



Around the world with human power





Trust the **impulse**
hidden in each of us,
the **audacity** required
to overcome obstacles,
and the **fulfillment** that
comes from realizing
our full potential.

The Challenge

To complete a solo human-powered circumnavigation of the world, using muscle power as the only driving force. Cycling and rowing are Human Impulse's primary modes of propulsion.

The journey commenced on September 3, 2023, in Morges, Switzerland.



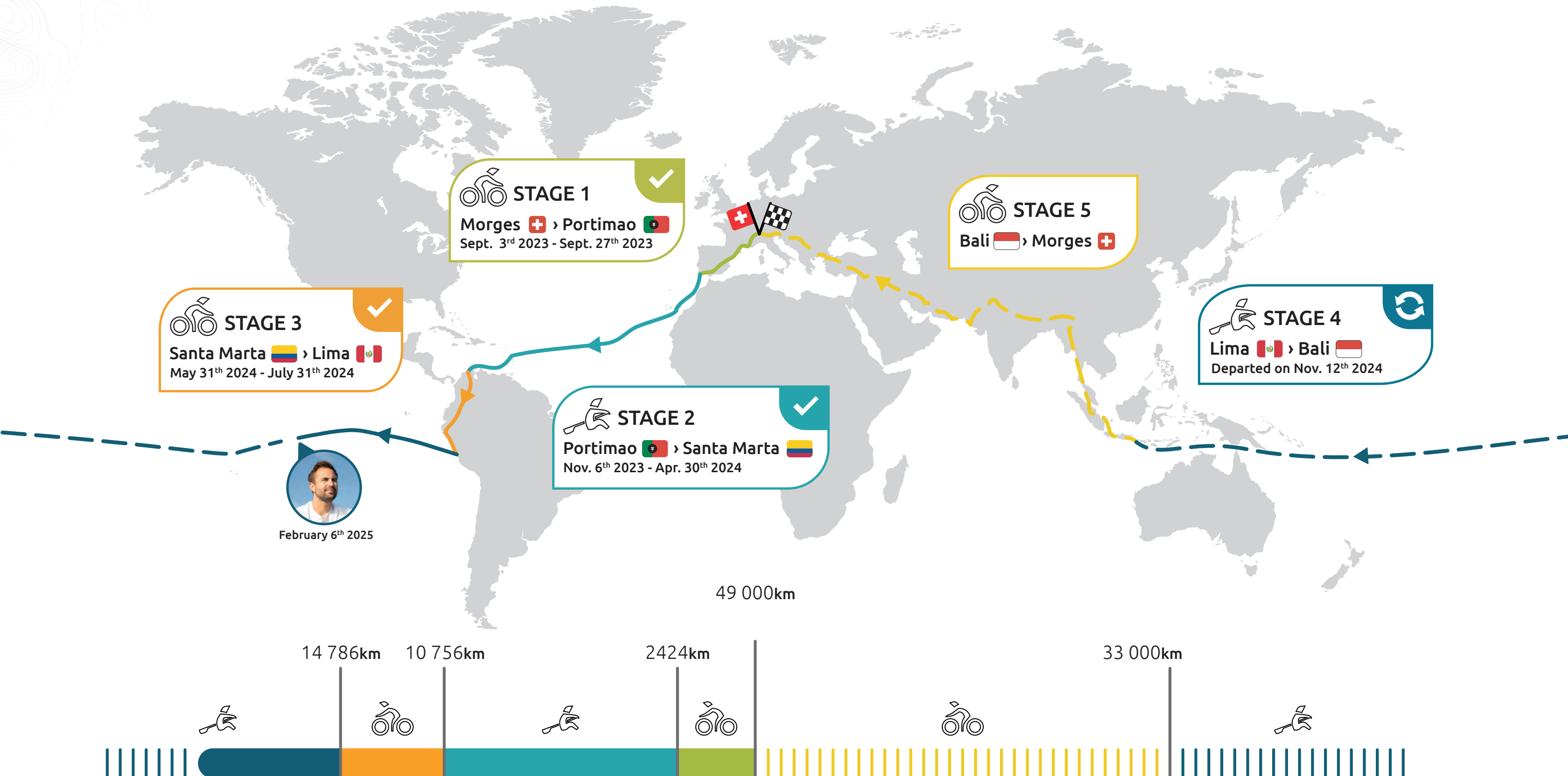
THE RECORD TO BEAT

The current record recognized by the Guinness World Records is 5 years and 11 days. Human Impulse aims to beat this record.



