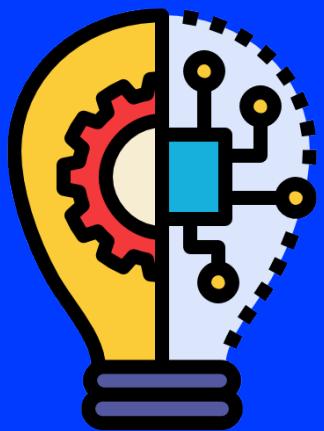


INNOVATION TRACK

< WORKSHOP - CONTEXT, AUDIT &
COMPLIANCE />

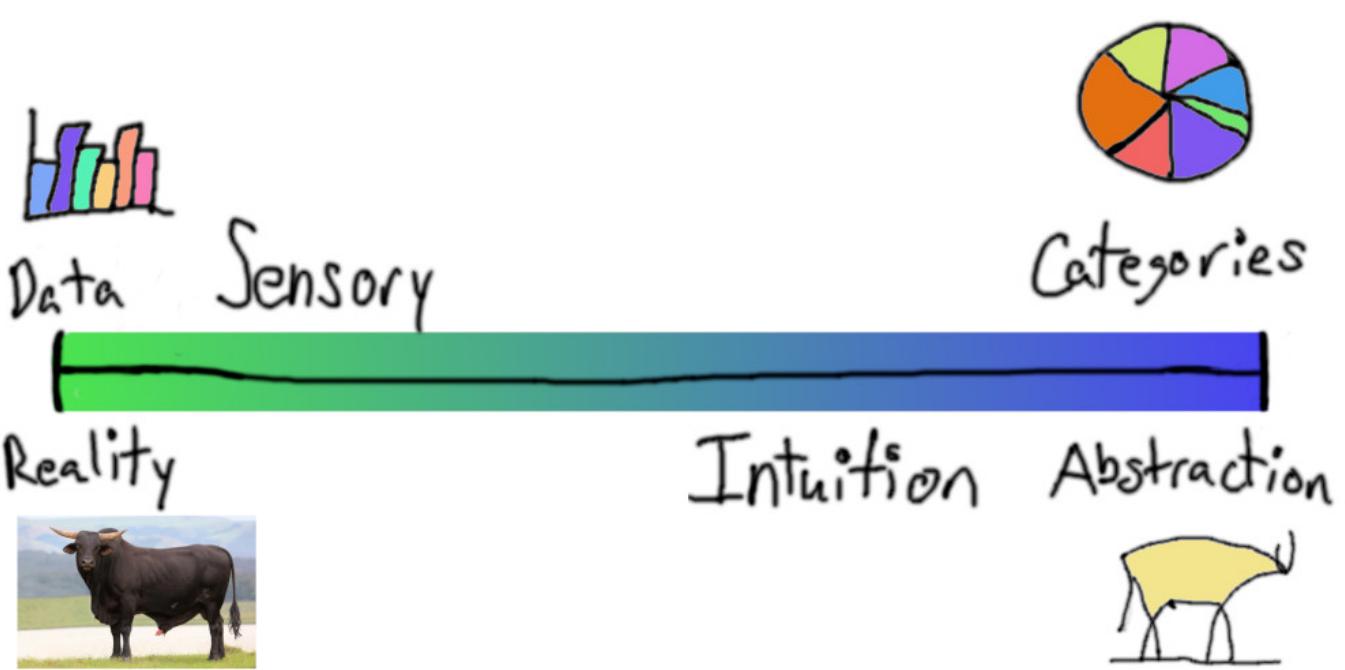


INNOVATION TRACK

Workshop: Context, Audit & Compliance

The objective of this workshop is to define the **environment** in which your project will evolve. It goes beyond simple "competition" to include technical, legal, and human constraints.

By the end of this workshop, you must prove that you master your ecosystem and that you are not reinventing the wheel.



Part 1: Competitive Context

Intuition plays a crucial role when embarking on an innovative personal project like the EIP, often acting as a non-rational guide deeply rooted in experience. This intuition must be cultivated while seeking to find anchors in reality.

Intuition

Intuition allows you to imagine features that are missing or that will bring novelty compared to what your competitors are doing.

Intuition is a very powerful thing, more powerful than intellect.

— Walter ISAACSON, Steve JOBS biography —

As an intermediate **target**: write down your intuition in at least 500 characters.



Example of intuition for the EIP RAILZ:

You are convinced that regular railway users in France would like to benefit from an assistant on their smartphone to make their journeys easier and more pleasant. Your competitor is SNCF with its mobile applications, and you know that the user experience could be greatly improved.

Objectivity & Criteria

Objectivity allows for rationality by defining better criteria to compare yourself to others. It requires taking a step back, honesty, and rationality.

As an intermediate **target**, define 4 to 5 objective criteria on at least two axes (Business & Technical).



