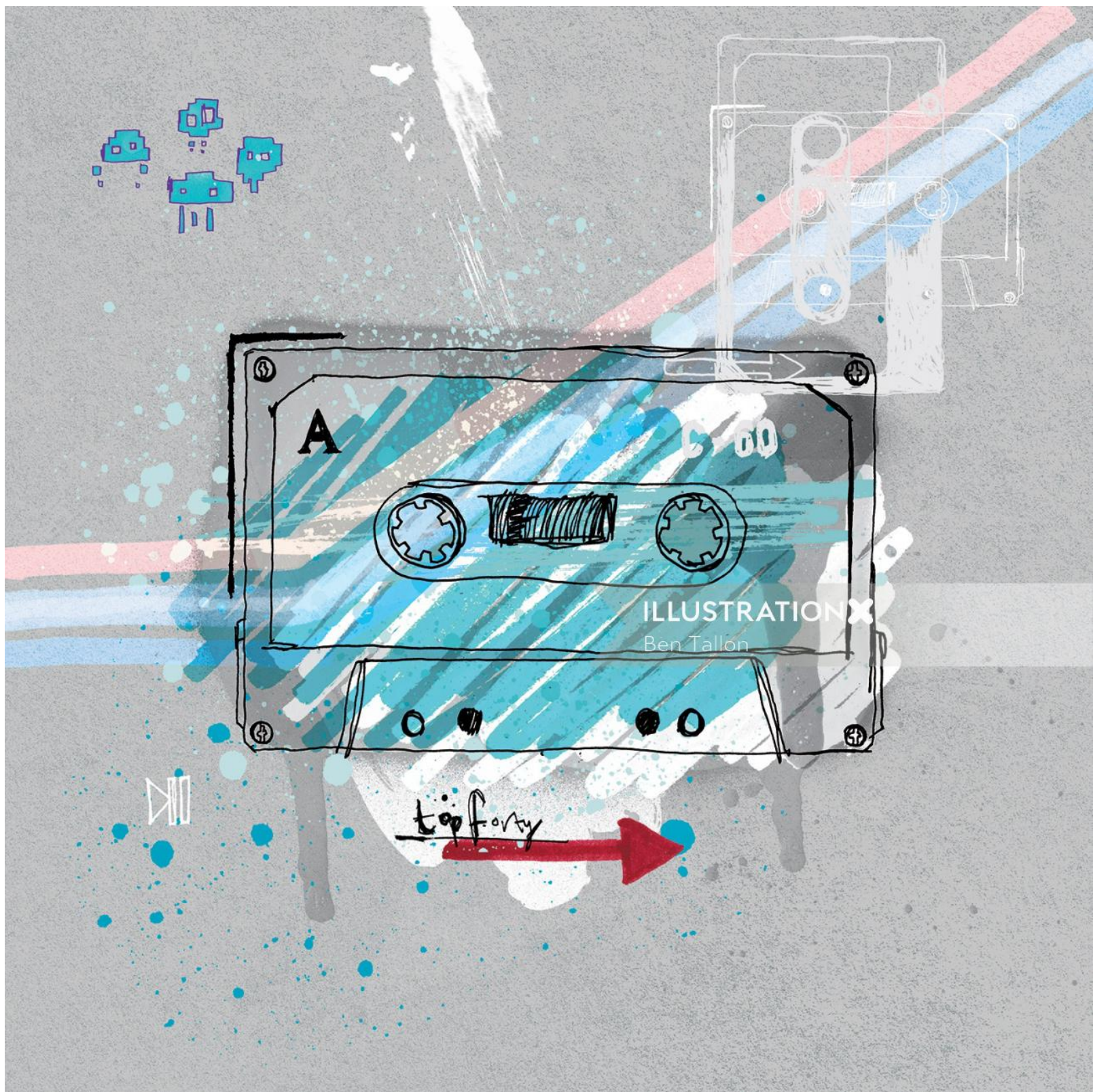
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EURS LEMIN,

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Ivan Brustlein insiste sur
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luit aussi bien des bracelets
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Isabelle Harsch (CEO de
l'entreprise de déména-
gement Harsch) et Arthur
Germain (CEO de OneDoc).