RECORD RULES

- Start and finish at the same point.
- Cross the equator and all longitudes.
- Pass through two antipodal points.



The Mission

To convey and share the pursuit of a human impulse, engaging and inspiring youth to take action and embark on meaningful endeavors in our world.



THE SPORTING CHALLENGE

Achieve the extraordinary challenge of circumnavigating the globe by human power, pushing the physical and mental limits in an attempt to break a world record.



A MOVEMENT OF INSPIRATION

Inspiring young people to take bold initiatives! We strive to create a movement that encourages them to embrace their passion and take action toward their deepest aspirations.



Dream, dare, surpass oneself. But in some regions of the world, many children don't have this chance, as their basic needs and safety take priority.

This is why our partnership with Terre des Hommes is so important to us: supporting the youth who need it most, so that one day, they too can dream and build their own future.

« This project aims to bring out the impulse hidden within each of us! »



« In my eyes, it is essential to follow your dream whatever it is. This project is the realization of that. »



Louis MARGOT

« It all started when I was 13 years old, I started rowing and discovered I wanted to test my own limits. »

Louis Margot, 30, from Switzerland, an adventurer at heart and an accomplished sportsman, has been rowing for 17 years, including several years on the international scene.

During his engineering studies, he joined the Cambridge University rowing team for the legendary Boat Race against Oxford. Following the successful completion of his second master's degree after EPFL, he then worked in the field of solar energy.

From an early age, Louis has always wanted to surpass himself and go further. Thanks to his will and his perseverance, he was able to achieve his personal and professional goals.

This constant desire to test his limits now pushes Louis to launch himself into this incredible challenge.



ROWING ACHIEVEMENTS

1
Junior World
Champion
Title

11
Swiss
Championships
Medals

18
Swiss Romand
Champion Titles

1
Race with
Cambridge



BIKING PERFORMANCES

4h54
Personal Record Time
around Lake Geneva

280
km as Daily
Record

3000
km to Istanbul

1
Serpentine of
Kotor

Slow Travel

Are we all aware of the ecological emergency?
What about our overconsumption of energy? We are exceeding the capacity of our planet by accelerating all the time.



GOALS

Inspire people to approach travel through active mobility in order to explore the world while preserving the environment.

- Respect the ecosystems
- Reduce gas emissions
- Consume energy and resources in a sustainable manner.



COMPARISON

A round-the-world trip with Louis as the engine emits :

