

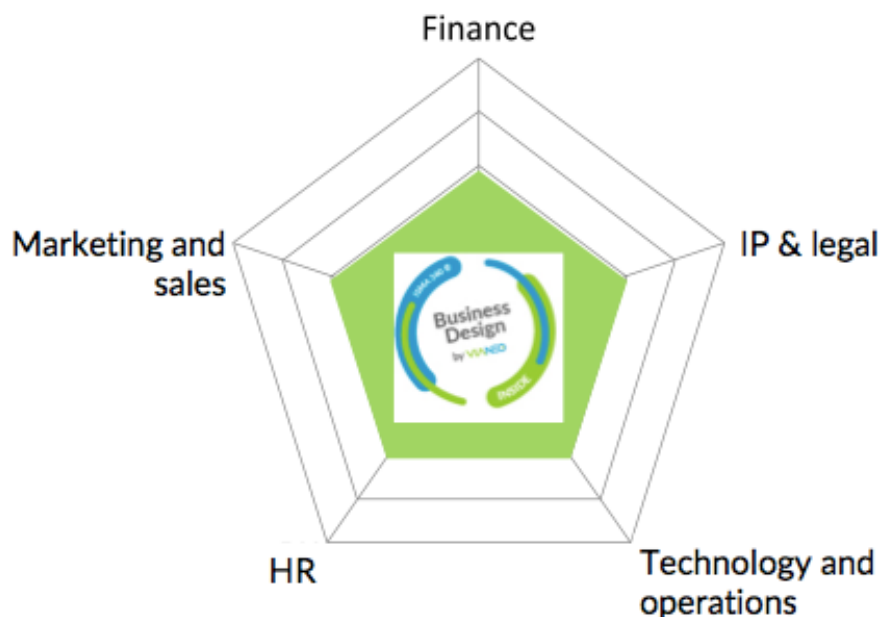
ITN Arcade Training Program
For PhD Students
« *A path toward entrepreneurship* »
Sophia-Antipolis

SESSION #3:

Growth and harvest of the result with market potential

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 training will focus on the basics of how to operate a company especially a start up.
The training will mix theory presentation as well as testimonials of professionals.



Day 1: 27th march 19

	CONTENT	METHOD
9:00 – 9:15	Introduction – Objectives and agenda – Participants expectations	Presentation Round table “Ice breaker”
9:15– 10:15 (1h15)	- Reminder of sessions 1&2: key learnings - Testimonials of 2 start ups project owners from session 2: where are they today? What has changed? What are their plans?	Round table + card game and Q&A with Pierre Kornprobst/Marco Benzi and Arnaud Legout/David Migliacci (2x20 min)
10:15 – 10:30	Pause	
10:30– 11:45 (1h15)	Digital transformation: stakes and opportunities	Presentation by Séverine Herlin
11:45 – 12:45 (1h)	Marketing and brand management: What is a brand? Why and how to build a brand?	Presentation by Sophie Roux Brand Silver
12:45 – 14:00	Lunch	
14:00 – 14:30 (30min)	Marketing and brand management (next): Basics of digital marketing and tools	Presentation by Sophie Roux Brand Silver
14:30 – 15:30 (1h)	HR management: HR basics for entrepreneurs: leadership, structure and organisation, team composition and profiles, basics of the HR function, recruitment...	Presentation by Sandra Le jan Pedagogical exercises
15:30– 15:45	Pause	
15:45– 16:45 (1h)	HR management (next)	
16:45 – 17:00	Closing of 1st day: key learnings	Round table



Day 2: 28th march 18

	CONTENT	METHOD
9:00 – 9:10	Objectives and agenda	Presentation
9:10 – 10:30 (1h20)	Finance and fundraising: The business plan (structure, link with the strategy, figures...) The funding plan (capital stock, loans...) The meeting with the investors (expectations, rules, tools...)	Presentation by Toufik Lamèche Pedagogical exercises
10:30-10:45	<i>Pause</i>	
10:45 – 11:45 (1h)	Finance and fundraising (next)	
11:45 – 12:30 (45min)	Testimonial of a Business Angel	Q&A with Marie Fauré – Olbia Invest
12:30 – 13:45	<i>Lunch</i>	
13:45 – 14:45 (1h)	Testimonial of an lawyer, specialised in Start Up	Q&A with Eric Elabd – Ventury Avocats
14:45-15:00	<i>Pause</i>	
15:00 – 16:45 (1h45)	Strategy and operations management: The different types of strategies for growth, basis of quality and stock management	Presentation by Patrick Sure Pedagogical exercises
16:45 – 17:00	Closing of 2nd day: key learnings	Round table



Day 3: 29th march 18

	CONTENT	METHOD
9:00 – 9:10	Objectives and agenda	Presentation
9:10 – 11:15 (2h05)	Business development: The commercial action plan: structure, objectives, targets, indicators, sales force, tools The pricing policy	Presentation by Thomas Herlin Pedagogical exercises
11:15 – 11:30	<i>Pause</i>	
11:30 – 12:30 (1h)	Testimonial of an R&D manager	Presentation and Q&A with Eric Bucci or Pierre Sigrist ex Visteon
12:30 – 13:45	<i>Lunch</i>	
13:45 – 15:00 (1h15)	Link between academic research and industry (including IP issues)	Presentation by INRIA Transfert Technology Team (Guillene Ribiere TBC)
15:00 – 15:15	<i>Pause</i>	
15:15 – 16:30 (1h15)	Link between academic research and industry (next)	
16:30 – 17:00	Closing of the training: <ul style="list-style-type: none"> - Key learnings of session 3 - Overall satisfaction 	Round table