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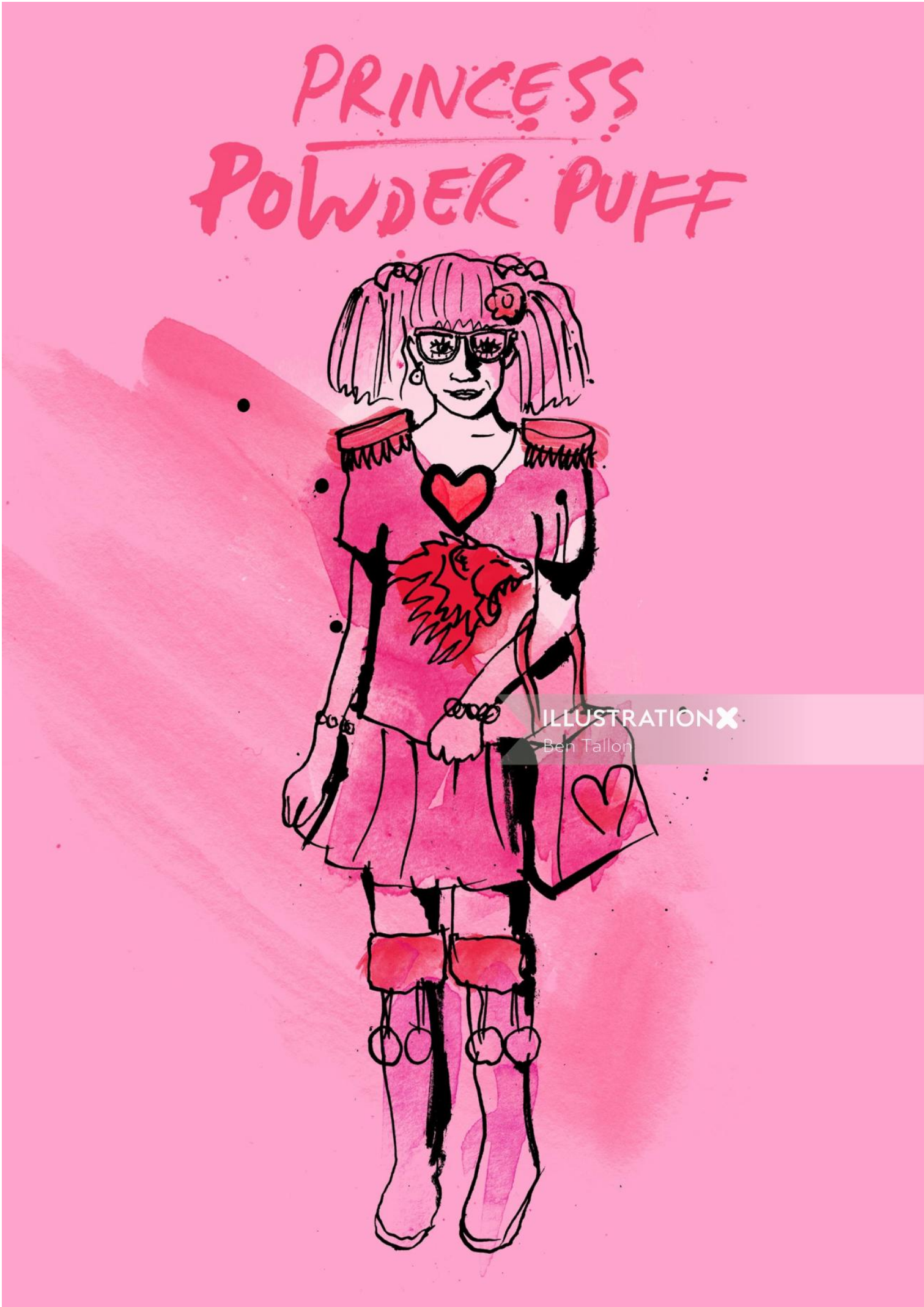