0.8

Tons of CO²eq

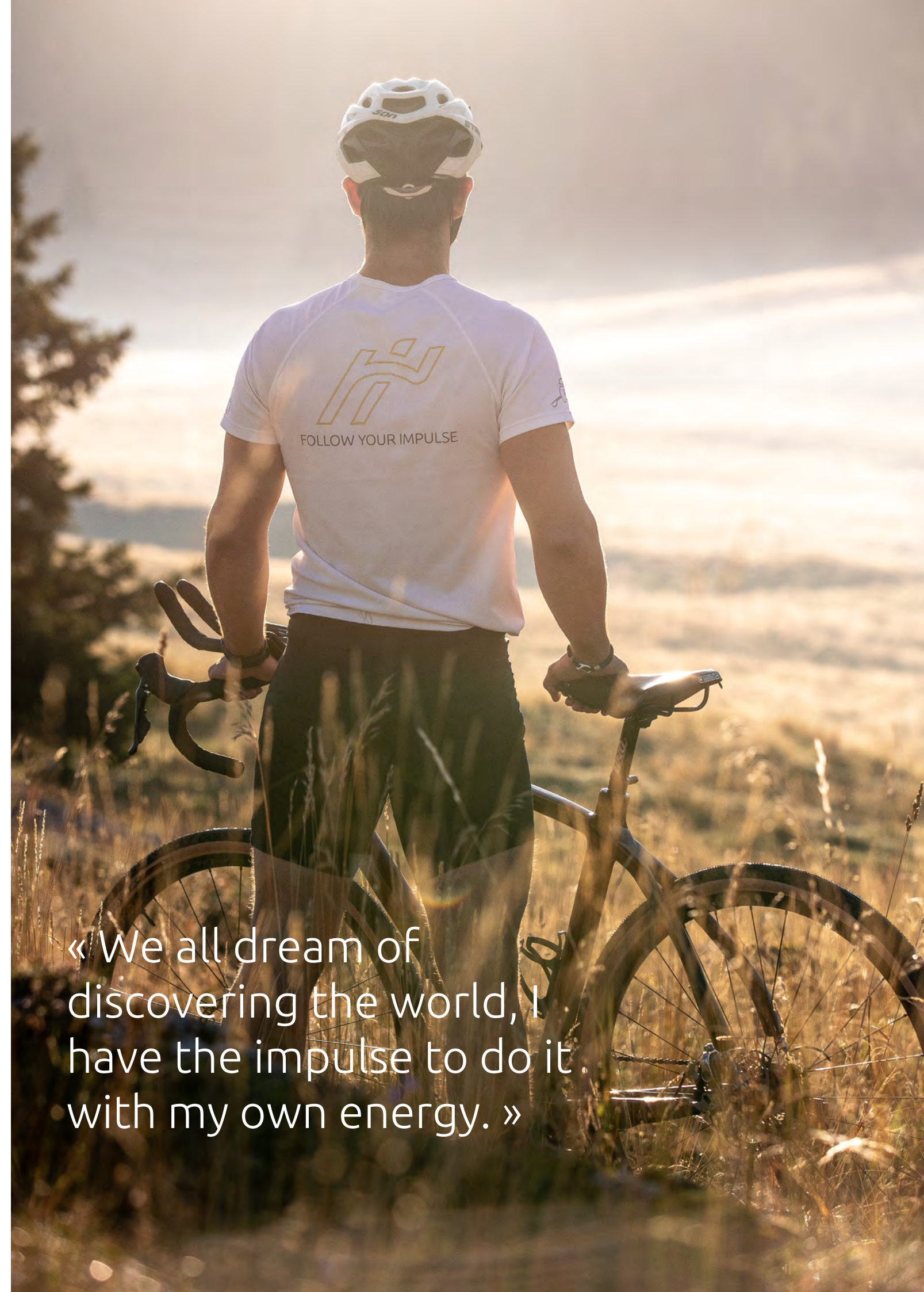
A traditional round-the-world trip by car/plane emits:

14

Tons of CO²eq

To limit our impact, the return to more sustainable modes of transportation is becoming essential.

This human challenge invites us to review our way of thinking and living. We want to become a platform for inspiration and exchange.



« We all dream of discovering the world, I have the impulse to do it with my own energy. »



Budget

A budget of 480,000 CHF over approximately 3 years is broken down into categories/stages :