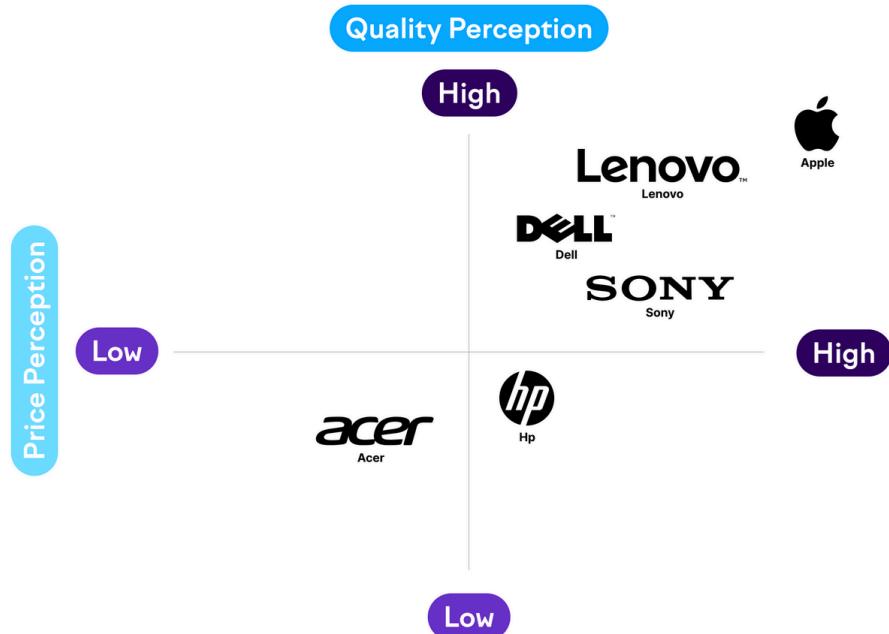
Example of objectives for the EIP RAILZ:

- ✓ **Business:** Price perception, Community features, Ease of use.
- ✓ **Technical:** Real-time latency, Offline capability, Battery consumption.

Tools for Comparison

Choose one of the following two tools to present the results of your competitive analysis.

The competition map A strategic tool used to visualize a project's position relative to its competitors.



The comparative feature table A tool used to highlight the distinctive characteristics of a project compared to those of the competition.

	Dropbox	Carbonite, Mozy	Foldershare	Box.net
Sync	✓	✗	✓	✗
Backup	✓	✓	✗	✗
Sharing	✓	✗	✓	✓
OS Integration	✓	✓	✓	✗
Web Access	✓	✗	●	✓
Versioning	✓	✗	✗	✗

Part 2: Technical & Legal Audit

Your project does not exist in a void. You must analyze the existing tools, the laws you must respect, and the people you are building for.

1. Technical State of the Art

Don't reinvent the wheel.

Before starting to code, you must identify what already exists to help you.

- ✓ **Existing Libraries & Frameworks:** What are the standard tools for your problem? (e.g., Don't write your own crypto library, use OpenSSL or Sodium).
- ✓ **SaaS & APIs:** Can you buy instead of build? (e.g., Auth0 for authentication, Stripe for payments).
- ✓ **Technical Benchmark:** How do your competitors solve the technical challenges?

2. Security & Legal Audit

You are responsible for the data you handle.

- ✓ **GDPR (RGPD):** What personal data are you collecting? Do you really need it? How is it stored?
- ✓ **Regulations:** Does your project touch sensitive sectors (Health data/HDS, Finance/PCI-DSS, Kids/-COPPA)?
- ✓ **Security Risks:** Identify the top risks for your platform (refer to the **OWASP Top 10**).

3. Accessibility Strategy (A11y)

Digital services must be accessible to everyone, including Persons with Disabilities (PSH).

- ✓ **Standards:** Which standard will you follow? (RGAA in France, WCAG internationally).
- ✓ **Targets:** What level are you aiming for (A, AA, AAA)?
- ✓ **Specific Needs:** How will a blind person or someone with motor impairments use your app? (Screen readers, keyboard navigation, contrast).

4. Team Skills Audit (HR)

An ambitious idea is nothing without the team to build it.

- ✓ **Skills Matrix:** List the technical and soft skills required for the project (e.g., "AI Expert", "Mobile Dev", "Legal knowledge").
- ✓ **Gap Analysis:** Compare with your team's actual skills.
- ✓ **Action Plan:** How will you fill the gaps? (Training, recruiting a specific profile, changing the scope).



Deliverable Checklist for this Workshop:

At the end of this workshop, your slide deck should include:

1. **Competitive Benchmark:** A map or table positioning your project against competitors (Business & Tech).
2. **State of the Art:** A list of selected technologies/services vs "Reinvented" wheels.
3. **Compliance Report:** A summary of Legal/GDPR constraints and Accessibility targets (RGAA/WCAG).
4. **Skills Matrix:** A clear view of your team's strengths and the plan to address missing skills.

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