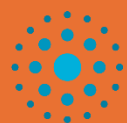


Feedback

INNOVATION AND CREATIVITY

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MASTER 2 IN COMPUTER SCIENCE, CYBERSECURITY SPECIALIZATION
POLYTECH
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UNIVERSITÉ
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CHAHOUR Zineb

There is only a missing initial goal to introduce the overall objective of the project, such as "Combine my passion for transportation and travel into an international career" for example.

For **specific**, the goal is precise and oriented towards defined sectors (planes, trains) and includes opportunities for frequent travel, both national and international. However, specifying companies (like Airbus, for example) could have been interesting and better guided the realization of the goal. Additionally, the passion for this field is not mentioned.

For **measurable**, the objective is measurable through concrete criteria such as the salary and the minimum percentage of travel time (30%). Furthermore, tracking via the number of interviews provides a concrete method to evaluate progress.

For **achievable**, the actions intended to be implemented are realistic, attainable, and well-adapted to the professional world. The mention of LinkedIn offers a concrete orientation. Specifying certifications or degrees could better guide the acquisition of the necessary skills.

For **relevant**, the goal combines personal and professional ambitions, demonstrating a determination to achieve the goal.

For **time-bound**, the goal is well-defined over time, with the start and duration clearly outlined.

The defined objectives are relevant and aligned with the goal. However, they do not follow the SMART methodology.

For **build Industry-Specific Skills**, this objective is relevant for acquiring skills and increasing attractiveness to recruiters. However, specifying certifications would make the objective clearer. Adding a timeline would better structure the objective with respect to the goal.

For **Expand Professional Network**, the objective of connecting with 30 professionals in three months is clear and achievable. The mention of LinkedIn and events provides concrete means to achieve this.

For **Learn New Languages**, learning a language is coherent as it is essential for working in transportation. However, specifying intermediate steps (A2, B1) would help better structure the objective.

Idea 1: Participate in hackathons related to the transportation industry (Objective 1)

Description: Register for hackathons organized by companies in the transportation sector, such as Airbus (Airbus Fly Your Ideas). These hackathons provide opportunities to work on concrete projects, enhance technical skills, and gain visibility with professionals in the field.

Source: Airbus Fly Your Ideas: <https://www.airbus.com/en/fly-your-ideas>

Idea 2: Create an online portfolio dedicated to projects in the transportation sector (Objective 2)

Description: Launch an online portfolio to showcase completed projects, obtained certifications, and personal insights on innovations in transportation. This would attract the attention of professionals in the sector and facilitate connections on LinkedIn or during networking events.

Source: <https://www.capella.edu/blog/career/why-a-portfolio-is-important-for-your-career/>

Idea 3: Join an online language tandem to practice a new language (Objective 3)

Description: Use a platform like Tandem to practice a language by exchanging with native speakers. This will enable faster language acquisition while discovering cultural aspects of the targeted countries.

Source: <https://www.tandem.net/>, <https://talkpal.ai/the-benefits-of-practicing-a-language-with-native-speakers/>

Pauline CAPELLO

For **specific**, the reasons for creating this podcast are well-defined and relevant to the current situation of entrepreneurship. Mentioning that it is a passion strengthens the motivation. The project targets a specific audience with a precise format and content.

For **measurable**, many indicators are specified, with coherent figures and time limits that allow progress to be measured.

For **achievable**, studies in communication provide a solid foundation for this project, reinforced by the passion for communication and entrepreneurship. However, it would be relevant to specify the equipment (hardware, software) already owned or to be purchased to understand what is missing.

For **relevant**, this project addresses a real need while aligning with the author's passions. Communication among students will interest a broad audience sharing these interests, especially as such a project seems unique.

For **time-bound**, a clear schedule is established, specifying the project's start and monthly deadlines.

For **objective 1**, ensuring consistency in video publishing is important to retain the audience. A clear schedule, with one video per month, ensures regularity. Editing skills make it possible to achieve this objective effectively.

For **objective 2**, the targeted numbers (500 active listeners in six months) are specific and measurable, thanks to strategies like partnerships with clubs and social media campaigns. Measurement tools, such as download statistics and interactions, ensure effective tracking.

For **objective 3**, inviting 15 entrepreneurs and experts diversifies the content and attracts a wider audience. Using university and professional networks is realistic, but defining selection criteria (sector of activity, experience) would ensure a balanced diversity. Specifying a clear distribution of the types of speakers would enhance the content's attractiveness over the academic year.

Idea 1: Create a newsletter for the podcasts (Objective 1)

Description: Create a newsletter for each episode, which could include summaries, anecdotes, and links to useful resources. This could improve communication and strengthen the regularity of the podcast, also showing a serious approach toward the audience.

Source:<https://weeditpodcasts.com/how-to-use-email-newsletters-for-podcast-promotion-and-audience-growth/>

Idea 2: Create a dedicated community for podcast listeners (Objective 2)

Description: Launch a dedicated community, such as a Discord group, to bring listeners together. This space would encourage discussions about episodes, allow questions for guests, and strengthen engagement.

Source:<https://podcast.bisjhintus.com/blog/building-a-podcasting-community-using-discord-and-patreon-for-engagement/77>

Idea 3: Launch a video testimonial challenge to select guests (Objective 3)

Description: Organize an online challenge inviting student entrepreneurs to submit a short video sharing their journey, projects, and why they want to participate in the podcast. The videos would be shared on social media to generate engagement and content around the podcast. Then, the most convincing participants would be selected as guests for the episodes.

Source: <https://lite14.net/blog/2024/10/09/how-to-use-user-generated-content-to-market-podcasts/>