Startup and Business Developer

INGÉNIEUR INTRAPRENEUR ET ENTREPRENEUR

INGÉNIEUR STARTUP ET BUSINESS DEVELOPPER

Lecturers: **Marie GOYON**

| Lecturers : 12 | TC : 6 | PW : 0.0 | Autonomy : 0.0 | Study : 0.0 | Project : 0.0 | Language : FR

Objectives

The program concern all students willing to create value by designing a new business, either as an entrepreneur developing her/his own startup , or as a business developer enlarging an existing company's activities portfolio.

The program relies on two main methodologies: design thinking, project management .

The course is organized with 2 tracks: startup creation and business development, each track with specific courses.

The two tracks aim to enable a project to be developed and piloted, from the idea to its technical, social and

Keywords : creativity, analysis, fieldwork, value creation, social innovation, entrepreneurship, intrapreneurship

Programme	Introduction to design thinking, theory and methods
	Creativity, ideation trainings : developing new ideas
	How to analyse innovation in a global context within economical, sociological, technological frameworks
	Initiation to ethnographic fieldwork and empathy methods
	Social entrepreneurship and social innovation
	Transform new ideas into business : introduction to value creation and marketing
	Communication
	Project

Learning outcomes

Independent study	Objectifs :	Teamworking : ideation, debate, structure, test, fieldworking. Negociation, management and communication
	Méhodes :	Project based learning : Teamworking, workshops, coaching and pitchs

Core texts	YUNUS Muhammad, *BUILDING SOCIAL BUSINESS: THE NEW KIND OF CAPITALISM THAT SERVES HUMANITY'S MOST PRESSING NEEDS*, Public Affairs, 2010
	ROGER Martin *DESIGN OF BUSINESS: WHY DESIGN THINKING IS THE NEXT COMPETITIVE ADVANTAGE*, Harvard Business School Press, 2009
	BARTHELEMY A. et SLITINE R.*ENTREPRENEURIAT SOCIAL INNOVER AU SERVICE DE L'INTÉRÊT GÉNÉRAL*, Vuibert, 2014

Assessment	Project based evaluation : oral presentations and report

DESIGN THINKING ET CRÉATIVITÉ

DESIGN THINKING

Lecturers: **Marie GOYON**

| Lecturers : 26 | TC : 4 | PW : 0.0 | Autonomy : 0.0 | Study : 0.0 | Project : 0.0 | Language : FR

Objectives

The program understands innovation and its management by a global, multidisciplinary approach linking the analytical
thought and the intuitive thought. Design thinking methodology implements a process of creativity involving user's feedbacks
and usages, iteration in conception and prototyping .
Students will learn how to place a problem in a global perspective (economic, technical, sociological …) and how to transform
an idea into a business. The students will use the three pillars of design thinking approach : desirability, viability and feasibility.

Keywords : creativity, ideation, design thinking, user empathy

Programme	Introduction to design thinking theory and methods Creativity and ideation workshops Research and analysis Ethnography fieldwork Uses

Learning outcomes	• Be able to get an overview on a specific problem : desirability, viability, feasibility • Work creatively and transversaly • Adopt an iterative and user centered point of view • be able to work in an interdisciplinary context, manage an innovative project

Independent study	Objectifs : Group work Creativity and ideation workshops fieldwork
	Méhodes : Learning by doing on the project, coaching

Core texts	BROWN Tim, *L'ESPRIT DESIGN: COMMENT LE DESIGN THINKING CHANGE L'ENTREPRISE ET LA STRATÉGIE*, Pearson, 2014 ROGER Martin *DESIGN OF BUSINESS: WHY DESIGN THINKING IS THE NEXT COMPETITIVE ADVANTAGE*, Harvard Business School Press, 2009 FOREST Joelle*CREATIVE RATIONALITY AND INNOVATION*, Wiley Blackwell, 2017

Assessment	Project evaluation : oral presentations and report

RÉSEAUX D'ACTEURS ET ÉCOSYSTÈMES

MARKETS AND STAKEHOLDERS

Lecturers: **Marie GOYON**

| Lecturers : 12 | TC : 8 | PW : 0.0 | Autonomy : 0.0 | Study : 0.0 | Project : 0.0 | Language : FR

