

Program

Residential school on entrepreneurship

**JUNE 10-13
2025**

Tuesday June 10, 2025

Evening | Arrival and installation
Poster presentation in team

Wednesday June 11, 2025

Morning | Ice-breaking
Definition of a start-up: prejudices vs reality
Keys of business creation
25 years experience: classic traps and tips to success

Afternoon | Testimony: early stage creator (TBA)
Debrief
Workshop: project presentation

Evening | Testimony: Lunch with entrepreneurs (TBA)

Thursday June 12, 2025

Morning | Techno push vs market pull
Notions: fields of application, intensity of need, creation of value for the customer
Market: segmentation, dynamics, quantification, competitive positioning, persona, use cases
Definition: go-to-market
Meeting: expert of intellectual property (TBA)

Afternoon | Testimony: advanced stage creator (TBA)
Debrief
Workshop: upgrade project presentation

Evening | Testimony: Lunch with entrepreneurs (TBA)

Friday June 13, 2025

Morning | Build a financial projection and link it to the market strategy
Notions: financing strategies
Understand: importance of the founding team - classic pitfalls and best practices

Afternoon | Testimony: investment funds - criteria for investing in a scientific start-up (TBA)
Debrief
Last exchange time