

Salomon- Somfy

PROJECT SUMMARY

Project Title:

Salomon & Somfy , Entrepreneurial Innovation Project (Apr 2025)

Context:

Week-long international workshop jointly supported by Salomon and Somfy, focused on developing innovative start-up concepts.

Students from the European Master in Business Studies (EMBS) worked in interdisciplinary teams, mentored daily by corporate experts in finance, marketing, management, communication, and product development.

Objectives:

- Create a start-up project from concept to presentation within one week.
- Integrate business, technical, and social impact perspectives into a coherent business model.
- Present the project and defend its feasibility before a panel of corporate managers.

Methodology & Tasks:

- Collaborated in a multidisciplinary team to design a tech-based start-up addressing social inclusion challenges.
- Developed the concept of an electronic bracelet for children with autism spectrum disorders (Type 1 and 2) capable of detecting early signs of a crisis and sending real-time alerts to teachers or parents.
- Structured the business model, market entry strategy, and financial outline under the supervision of corporate mentors.
- Delivered a final pitch presentation evaluated by managers from Salomon and Somfy.

Key Results:

- Presented an innovative assistive technology concept with strong social and ethical impact.
- Received professional feedback on strategic, financial, and technical aspects.
- Enhanced understanding of entrepreneurial processes from ideation to validation.

Skills Developed:

Entrepreneurial thinking • Interdisciplinary collaboration • Public speaking • Strategic and analytical problem-solving