

MODULE ENTREPRENEURSHIP



G.E.N.E.
GRADUATE SCHOOL

Leads: Jonathan Weitzman & Alba Torres
(sponsored by the G.E.N.E. Graduate School)

Effectives: 20
Language: English
Prerequisites: none

Where?

HaF 443C et 449C

Evaluation:

Présentation orale et écrit de projet

Questions:

eur-gene@u-paris.fr

jonathan.weitzman@u-paris.fr

Number ECTS: 6

Total numbers of hours:
60

Teaching format:

conferences and practical

Teaching objectives

The Entrepreneurship module is designed to teach students about the steps to creating a business and to prepare them to seize any entrepreneurial opportunities that may arise during their careers

Teaching outline

You will work in small groups to prepare a business plan for a start-up project that you will pitch to teachers and investors at the end of the module.

You will be guided at each step by experts and MEG alumni with business experience. You will discover the steps of the innovation journey, including choosing an idea, positioning the company, building a business plan, raising funds, pitching to investors, marketing to clients and intellectual property.

And above all... you will have fun!

Liste intervenants :

- Guillaume Berteloot de DeeptechFounders sur le modèle d'affaire et la gestion de projet agile
- Alumnis Patrick Torbey sur le concept d'idéation et Julien Elric sur les structures d'accompagnement et de financement, et comment s'adresser à elles
- Sylvain Brochard de GestUnion sur les structures d'entreprise et le financement
- Nancy Geoffroy de l'Institut Pasteur sur la propriété intellectuelle et la protection des inventions
- Nos collègues de l'université impliqués dans l'entrepreneuriat étudiant, Nicolas Loménie et Viktoria Nagy
- Renaud Pourpre pour une initiation au pitch de projet
- Présentation d'Entrepreneur First, et témoignage de Madeleine Moscatelli, alumna G.E.N.E qui a rejoint le programme