

*Online training*  
**Supporting innovative  
projects of start-ups and  
SMEs**

Ensuring an effective support for innovation projects, based on proven methodologies.

Indeed, innovative projects of start-ups but and SMEs have specificities that must be integrated in terms of business model, team and financial monitoring

**Duration:** 4 half days + access to an online platform + ½ day of remote case studies

**Date:** September 07<sup>th</sup>, 09<sup>th</sup>, 14<sup>th</sup> and 16<sup>th</sup> 2021 (morning) + ½ day workshop on October 05<sup>th</sup>, 2021 in the morning

**Location:** online, through ZOOM platform

**Training fees:** 1100€ per person

**General objectives**

- Understand and develop the right posture to accompany the project leader/manager
- Support the innovative project: understand the particularities of an innovative project of a start-up and SME
- Accompany the project leader and his team
- Accompany the startup and SME in its ecosystem
- Discover the different tools available and identify when to use them

**Speaker**



**Romain VALLÉE**  
Mandarine CODI,

*Resume available on demand*

**Program Half day 1 – 7th of September, 2021**

**French hour**

8h30-10h00	<p><b>Introduction: the startup</b></p> <ul style="list-style-type: none"> <li>• Definition and categorization of startups</li> <li>• Preconceptions and misconceptions about startups</li> <li>• Example of a startup</li> <li>• Specific characteristics</li> <li>• Components of an innovative project</li> </ul>
	<p><b>Main principles of support</b></p> <ul style="list-style-type: none"> <li>• Introduction to the role of the accompanying person</li> <li>• The challenges of support</li> <li>• The different forms of support: differentiating the generalist from the expert. Roles of each</li> <li>• The main levers of support: project leader, project, ecosystem</li> </ul>
10h00-10h30	<b>Break</b>
10h30-12h00	<p><b>Structuring of the startup's management team</b></p> <ul style="list-style-type: none"> <li>• Choose your partners: founders or not</li> <li>• Distribution of capital and valuation of contributions at creation</li> <li>• Evolution of the team in the life of the company: evolution and growth of the team</li> <li>• Startup governance and operational organization</li> <li>• Introduction to fundraising</li> </ul>
	<p><b>Negotiation and management with investors</b></p> <ul style="list-style-type: none"> <li>• Understanding the valuation of the company</li> <li>• Negotiation process with investors</li> <li>• Closing of the deal: agreements and shareholders' agreement</li> <li>• Pitfalls to avoid</li> </ul>
	<p><b>Supporting the innovative project &amp; managing the uncertainty of innovative projects</b></p> <ul style="list-style-type: none"> <li>• Principles and issues of innovative design</li> <li>• Accept and manage uncertainty as a project strength</li> <li>• Key success factors for innovative projects</li> </ul>

**Program Half day 2 – 9th of September, 2021**

**French hour**

8h30-10h00	<p><b>Activity of the startup</b></p> <ul style="list-style-type: none"> <li>• Activity</li> <li>• Products/ services</li> <li>• Technologies</li> <li>• Intellectual Property</li> </ul>
10h00-10h30	<b>Break</b>
10h30-12h	<p><b>Strategic fundamentals</b></p> <ul style="list-style-type: none"> <li>• Principles of the development strategy</li> <li>• Why and how to define a development strategy?</li> <li>• As accompanying person, challenge the development strategy of a startup</li> <li>• The strategic pivot</li> </ul>

**Throughout the training: access to an online platform**

To deepen the pedagogical contents (videos, testimonies, methodology) related to the theme of supporting innovative projects of start-ups and SMEs.