Logistics

- Transport/storage
- Assistance on land
- Insurance

Supply

- Accommodation
- Specific food
- Medical

Material

- Bike/boat
- Technical equipment
- Safety
- Audio-visual
- Spare parts

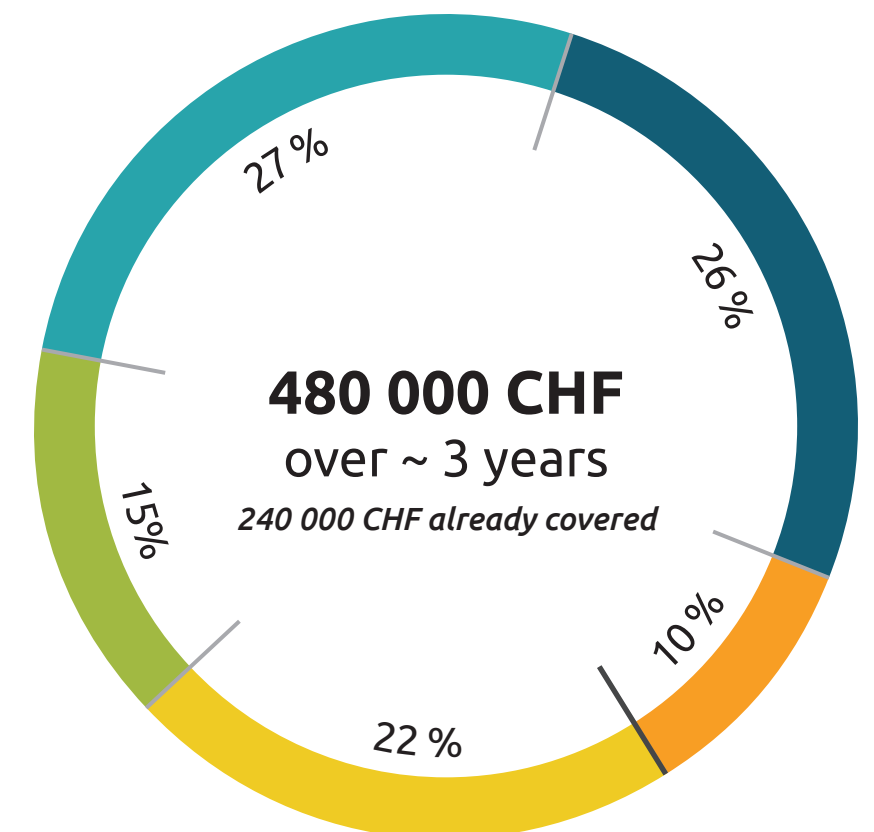
Communication and media

- Live streaming
- Design and marketing
- Content creation
- Website / social networks
- Visual supports

Overheads

- Administration
- Visas, taxes, customs
- Preparation
- Training
- Social charges

Prep.	80' 000 CHF Already covered
Stage 1	20' 000 CHF Already covered
Stage 2	80' 000 CHF Already covered
Stage 3	60' 000 CHF Already covered
Stage 4	120' 000 CHF Partially covered
Stage 5	120' 000 CHF



Sponsoring

Do you have the will to join this adventure?

By becoming a sponsor of Human Impulse, you not only align yourself with an adventure that is gaining in visibility and influence, but you also become part of a large community. We can offer a wide range of opportunities to showcase your company:





- Placement on our physical assets (boat, bike...).
- Visibility on our digital platforms and website.
- Access to exclusive content.
- Project-related conferences.
- Joining in parts of the adventure.

