An '**Opportunity Recognition**'
Innovation & Entrepreneurship Seminar.
Part of the I&E curriculum provided by the EIT ICT Labs Doctoral Training Center (DTC).

Objectives

Within this 'Business Opportunity Recognition/Business Modeling' seminar, the participants (doctoral candidates, young researchers) will be engaged in the early stage of a new venture process, namely developing a feasible business model from a product or service idea in ICT. During this seminar, participants will get the opportunity to develop experience-based knowledge about the initial business development process inspired by real entrepreneurs' testimonials. Complementary business competences required to manage a new venture will be covered including strategic management, project management, and marketing management.

Free of charge, including coffee-breaks and buffet-lunches

Methods

The seminar is organized as a one-week intensive study experience.

It provides lectures on innovation & entrepreneurship as well as business organization and strategy. It also engages participants in team collaboration and knowledge sharing. Each group is expected to develop a business model study case from an initial idea inspired by a real entrepreneur and to defend the outcome in front of a jury.

Language : English

Learning outcomes

This seminar is intended to provide the participants with a holistic understanding about the early stage of a business development process. As such, it includes the ability to :

➜ Assess the potential of research outcomes for product or service innovation.

➜ Recognize between customer-centric, market driven and technology push business ideas.

➜ Apply business modelling and necessary pre-business planning skills to a business idea.

➜ Conduct an industry and market assessment/analysis (including market demand, customer expectations, and customer value/value chains).

➜ Understand the business functions of a company and their related connections to the company strategy.

➜ Understand the fundamental knowledge regarding product/service development stages and processes.

➜ Demonstrate presentation skills

➜ Take into account a technology transfer or open innovation scenario while planning an entrepreneurial project.

➜ Include ethical, value and/or sustainability considerations in a business project.

Powered by:
IGR-IAE (University of Rennes 1 Business School), EIT ICT Labs Rennes DTC and CLC EIT ICT Labs business partners.

