

A 'Raising Awareness in I&E' education module of the EIT Digital Doctoral School

Objectives

This seminar is designed to inspire, motivate and raise awareness of high-tech innovation and entrepreneurship. It aims at fostering the innovation and entrepreneurial mindset and open new career perspectives.

Methods

The seminar includes teamwork and lectures on entrepreneurship and innovation as well as a testimonial of an entrepreneur and a visit of an incubator. Participants are expected to collaborate on the teamwork by sharing knowledge and experience.

The incubator visit will be an open session available to any doctoral candidate or researcher interested in the visit.

Coffee breaks, lunch breaks are also part of the objective to facilitate networking among the participants.

Free of charge for EIT Digital partners (academic, business, ecosystem) including coffee breaks and lunches

Learning outcomes

Resulting outcomes expected from this seminar are to raise awareness of the innovation potential of research activities for future product or services and to define what means entrepreneurship in the ICT context.

The participants will have the ability:

- To consider different perspectives on entrepreneurship from a scientific perspective
- To identify the variety of opportunities connected to high-tech entrepreneurship (on selected thematic areas)
- To discover some basic innovation and business management concepts
- To learn about the business innovation ecosystem from the experience of real entrepreneurs
- To be exposed to recent business trends in some highly dynamic digital environments.

Powered by

- EIT Digital DTC and CLC, Rennes
- IMT
- Vianeo
- Corporate partners

It is eligible as MATISSE 'general and professionalization training'.

Innovation & entrepreneurship for researchers in digital technologies



March 14-15, 2017
Rennes

Language
English

DAY 1 - Tuesday 14

- 09:00 Registration & Coffee - *Open-space, CLC*
- 09:30 **Welcome & Opening** - *Open-space, CLC*
Jean-Marc Jezequel (Director, IRISA)
- 09:45 **EIT Digital and Instruments, EIT Digital Academy (objectives, I&E curriculum, recruitment process....)**
Yvonnick David (DTC Rennes, EIT Digital)
Presentation of EIT Digital and more specifically the EIT Digital Academy (Master School, Doctoral School, Professional School and online learning) aimed at developing the entrepreneurial mindset and I&E knowledge.
- 10:30 **Group work: Session 1** - Ideation
How to design an innovative offer that fit market needs?
Vianeo
During this pragmatic mini-workshop participants will be engaged in a creativity process and business modelling for an innovative project and will be provided with tools to present such project from a market perspective.
- 12:30 Lunch break
- 13:30 **Group work: Session 2** - Business Model
How to build a viable business model? First approach to the Business Model Canvas?
Vianeo
- 15:30 Break
- 16:00 **Group work: Session 3** - Story Telling
How to present an innovative project in an appealing and convincing way?
Vianeo
- 18:00 End of session

DAY 2 - Wednesday 15

- 08:30 Coffee - *Open-space, CLC*
- 09:00 **Business testimonial**
Smartviser - Gilles Ricordel (CEO)
This testimonial will be an interactive presentation. The entrepreneur is asked to share with the audience the "success story" of his enterprise. Gilles Ricordel will share with you his thoughts about innovation context, market environment, business model as well as his overall experience in entrepreneurship, management, challenges and so on.
- 11:00 **Final Pitch exercise**
All participants
3 to 4 presentations (20+10)
- 12:00 Lunch Break
- 13:00 Transfer to IMT Atlantique (Télécom Bretagne)
- 13:30 **Incubator visit + Startup discussion**
Marianne Laurent (IMT Atlantique)
Presentation and visit, open discussion with a startupper.
Yaggan - Hervé Le Goff (CEO)
- 15:30 Transfer back to CLC and coffee break
- 16:00 **Innovation FCS**
Erdyn - Lionel Algarra
Formal talk and round table
- 17:00 **Closing/Debriefing**

- ✓ Free of charge for EIT Digital partners (academic, business, ecosystem) including coffee breaks and lunches
- ✓ Travel and accomodation at participant expenses

REGIS-
TRATION

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VENUE

EIT Digital Colocation Centre Rennes
Campus de Beaulieu
Bât PNRB (9B) 2nd floor
263 avenue du Général Leclerc
35042 Rennes cedex, France