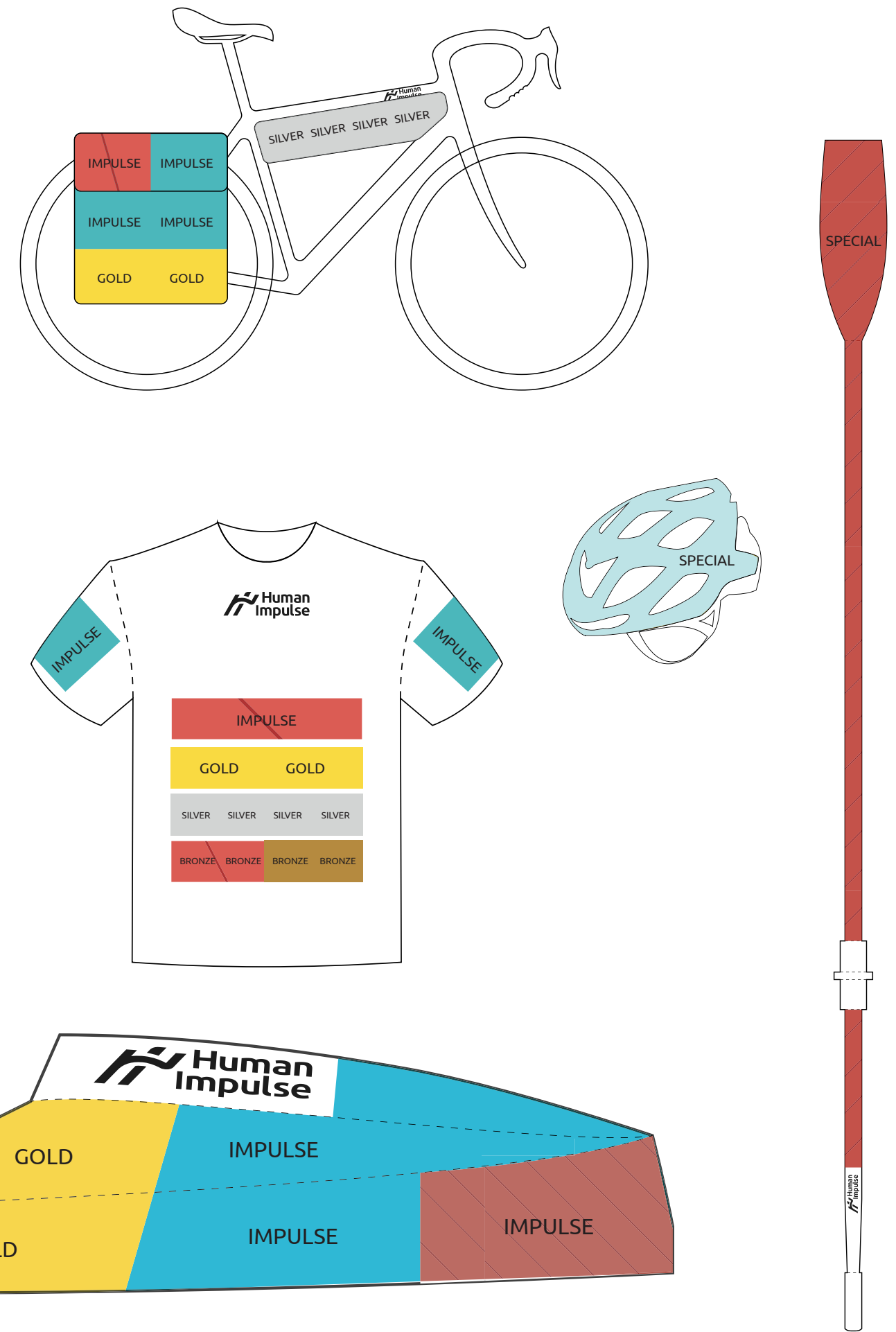
Let's collaborate to create the best possible sponsorship package!

This can be financial or in benefits. The financing of the shipment will be done in tranches and in stages. Your investment is thus spread out over time.

PHYSICAL ASSETS

Visibility on: Boat, bicycle, helmet, oars, clothing equipment, etc...

-   Colored areas refer to a separate document, the 'Sponsorship Grid' (upon request).
-   Taken



Sponsoring

SOCIAL MEDIA

Satellite connectivity allows us to create high-quality content that we regularly share on social media.

This strong and engaging digital presence strengthens our bond with our rapidly expanding community. Today, this represents :

