

THE VIRTUAL BUTLER

Move over Rich Kids Of Instagram. A new invitation-only social platform out of Monaco is catering to billionaires.

22

FRONT RUNNER

G igayacht daytrip? Private villa with helipad? No genie in a bottle needed

here. Man of the hour, Lucien Ndabagera, gives a 2.0 reboot to luxury experiences with his exclusive mobile app, granting the ultra-wealthy 24/7 customized wishes in less time, effort, and price.

His application, TCHIIN (derived from the French word meaning “Cheers!”), provides the rich and famous a platform to post their opulent commodities, with filters, but without nuances. It was launched in April by Ndabagera, who has lived in the Principality since 2016.

A savvy self-starter, Ndabagera explains that TCHIIN intertwines social media and the supply chain of luxury demand. “It was important to build a platform that offers the best privileges in one place,” he says, “and a €500 monthly fee gives discounts for purchases on luxury items and bookings, and cuts waiting lists short.”

Together with his cofounders, Peter Kianicka and Filip Volarik, they’ve inked deals with the Sun Secret Collection for villas and the Collision Group Company for airport lounge passes. In Monaco, the app is linked to SBM’s Hotel de Paris and Hotel Hermitage, as well as the independently owned Hotel Metropole (see p. 42).

Fueled by buzzing social scenes, Ndabagera’s “well established network of UHNWIs” took shape over seven



years. TCHIIN initially encapsulated the 26-year-old’s social circle, diverse in personalities but mostly united by their roots in the Principality. Today, it has exceeded these bounds and features a more globalized clientele of footballers, models, entrepreneurs and F1 drivers (including Monaco’s homegrown favorite in red).

A testament to the startup’s ambition is a three-year target to “generate €100 million a year, including Platinum, Gold and Silver membership fees, concierge services, as well as our in-app TV.” He estimates some 10,000 members “TCHIIN-ing” by that point.

Born in Bujumbura, Burundi, the

landlocked country that edges the African Great Lakes region, Ndabagera’s family fled civil war and settled in Rennes in northwest France where the tycoon-to-be completed his business degree. “I decided not to continue my studies, I wanted to discover my own path.”

From a young age, the serial entrepreneur began scaling and launching businesses across different sectors. He recalls a passion project at age 12: “I created a mini business in school selling cans of Coca Cola and candy.” But it was a trip to Dubai in 2013 (where he is based part of the year) that sparked an intrigue in the elite and in the mechanics behind luxury concierge services.

He insists, “It wasn’t an easy start for me, but I gained a lot of experience and knowledge. I tried several career paths. I went through a rough patch where I experienced financial failures.”

Covid-19 has been another obstacle. “We had to adjust our restaurant and hotel packages to ensure we were following government guidelines.”

By leveraging networks and mixing business and pleasure, TCHIIN’s founders have refined the on-demand luxury experience to exude exclusivity, community and the tailor-made. The official app launch will take place during the Monaco Yacht Show in September aboard a 90-meter yacht—with 16 billionaires on the guest list so far.

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JUNE/JULY 2020