

Business startup

	B	Evaluation method
Discover methods to validate and prioritize innovations and market targets	4	portfolio
Know the points to work to offer value and build a good business model	4	portfolio
Define if an idea is patentable and carry out a search of anteriority	4	portfolio
Define your financing tool according to your needs and adapt	4	portfolio
set goals in line with your means, discover and select digital and traditional commercial actions	4	portfolio
recruit, manage and organise a startup	4	portfolio
make a pitch	4	presentation

1-level of application: follow-up of instructions or procedures

2-level analysis: improvement or optimization of solutions or proposals

3-level of control: design of programs or definitions of specifications

4-level of expertise: definition of guidelines or strategies