+130 K

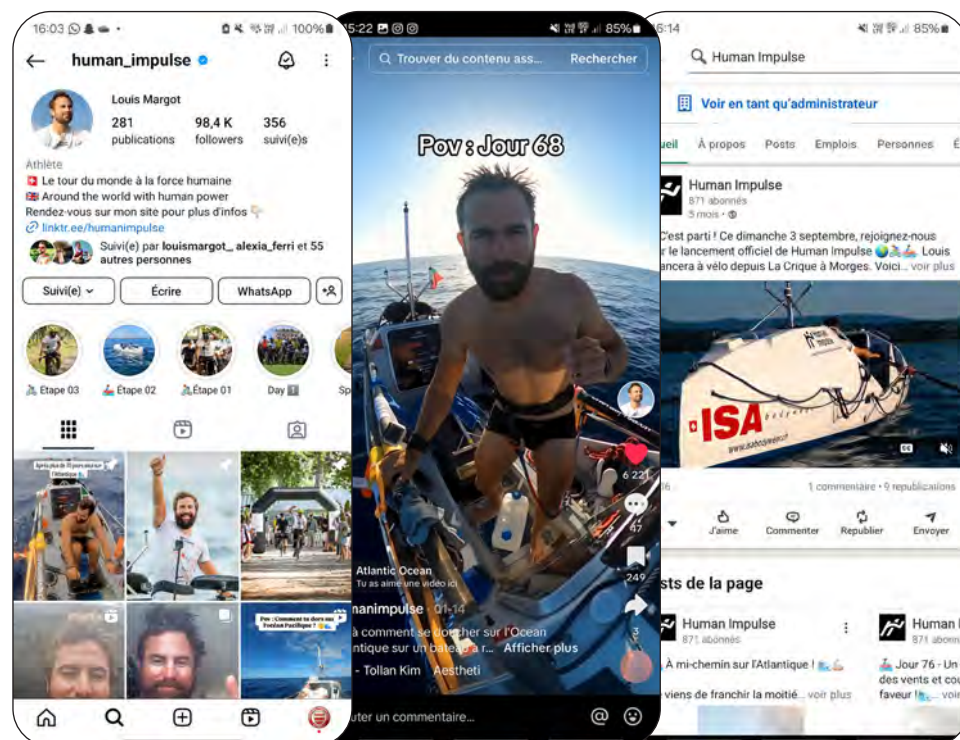
followers on all platforms

+20M

people reached

+900 K

Instagram account visits



Human Impulse establishes its presence and engages its community across several major platforms :



Instagram
+98 K
followers



Facebook
+1,4 K
followers



Youtube
+14 K
views



Tiktok
+469 K
Likes



LinkedIn
+1,2 K
followers

WEBSITE

Our website serves as a window into the adventure, regularly visited by our community, where one can find:

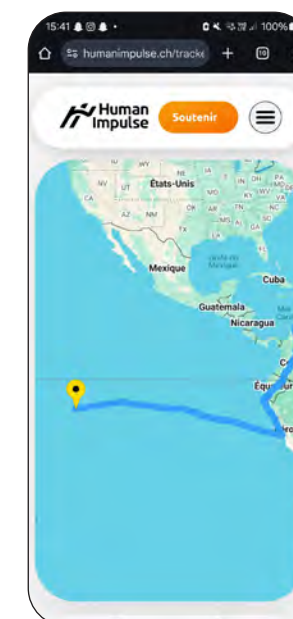
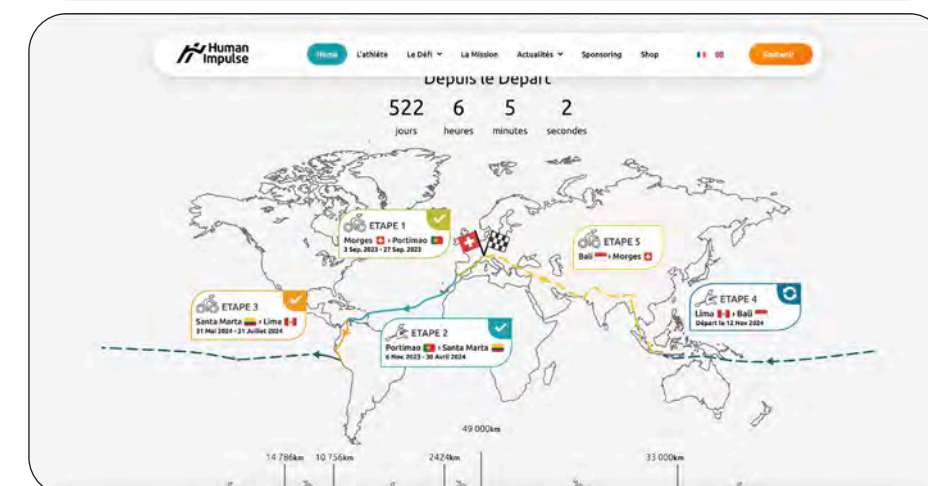
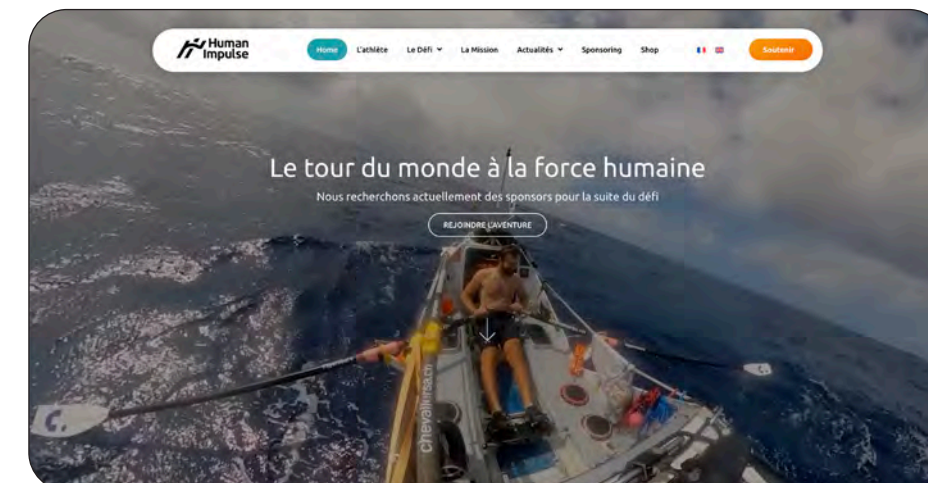
- A live tracking of Louis via a GPS Tracker.
- Information about the athlete's profile and behind-the-scenes of the adventure.
- Articles on the project's progress.
- An online store.
- A donation page for those who wish to support the project.

