1IN1000 – Start-Up Week

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Department: DÉPARTEMENT SCIENCES HUMAINES ET SOCIALES
Language of instruction: FRANCAIS
Campus: CAMPUS DE PARIS - SACLAY
Workload (HEE): 30
On-site hours (HPE): 18,00

Description

The objective of Startup Week is to
- to allow students to discover in a concrete way what an "entrepreneurial posture" is. Entrepreneurship should be understood in its broadest definition: business creation, intrapreneurship, launching a new activity, self-entrepreneurship.
- to provide students with initial entrepreneurial skills: business model, finance, market analysis, etc.
The students, divided into teams before the start of the SUW, have 4 days to start validating (or invalidating) a product/activity/business idea of their choice, and to convince themselves of the quality of their entrepreneurial approach. The aim of the startup week is for them to learn how to
- Formulate a value proposition
- Define a business plan
- Acquire initial knowledge: business model, finance, market analysis, pitch technique, teamwork, prototyping, etc
.- Make progress on teamwork

Quarter number
Intensive week at the end of the ST2

Prerequisites (in terms of CS courses)
None

Syllabus
Day 1 :
 13H30-14H30 (in plenary): Presentation of the SUW in plenary
14h30-15H: Presentation of the Business Model Canvas
15H30 - 17H00 (in workshops of 40, in teams of 6): Ideation, problematisation

Day 2 :
9H-12H30 (in workshops): Exchanges with the coaches and Adjustments based on the work prepared the day before by the students
14H00-15h00 (in plenary): Financial elements
From 15.00: Students develop their work on the dimensions (Offer, Market, Business Model) and support exchanges with the facilitators for the next day
Day 3 :9H- 12H30 (in workshops): Exchanges with the coaches and Adjustments based on the work prepared the day before by the students
14 :00 - 15:00 (in plenary); Pitching techniques
From 15 :00: Students continue to improve their work, prepare a pitch deck and practice oral communication for the next day
Day 4 : 9.00 - 12.00 (in workshops): Exchanges with the coaches and adjustments based on the work prepared the day before by the students
Day 5 :
9.00-11.00 (in workshops): Presentations by all the teams of the finalised Pitch Deck
11.00-12.00 (in workshops): Individual feedback from the coaches to each team on the quality of the achievements during the week (Offer, Market, Business Model, Pitch Deck) - And evaluation of the teams by the coaches
14H00-15H30 : Pre-selection jury for the Final
16H-17H30 (in plenary): Presentation in Pitch Deck format by the pre-selected teams - Final

Grading
students will be evaluated on :Their involvement throughout the 4 days
The quality of the achievements at the end of the week
The quality of the TD Pitch Deck group presentation on the weekend

Resources
- Teaching team (names of lecturers) : Jean-François Gallouïn, Maxime Guymard-
Group size in workshops : 40 students, in teams of +-6 students, supervised by 2 experts in business creation- Rooms (department and capacity): 22 rooms of 40 for the workshops and the Michelin amphitheatre for the plenary sessions

Learning outcomes covered on the course
At the end of this teaching, the student will be able to :
Formulate a value proposition
Analyze a market Formalize a Business Model Canvas
Synthesizing and pitching a project

Description of the skills acquired at the end of the course

C3.1 Be proactive, take initiatives, get involved

C3.2 Question one's initial hypotheses and certainties. Overcome failures.Make decisions

C4.1 Think customer. Identify/analyse the needs, issues and constraints of otherstakeholders, especially societal and socio-economic ones.

C4.2 Know how to identify the value of a solution for a client, the market.

C7.3 Know how to discern and seize opportunities, good business opportunities.

C7.4 Convince by working on communication techniquesMaster spoken, written and body language. Master the basic techniques ofcommunication

C8.1 Work in a team/collaboration