EIT ICT Labs

Business Opportunity Recognition
Business Modeling

Innovation and Entrepreneurship (I&E) seminar

1-5 June 2015
Rennes

A 5 days seminar on I&E by EIT ICT Labs
Language: English

EIT ICT Labs is supported by EIT, a body of the European Union

June 1-5 2015 Rennes

Business Opportunity Recognition

DAY 1 June 1st	DAY 2 June 2nd	DAY 3 June 3rd	DAY 4 June 4th	DAY 5 June 5th
08:30 09:15 **Registration, coffee and welcome** Open-space, CLC	**08:30 09:00** **Coffee** i58, Ground floor	**08:30 09:00** **Coffee** Ground floor	**08:30 09:00** **Coffee** i58, Ground floor	**08:30 09:00** **Coffee** i58, Ground floor
09:15 09:45 **Opening sessions** • The Doctoral school I&E program; general presentation *Yvonnick David (Manager, DTC Rennes)* • The Research activities in Rennes *Jean-Marc Jézéquel (Director, IRISA laboratory)* • The OR Seminar; general organization *Frédérique Chédotel (Professor, IGR public school of management Rennes* Open-space, CLC	**09:00 11:00** **Introduction to Agile Software Development & Lean IT -** *Yann Barrault (Consultant)* From predictive to adaptative models ! Agile & Lean methodologies promote adaptive planning, evolutionary development, early delivery, continuous improvement, and encourages rapid and flexible response to change. i58, Ground Floor	**09:00 11:00** **Business Strategies : Internal and External Factor -** *Laura Sabbado da Rosa* Strategic tools to support the decision making : Strategic Management, SWOT Matrix and PESTEL Analysis i58, Ground Floor	**09:00 11:00** **Marketing for new ventures Part 2: Tactics-** *I. Dabadie* Marketing plan: the 4Ps of marketing for entrepreneurship; Marketing services vs. products i58, Ground Floor	**09:00 12:00** **Case study: finalizing the group work** *Frédérique Chédotel and Laura Sabbado da Rosa* i58-i59, Ground Floor
09:45 10:45 **Collaborate to Innovate** *Laura Sabbado da Rosa (IGR-IAE Rennes)* i58, Ground Floor		**11:00 13:00** **Case study: group work** *L. Sabbado da Rosa* i58-i59, Ground Floor	**11:00 13:00** **Case study: group work (cont.)-** *I. Dabadie* i58-i59, Ground Floor	**12:00 13:00** **Lunch** Open-space, CLC
10:45 12:00 **Business Model: a method to test new business ideas** *L. Sabbado da Rosa* Method based on 9 steps to create a startup i58, Ground Floor	**11:00 13:00** **Lean Startup & Running Lean** *Y. Barrault* Based on the Business Model Canvas, the Lean Canvas is the core of the Lean Startup method for developing businesses and products i58-i59, Ground Floor	**13:00 14:00** **Lunch** Open-space, CLC	**13:00 14:00** **Lunch** Open-space, CLC	**13:00 15:45** **Group work presentations** Jury : Kimmo Vuorinen (CEO, eSoftThings), Frédérique Chédotel, Laura Sabbado da Rosa, Maurizio Gabrielli (EIT ICT Labs Doctoral school director; TBC) and Yvonnick David Open-space, CLC
12:00 13:00 **Lunch** *Open-space, CLC*	**13:00 14:00** **Lunch** Open-space, CLC	**14:00 15:45** **Marketing for new ventures Part 1: Strategy -** *Isabelle Dabadie (IGR Rennes)* Understanding the marketplace and identifying opportunities. Starting and positioning the business: defining the company mission and a market-oriented positioning statement. Defining the marketing strategy. i58, Ground Floor	**14:00 18:00** **Marketing of innovation - Immersive Course** *I. Dabadie* Testimony: Hassan Triqui (Co-founder and CEO of Secure-IC); Philippe Nguyen (Co-founder and CTO) An immersive course in the premises of Secure-IC, expert in embedded security for mobile and connected devices and spin-off of Institut Mines-Télécom/Télécom ParisTech. Objective is to know more about their activities (including company visit and live demos) and to find out how they successfully converted innovative technologies into a successful and sustainable business venture. Secure IC building (by bus)	**15:45 16:15** **Break time / Jury deliberation** Open-space, CLC
13:00 14:30 **Case study: eSoftThings** *Kimmo Vuorinen (founder and CEO)* Open-space, CLC	**14:00 15:45** **Group activity - Agile Game "GetKanban" -** *Y. Barrault* Physical board game designed to teach the concepts and mechanics of Kanban/Lean for software development i58, Ground Floor			**16:15 16:45** **Results presentations, prize and friendly moment** Open-space, CLC
14:30 16:00 **Case study: group work -** *Laura Sabbado da Rosa* Practical work on business model canvas i58-i59, Ground Floor	**15:45 16:15** **Coffee break** 158, Ground floor	**15:45 16:15** **Coffee break** Ground floor		**16:45 17:00** **Closing** *Yvonnick David (EIT ICT Labs Rennes), Frédérique Chédotel (IGR)* Open-space, CLC
16:00 16:30 **Coffee break** i58, Ground floor	**16:15 18:00** **Case study: group work** *Y. Barrault* Apply the Lean Startup method to the case study i58-i59, Ground Floor	**16:15 18:00** **Case study : group work (cont.) -** *I. Dabadie* i58, Ground Floor		
16:30 18:00 **Entrepreneur testimonial** *Alain Rey (founder of Newscape technology SAS)* i58, Ground Floor				

eit Knowledge & Innovation Community

EIT ICT Labs

VENUE
EIT ICT Labs Colocation Center in Rennes
Campus de Beaulieu, Bât 12 D - 2nd floor
263 avenue du Général Leclerc
35042 Rennes cedex, France

REGISTRATION
rennes@eitictlabs.eu

✓ Attendance is free of charge, including coffee breaks and buffet-lunches

✓ Travel and accomodation on participant expenses