

IoT for entrepreneurs

Session 1

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1. Welcome!

I am Clement Levallois, Associate Professor at emlyon business school.

Designer and instructor for "IoT for entrepreneurs", code "B4CCO".

Today we launch the course and give explanations on its objectives and functioning.

2. Objectives of the course

Make you jump on the biz x tech x digital economy

Can you guess who opened the annual automotive show in Frankfurt this year?

Sheryl Sandberg, COO at Facebook:

► <https://www.youtube.com/watch?v=llgCU1lsTI0> (YouTube video)

At the heart of this change, there is the fact that objects get **traversed by data**.

It's not just mechanics powered by electricity anymore.

It's mechanics, with computers, software (code), Internet connection and data flowing.

And this is what Internet of Things and smart objects are pretty much about.

This course is designed to make you **touch** this, feel confident about getting a job in this new economy.

3. The way this course works

a. You will build an object

Displaying the air quality around you.

You will need to use hardware, software, and see how data flows from the Internet to a tiny object.

You will need to visit the Makers Lab to solder some pieces.

b. Lectures will be online.

Brightspace remains your meeting point, especially to read the syllabus and for the assignments.

But there is a link to a full website where the lectures are available.

So the 3 in-class sessions are devoted to kick-start, follow your progress and close the course.

Experts video are coming. We are finalizing the filming and they will be put online in October.

c. Assignments are short videos you should make.

- a video showing the object you created, and explaining the difficulty you faced
- a video showing an object existing on the market, where you discuss its technical, business and security aspects.

More questions?

- **The syllabus is the definitive document for all your questions**
- I will have office hours on Friday mornings after class.
- You can visit the Makers Lab for soldering and hardware related issues.

4. Related to this course



Figure 1. Exhibition at the Cite du Design

5. Let's get the objects!



they are relatively fragile. Don't leave them at the bottom of your bags. Also, they are not too cheap: 40 euros. Don't loose them.

The end

Find references for this lesson, and other lessons, [here](#).



This course is made by Clement Levallois.

Discover my other courses in data / tech for business: <http://www.clementlevallois.net>

Or get in touch via Twitter: [@seinecle](#)