

FULL FRAME

How a near fatal accident brought one entrepreneur to his senses.

Fred Goudon made headlines back in 2006 when he shot the first Dieux Du Stade (Gods of the Stadium) black and white calendar. He used “stunning composition and skillful use of light” to snap the rugby union players and other athletes in naked male pin-up poses.

The famous French photographer’s passion developed when he was given a camera by his father at age 16. Now Goudon’s nephew, Séb Perez, seems to be carrying on the family lens tradition. Like his uncle, Perez started filming at a young age after his parents him a camcorder for his twelfth birthday. “I have been interested in videography and cinema since I was a kid and my uncle helped me a lot and has given me a great deal of artistic advice, especially when working with light,” says Perez.

The 28-year-old film maker and picture manager started off by capturing life’s moments with his skateboarding friends on his camcorder. Skateboarding is his other passion, despite a near-fatal injury. “At 17, I had a huge fall during a competition and went into a coma. When I woke up two days later, I had lost my two



FRED GOUDON

senses of smell and taste.”

Perez says after months of rehabilitation, he learned how to develop his sight, hearing and touch. “These three heightened senses allowed me to acquire a particular sensitivity to many things in life. This was especially true with my creative and artistic vision, and the art of capturing moments of life and emotions,” says the Cannes native.

Within a year of his accident, and in parallel with his cinema studies at Ecole française de communication, d’audiovisuel et de marketing (EFCAM), Perez was able to earn enough money solely through his videography business. After graduation, he became a teacher in the audiovisual and cinema section of the same school, and was contracted by different

companies, building up a strong client base in the region. And then he met Monaco influencer Tom Claeren seven years ago.

“Tom contacted me to feed his new Instagram which was focusing on Monaco’s luxury sector. We became fast friends and for many years now have shot commercials together for major high-end companies in the Principality, as well as in Iceland, Dubai, Jordan, Austria, Ireland and the U.S.,” explains Perez, who is also an official drone pilot.

Despite a decade of editing and producing some 1000 videos and a busy filming schedule, Perez admits he is never far from his skateboard. “I love being able to combine my two passions and I often use my skateboard to create magical images. In 2016, a video of me

skating around an Aston Martin in the Place du Casino in Monaco went viral, catching the eye of big-name brands.”

A major break came two years ago when Perez was taken on by Serena Williams’s former trainer Patrick Mouratoglou (and the son of business mogul Paris, the founder of EDF), and contributed to the creation of content for his social networks for his many companies, such as the Mouratoglou Academy. He helped increase their followers by 700%. “Patrick and his marketing team allowed me to film tennis stars Serena Williams, Stefanos Tsitsipas, Novak Djokovic and current world number one Daniil Medvedev.”

But then he is not new to famous names—actress Eva Longoria, boxer Mike

Tyson, Monaco influencer Victoria Bonya, professional skateboarder Tony Hawk, singer Jason Derulo, model Tony Garrn—and has added Netflix and Amazon to his work portfolio.

It is a competitive business and Perez is confident that beyond the state-of-the-art equipment, precision filming and being attentive to clients from scenario design to post-production and delivery, his work stands out. “It is all about playing with time—slowing it down, speeding it up, distorting reality, capturing life, immortalizing it, making it more elegant—and capturing life from extraordinary angles, like with aerial images with a drone for a birds-eye view.”

And his birds-eye view includes a production company in the near future. His uncle must be proud.

30 Under 30

TEACHERS’ PETS

Back to school with edtech tools from the *Forbes* 30 Under 30, in 30 words or less.



Meti Basiri 29

COFOUNDER, APPLYBOARD

After suffering through applying to grad school in Canada while living in Iran, Basiri developed ApplyBoard, a Common App for students abroad. It’s now worth \$3.2 billion.

Skyler Lucci 29 Ryan Neman 28

COFOUNDERS, HEYTUTOR

Need a study buddy? This L.A. duo launched a tutor marketplace in 2016. They now have 100,000-plus instructors and pulled in \$19 million in revenue the first half of 2022.

Amrutha Vasan 26 Aditya Vishwanath 26

COFOUNDERS, INSPIRIT

VR science class! Inspirit lets aspiring biologists use their smartphones to peer inside the cells of everything from bacteria to bunnies. It’s raised \$3.6 million and serves 180,000 inquiring minds.

Nicholas Diao 26 Justin Wenig 25

COFOUNDERS, COURSEDOG

College schedules assembled by ink-stained registrars? No more. At 140 schools, CourseDog’s AI matches classrooms with teachers’ needs (whiteboards, say, or extra seating). This ‘dog fetched \$23 million in funding.