

# CHINA CROSSROADS

Monday, June 24th, 2024, 19:30 – 21:00

## Alternative Entrepreneurship: From Corporate Intrapreneurship to Accelerating Scale-Up Ventures

**Raphael Coelho**

Managing Partner of X-Sigma Partners

Accelerator for Early-Stage Consumer Brands

Former CEO of Popeyes Louisiana Kitchen China

Former GM of Burger King Asia-Pacific North

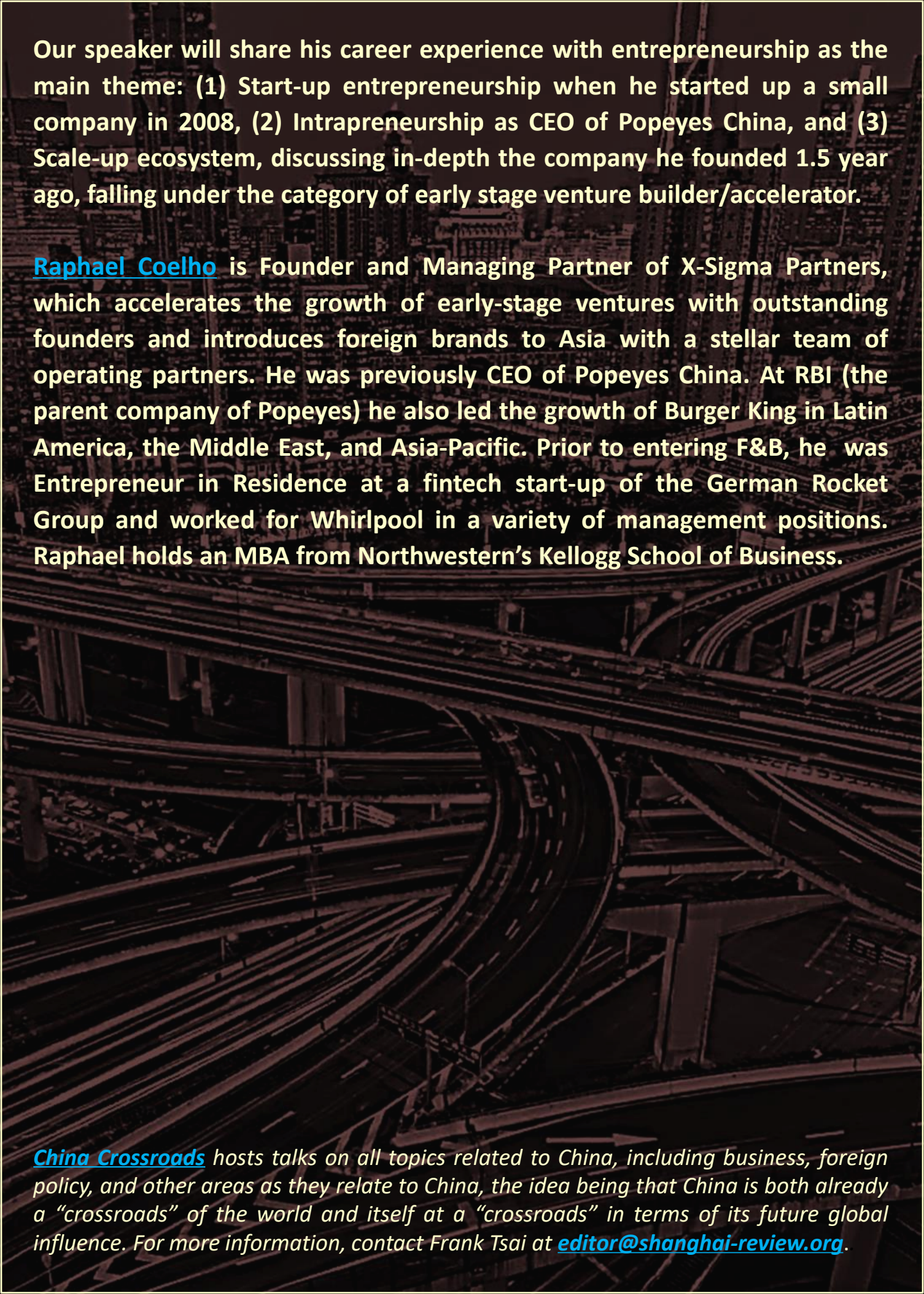
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Our speaker will share his career experience with entrepreneurship as the main theme: (1) Start-up entrepreneurship when he started up a small company in 2008, (2) Intrapreneurship as CEO of Popeyes China, and (3) Scale-up ecosystem, discussing in-depth the company he founded 1.5 year ago, falling under the category of early stage venture builder/accelerator.

[Raphael Coelho](#) is Founder and Managing Partner of X-Sigma Partners, which accelerates the growth of early-stage ventures with outstanding founders and introduces foreign brands to Asia with a stellar team of operating partners. He was previously CEO of Popeyes China. At RBI (the parent company of Popeyes) he also led the growth of Burger King in Latin America, the Middle East, and Asia-Pacific. Prior to entering F&B, he was Entrepreneur in Residence at a fintech start-up of the German Rocket Group and worked for Whirlpool in a variety of management positions. Raphael holds an MBA from Northwestern's Kellogg School of Business.

[China Crossroads](#) hosts talks on all topics related to China, including business, foreign policy, and other areas as they relate to China, the idea being that China is both already a "crossroads" of the world and itself at a "crossroads" in terms of its future global influence. For more information, contact Frank Tsai at [editor@shanghai-review.org](mailto:editor@shanghai-review.org).