



SESSION 1: « Opportunity recognition in intensive technology program »

Day 1 – 4 April 17

	CONTENT	METHOD
9:00 – 10:00	Introduction – Objectives and agenda – Attendants presentation - Expectations	Presentation Round table “Ice-breaker” game
10:00– 10:45	Overall knowledge about innovation: definition, characteristic, stakes, and segmentation...	Presentation and discussion
10:45–11:00	<i>Pause</i>	
11:00 – 12:00	Innovation project management: the key success factors	Game and discussion
12:00 – 13:00	The most adapted mind-set for innovation and entrepreneurship: Effectuation	Presentation and discussion
13:00 – 14:15	<i>Lunch</i>	
14:15 – 14:45	Testimony of a start upper: major stakes of entrepreneurship	Q&A with an entrepreneur
14:45– 15:30	The different approach to innovate: - Design Thinking - Lean Start up - Blue Ocean	Presentation and discussion
15:30–15:45	<i>Pause</i>	
15:45 – 16:30	The different approach to innovate: - ISMA360®	Presentation and discussion
16:30 – 17:00	Closing of 1st day: key learnings	Game



Day 2 – 5 April 17

	CONTENT	METHOD
9:00 – 9:15	Wrap up	Game
9:15 – 10:15	How to conduct an entrepreneurial project: the Business Design approach by Vianeo with the 5 proofs of value	Business Design Card game Presentation
10:15 -10:30	Pause	
10:30 – 11:00	Application to a pedagogical case	Individual exercise and debriefing
11:00 – 11:30	Projects choice by the participants: - Ideas presentation by the owners - Group repartition	Presentation and discussion
11:30 – 12:45	Application work on projects following the Business Design methodology: Proof #1: Legitimacy Identify the problem to solve Audit the available means (capabilities, expertise, resources of the owners) Determine the application domain	Group work: Brainstorming with the Business Design Canvas Synthesis with the software platform Sharing with other groups
12:45 – 14:00	Lunch	
14:00 – 15:00	IP (Intellectual property) and innovation: what to protect? Why? When? Application to the project: IP strategy	Presentation and discussion
15:00 – 15:15	Pause	
15:15 – 16:15	Application work on projects Proof #2: Desirability Usage analysis: 1st hypothesis of users and existing solutions Identification of potential early-adopters and major usage insights	Group work: Brainstorming with the Business Design Canvas Synthesis with the software platform Sharing with other groups
16:15 – 16:45	The market study: how to explore a market that does not yet exist? Best practices and appropriated tools	Presentation and discussion:
16:45 – 17:00	Closing of day 2	Round table



Day 3 – 6 April 17

	CONTENT	METHOD
9:00 – 9:15	Warm up	Business Design Card game
9:15 – 10:15	Application work on projects The exploration market study: Design the methodology: Information to collect, targets and sources, interview guide	Group work: Brainstorming with the Business Design Canvas Sharing with others
10:15 - 10:30	Pause	
10:30 – 13:00	Application work on projects Implementation of market study: contacts identification, appointment scheduling, first interviews, ...	Group work Internet watch Mail, phoning Outdoor interviews
13:00 – 14:15	Lunch	
14:15 – 14:45	Implementation of market study: Analysis of first feed back and action plan	Debriefing Project update in the software platform
14:45 – 15:00	The usage analysis: how projective tools can contribute to better understanding?	Presentation and discussion:
15:00 – 15:15	Pause	
15:15 – 16:45	Application work on projects Persona and usage scenario	Group work: Brainstorming with the Business Design Canvas Photomontage Sharing with other groups
16:45 – 17:00	Closing of day 3: <ul style="list-style-type: none"> - Key learnings of session 1 - Satisfaction regarding the expectations - Presentation of session 2 2018 - To do between the 2 sessions 	Presentation Round table

