

# Raising Innovation & Entrepreneurship Awareness for PhD students and junior researchers

Tuesday 8 and Wednesday 9 March 2016

EIT Digital Rennes CLC, ITIC building, Beaulieu Campus, Rennes, France

## DAY 1 – March 8 2016

08:30	<i>Registration &amp; Coffee</i>
09:00	<b>Welcome &amp; Opening</b> Jean-Marc Jezequel (Director, IRISA), Frédéric Renouard (CLC Manager, EIT Digital)
09:15	<b>EIT Digital Doctoral School</b> Yvonnick David (DTC Manager, EIT Digital) EIT Digital Doctoral School aims at developing entrepreneurial mindset and I&E knowledge among master and doctoral students in order to provide them with a broader set of career opportunities.
09:30	<b>Workshop 1 – Generating creativity and business ideas</b> ⇒ Alvaro Pina Stranger (Associate Professor; EIT Digital I&E coordinator) ⇒ Maude Serpin (Curiouser)
11:00	<b>Introduction to Innovation</b> Dominique Martin (Professor, IGR business School)
12:15-13:45	<i>Lunch break</i>
14:00	<b>Business testimonial</b> Regis Leroux (CEO and founder of Enensys) An interactive talk where an entrepreneur presents the “success story” of his company, it’s innovation context, market environment and business model as well as his overall experience in entrepreneurship.
15:00	<i>Coffee break</i>
15:30-18:00	<b>Workshop 2 – Conducting a product/service or business feasibility study (part 1)</b> ⇒ Alvaro Pina Stranger (Associate Professor; EIT Digital I&E coordinator) ⇒ Maude Serpin (Curiouser)
19:00-21:00	<i>Dinner - Social event</i>

## DAY 2: March 9 2016

08:30	<i>Coffee</i>
09:00	<b>Workshop 3 – Conducting a product/service or business feasibility study (part 2)</b> ⇒ Alvaro Pina Stranger (Associate Professor; EIT Digital I&E coordinator) ⇒ Maude Serpin (Curiouser)
10:30	<b>People skills for innovation</b> ⇒ Frédérique Chedotel (Professor, IGR Business School)
12:00 – 13:00	<i>Lunch Break</i>
13:00	Transfer to Télécom Bretagne



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13:30	<b>Incubator visit</b> Marianne Laurent (Télécom Bretagne) Presentation and visit, open discussion with startupperes.
15:30	Transfer back to CLC and coffee break
16:00	<b>Innovation trends, action lines and startups at EIT Digital</b> François Morin (EIT Digital BDA) Yvonnick David Formal presentation and round table
16:45 – 1700	<i>Closing</i>