**Program half day 3 – 14<sup>th</sup> of September, 2021**

**French hour**

8h30-10h00	<p><b>The startup market</b></p> <ul style="list-style-type: none"> <li>• Innovation Marketing Principles: Evangelism and Early Adopters</li> <li>• Interests and challenges of segmentation</li> <li>• The main criteria for qualifying a segment: criticality, volume and solvency</li> <li>• Prioritize its markets, in line with its development strategy</li> </ul> <p><b>Mobilize a usage approach</b></p> <ul style="list-style-type: none"> <li>• How to study markets that do not yet exist ?</li> <li>• Principle of innovation by usage</li> <li>• Main tools: personae, TOC (Test Of Concept), POC (Proof Of Concept), and prototyping</li> <li>• Uses, a state of mind to be deployed throughout the life of a startup</li> </ul>
10h00-10h30	<b>Break</b>
10h30-12h00	<p><b>Business model and value proposition</b></p> <ul style="list-style-type: none"> <li>• Definition of the notion of business model</li> <li>• Use of the BMC tool : Business Model Canvas</li> <li>• Focus on the value proposition and perceived value : principles and construction tools</li> </ul>

**Program half day 4 – 16<sup>th</sup> of September, 2021**

**French hour**

8h30-10h00	<p><b>Startup Ecosystem</b></p> <ul style="list-style-type: none"> <li>• Identify the key actors in the startup's ecosystem</li> <li>• French startup landscape actors : support, hosting, competitions...</li> <li>• Focus on the financing of the startup : private and public. Logic of valorization</li> <li>• Mobilizing networks and communities</li> </ul> <p><b>Testimony of a partner</b></p> <p><b>Communicating with the ecosystem : the pitch</b></p> <ul style="list-style-type: none"> <li>• Principles of the pitch and its different forms</li> <li>• Pitch design tools</li> <li>• Adapt your speech to your interlocutor</li> <li>• Test and experiment the pitch</li> </ul>
10h00-10h30	<b>Break</b>
10h30-12h00	<p><b>A structuring document : the Business Plan</b></p> <ul style="list-style-type: none"> <li>• Interest of the Business Plan : external and internal</li> <li>• Construction of a BP : standard plan, writing rules</li> <li>• Distribute your BP safely</li> <li>• Complementary tool to the BP : Executive summary and financial forecast</li> <li>• Professionalization and continuous improvement</li> </ul>

**Program half-day 5 : an online workshop 1 month later to promote practical application and appropriation thought practical cases.**

As we all know, taking a step back and applying the educational content of a training course is not always easy. This collective online workshop scheduled one month after Day 1 and Day 2, will help you to appropriate and apply the training content to your everyday activities.

8h30 – 10h	Round table
10h – 12h	Practical cases based on the situations of each participant : resolution of blocking points, areas for improvement

**Further information**

**Possible prerequisites:** none

**Teaching method**

An interactive teaching method based on exchange, feedback between participants and sharing of practices, numerous cases, workshops and role plays.

**Means of evaluation**

The evaluation consists of ensuring that the objectives set by the training organisation have been met in relation to the trainee's own objectives and with a view to the development of professional practices. A written evaluation of the training course is therefore systematically distributed to the trainees at the end of the session, who make an assessment based on several criteria:

- Rating of the training content in relation to their initial needs
- Rating of the course and sequencing of the training day
- Rating of the general facilitation
- Rating of the pedagogy and ease of transmission
- Rating of the material and reception conditions
- Description of the positive and negative points of the training
- Description of what they would like to apply to their professional practice

These evaluations are constantly taken into account in the adaptation of the training courses implemented. The prerequisite is a round table discussion at the beginning of the day, conducted in order to identify the trainee's needs. The same round table discussion at the end of the day allows us to measure the evolution of the knowledge/techniques acquired thanks to the training and to evaluate the changes in behaviour that it may allow in the trainee's professional practice.

**Validation / Sanction of the training**

Validation is attested by the delivery of attendance sheets and a certificate of participation by France Clusters, upon request.

**Access to people with disabilities**

France Clusters training courses are open and accessible to people with disabilities. Please contact us for further information: [formation@franceclusters.fr](mailto:formation@franceclusters.fr) / 0478546709

**Provision of teaching resources**

The teaching resources are sent to participants on request and can take different forms depending on the course: transmission of teaching materials by e-mail, printing of teaching materials on the day, or provision of teaching materials in online spaces. This will be made clear to the participants during the course.