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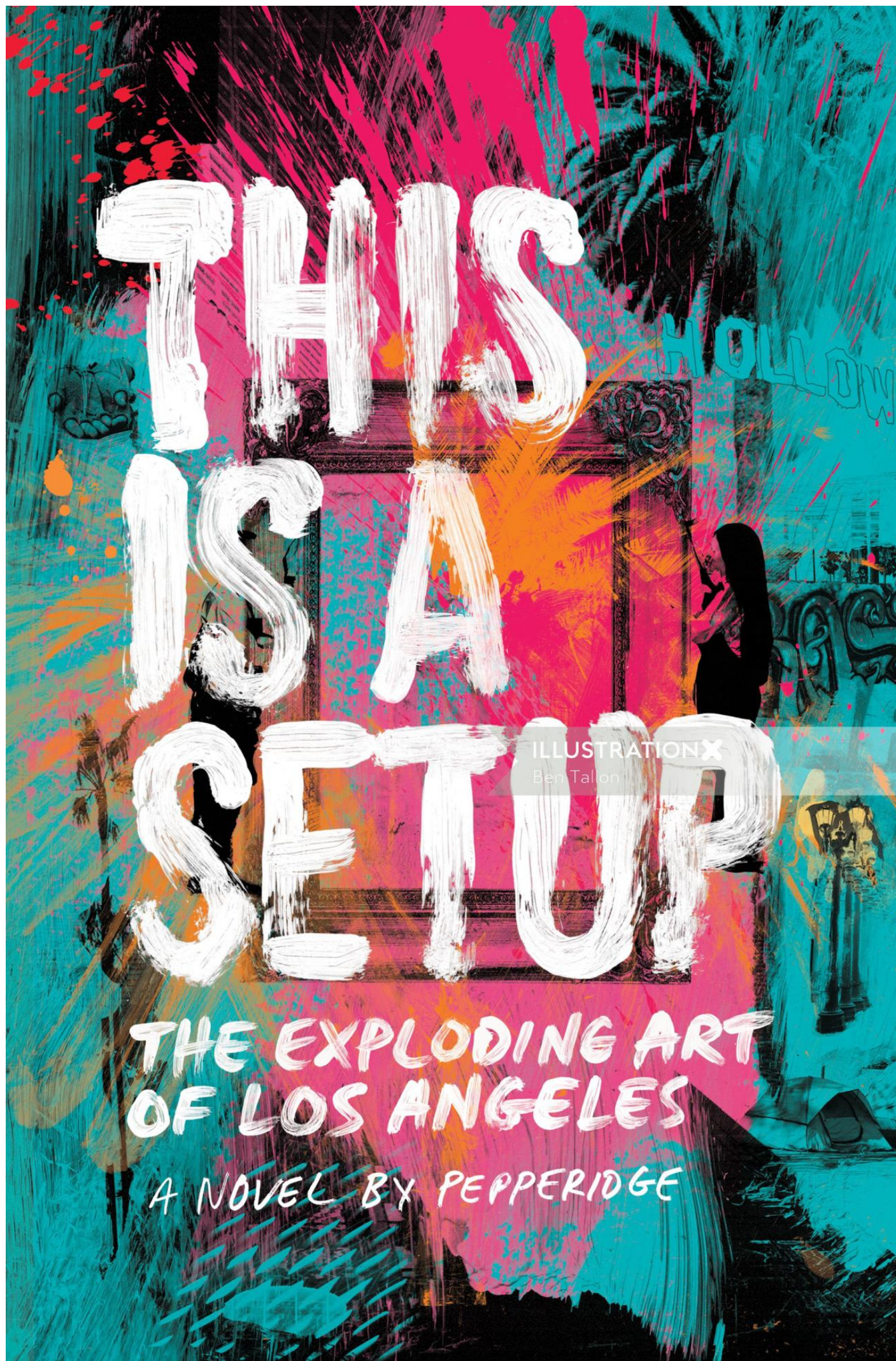
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