Objectives

Identify the actors of an ecosystem and their interactions
Understand the dynamics and the structure of relevant markets
Understand which are the levers
Understand and build stakeholders' strategies
Identify relevant support for the project's success

Keywords : ecosystems, actors networks, stakeholders, marketing, strategy

Programme	Actor's network theory and methods applied to innovation management and value creation Identification and mapping of actors and stakeholders networks Understanding a market : clients, customers, users. Marketing Strategy Project Strategy
Learning outcomes	• identify the actors and stakeholders of an innovation ecosystem • mapping the actors and stakeholders networks of an innovation ecosystem • establish a strategy for stakeholder engagement • value creation
Independent study	Objectifs : Implementation into the project Méhodes : Workshop on the project
Core texts	Akrich M., Callon M. et Latour B., *A QUOI TIENT LE SUCCÈS DES INNOVATIONS? GÉRER ET COMPRENDRE*, Annales des Mines, 1988 Leger Jarniou C., Certoux G., Degeorges J.M., Lameta N., Legoff H. *ENTREPRENEURIAT*, Dunod, 2016 Hillen V.*101 REPÈRES POUR INNOVER*, Paris-Est D. School, 2016
Assessment	Project evaluation (oral presentations and report)

MODÈLES ÉCONOMIQUES

NEGOCIATION AND COMMUNICATION

Lecturers:　　　　　**Marie GOYON**

| Lecturers : 16 | TC : 6 | PW : 0.0 | Autonomy : 0.0 | Study : 0.0 | Project : 0.0 | Language : FR

Objectives

Define how to transform an idea into value creation.
Identify which offer is going to bring to customers a value for which they will be ready to pay.
Think how to organize the processes and the partners allowing to produce the offer
Analyse how income can balance costs.
Build a viable consistency among the social, economical, financial and technical dimensions of a business.

Keywords : Buisness models canevas, value proposition, profit and loss statement, cashflow statement, financial forecasts

Programme	Design an value proposition adapted to targeted customers
	Business models and business plans
	Finance for entrepreneurship
	Build the customers relationship
	Forecast revenues

Learning outcomes	• Be able to build a value proposition adapted to targeted customers • State financial forecasts for a business developement • Evaluate financial risks

Independent study	Objectifs : This activity is not concerned with framed autonomy activities outside personal work.
	Méhodes : This activity is not concerned with framed autonomy activities outside personal work.

Core texts	Alexander Osteralder, *BUSINESS MODEL NOUVELLE GÉNÉRATION : UN GUIDE POUR VISIONNAIRES, RÉVOLUTIONNAIRES ET CHALLENGERS*, Pearson, 2011 Philippe Silberzahn *EFFECTUATION : LES PRINCIPES DE L'ENTREPRENEURIAT POUR TOUS*, Pearson, 2014 Carlier F.*RÉUSSIR SON PREMIER BUSINESS PLAN*, Studyrama, 2015

Assessment	Project evaluation

PROJET DE CRÉATION D'ACTIVITÉ

BUSINESS CREATION PROJECT

Lecturers:　　　　　**Marie GOYON, Sylvie MIRA**

| Lecturers : 0.0 | TC : 0.0 | PW : 0.0 | Autonomy : 0.0 | Study : 0.0 | Project : 30.0 | Language : FR

Objectives

Develop one's creativity and use it to create a new business or a startup
Develop capacities to manage a business development project
Learn how to collect data relevant to manage the project
Identify and organize relevant resources to manage the project
Learn how to communicate with partners, customers or VCs

Keywords :　Project management, innovative project conception, teamworking, communication, analysis

Programme

Students chose to build a project as business developer for a company or as an entrepreneur.
They are asked to lead the project for the creation of an innovative activity either for a sponsoring company, or for the creation of their own start-up.
The project begins with the ideation step and ends with the final pitch with the pedagogic team and the sponsoring company

Learning outcomes

- Develop one's creativity to create value
- Develop one's team and project management skills
- Identify and organize relevant resources to manage the project
- Develop one's communication and reporting skills

Independent study

Objectifs :　Improve one's conception and innovation management skills. DIY and DIWO. Applying a transversal and global approach for innovation (desirability, feasibility and viability)

Méhodes :　Project based learning, workshops and coaching

Core texts

Assessment

Project based evaluation : teamwork attendance, oral presentations and report.