This site centralizes all the essential information to follow and immerse oneself in the journey of Human Impulse.

+17 K

monthly visitors (2024)

Visit our website :
humanimpulse.ch



Sponsoring

MEDIA PRESENCE

Since its preparations, Human Impulse has been widely covered by the media in Switzerland and abroad, captivating the sports press, newspapers, and television.

Interest in this adventure continues to grow in the press world.

+60

Press Articles

+10

Television broadcasts



NZZ

france.2



L'ILLUSTRÉ

LE TEMPS

FRANCE-ANTILLES

LA CÔTE

lémanbleu.tv

LE JOURNAL



Le Matin
Dimanche

24 heures

CANAL+
SUISSE



92.2
Radio Cité
Genève

Journal
de Morges

swisstrade



RTN

LE SOIR

Your Support Matters

Are you an individual or a company who would like to join the adventure? Any help is welcome, both financially and materially.



SHARE

Your first donation is to share the project. Spread the word around!



DONATE

Every little bit helps.
Every penny counts!



HELP

If you wish to contribute to this project through services, contact us!



250 CLUB

From CHF 250, you join Human Impulse's closest supporters.

Write your name on the flag that will cross oceans and continents!
Other exclusive benefits will be revealed during the expedition.





The Team

Although largely solitary, this project requires a ground team. Together, we form the intergenerational and multidisciplinary «supporting team.»



Louis MARGOT
THE IMPULSE



Ulysse ROLLAND
BRANDING & COM.



Antoine LAVANCHY
MEDIA



Gerard GAUTIER
TECHNICAL



Jean-Richard MARGOT
LOGISTICS



Karin MARGOT
FINANCE



Jérôme LAURENT
EDITORIAL



Alice PEREY
COMMUNITY



Daniele GONTERI
WEB MASTER

Our Sponsors

OUR IMPULSE SPONSORS



OUR SPONSORS FOR STAGES 3 TO 5



OUR PARTNERS



OUR SUPPORTERS



« Huge thanks
to all of you ! »



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BCVLCH2LXXX

Code **TWINT**



Code **BVR**



FOLLOW US ON SOCIAL MEDIA !





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