



**ITN Arcade Training Program
For PhD Students
« A path toward entrepreneurship »
Sophia-Antipolis**

Session #2:

« Business Modelling and development of the project »

OVERALL OBJECTIVES:

- Help participants to acquire economical (entrepreneurial & industrial) mind-set and culture
- Give them the operational competencies to be able to conduct an entrepreneurial project
- Drive them all along the project journey towards the market

The session #2 will mostly focus on practical work to apply concepts and theory conveyed in session #1.

To be closer to the reality of entrepreneurship, the application will take place in groups that will each practise on a real project from INRIA researchers. The project owners' team will join the training to work in collaboration with the attendees. They will then expect strong involvement to bring value to their project.



Day 1: 20th march 18

	CONTENT	METHOD
9:00 – 9:30	- Introduction – Objectives and agenda – Participants expectations	Presentation Round table
9:30– 10:30	- Project presentation by the owners (3 x 5 min) - Group constitution	Presentation and discussion “Ice-breaker” game
10:30 – 11:00	- Reminder of session #1: the Business Design methodology	Card game and discussion
11:00–11:15	Pause	
11:15 – 12:30 (1h15)	Application work on projects 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
12:30 – 13:45	Lunch	
13:45 – 15:15 (1h30)	Proof #2: Desirability Usage analysis: Represent persona of requester and current usage scenario Analyze state of the art	Group work: Brainstorming with the Business Design Canvas Internet watch Photomontage Synthesis with the software platform Sharing with other groups
15:15–15:30	Pause	
15:30 – 16:45 (1h15)	Usage analysis (next): Define requesters, needs and existing solutions Identify “insights” Assess reliability and point out missing info	
16:45 – 17:00	Closing of 1st day: key learnings	Round table



Day 2: 21st march 18

	CONTENT	METHOD
9:00 – 9:10	Objectives and agenda	Presentation
9:10– 10:30 (1h20)	Application work on projects Proof #3: Acceptability Ecosystem analysis: Brainstorm about market actors and influencers Represent value network Assess segments acceptability	Group work: Brainstorming with the Business Design Canvas Internet watch Synthesis with the software platform Sharing with other groups
10:30–10:45	<i>Pause</i>	
10:45 – 12:30 (1h15)	The exploratory market study: Best practices Application work on projects Exploratory market study preparation Build action plan: info to collect, target, methodology, interview guide, ...	Presentation Group work: Brainstorming with the Business Design Canvas Internet watch Training Sharing with other groups
12:30 – 13:45	<i>Lunch</i>	
13:45 – 15:15 (1h30)	Application work on projects Proof #4: Feasibility Functional analysis: Brainstorm about functionalities to meet users needs Identify technical partners Define product roadmap	Group work: Brainstorming with the Business Design Canvas Synthesis with the software platform Prototyping Sharing with other groups
15:15–15:30	<i>Pause</i>	
15:30 – 16:45 (1h15)	Functional analysis (next): Prototype solution Design usage scenario of the solution	
16:45 – 17:00	Closing of 2nd day: key learnings	Round table



Day 3: 22nd march 18

	CONTENT	METHOD
9:00 – 9:10	Objectives and agenda	Presentation
9:10– 10:30 (1h20)	Application work on projects Proof #5: Viability Market positioning and business model definition: product market fit, customers, value proposition and revenue streams	Group work: Brainstorming with the Business Design Canvas Synthesis with the software platform Sharing with other groups
10:30–10:45	<i>Pause</i>	
10:45 – 12:30 (1h15)	Synthesis of the project: 5 proofs achievement, SWOT analysis, action plan	Group work: Brainstorming with the Business Design Canvas Synthesis with the software platform Sharing with other groups
12:30 – 13:45	<i>Lunch</i>	
13:45 – 15:30 (1h45)	The pitch: Structure, content and rules Application work on projects - Pitch preparation and training: Build a story to present the project Imagine creative presentation supports Train for presentation	Presentation and video Group work: Brainstorming with the Pitch Canvas Creative work: drawings, collage, role play,... Recorded training
15:30–15:45	<i>Pause</i>	
15:45 – 16:30 (45min)	Pitch presentation	Presentation and discussion (questions and answers)
16:30 – 17:00	Closing of the session: <ul style="list-style-type: none"> - Key learnings of session 2 - Satisfaction regarding the expectations - Presentation of session 3 2019 	Round table Presentation

