ESSEC
BUSINESS SCHOOL

CERTIFICATE DEEPTECH+ MARKET VALIDATION AND BUSINESS STRATEGY FOR DEEPTECH VENTURING

OVERVIEW

Every day, researchers make groundbreaking Deeptech discoveries disruptive, science-based technologies with the potential to address economic and societal challenges and shape the industries of the future. However, many of these technologies fail to achieve their expected impact. To transform a technology into a market-adopted solution, it is essential to complement technical expertise with specific business skills.

In response to this need, CentraleSupélec, ESSEC Business School, and Systematic Paris-Region have launched Deeptech+ in 2025, a certified training program designed to accelerate the emergence of high-tech startups in key sectors such as Greentech, Healthtech, Biotech, AI, and quantum technology. By equipping future Deeptech leaders with both entrepreneurial and strategic skills, this initiative contributes to France and Europe's technological independence.

The Deeptech+ certificate brings together Deeptech startup founders looking to accelerate their development with entrepreneurial expertise, as well as professionals aspiring to co-founder or executive roles in Deeptech ventures.

This first module focuses on validating the market potential of a technology. Key topics covered include:
- Establishing credibility and trust for an emerging startup
- Prospecting and developing partnerships or acquiring customers
- Building a strategic roadmap for business development

TAKEAWAYS

Understand the challenges of market adoption for Deeptech startups
- Acquire tools to establish startup credibility
- Develop a strategic approach for prospecting and growth
- Build a roadmap to structure business development

PROFILE

- Deeptech startup founders and teams
- Intrapreneurs and executives looking to enter the Deeptech sector

PREREQUISITES

- Strong interest in the intersection of technology and business

LEARNING APPROACH

- 3 online modules (asynchronous) + interactive webinar
- 3 in-person sessions with practical workshops and applications

EVALUATION METHODS

- Correctly finishing the course exercises
- In class participation
- End of class presentation

FACULTY

- **Jan Lepoutre**
  Professor Academic Director Center for Entrepreneurship & Innovation ESSEC Business School
- **Elisa Operti**
  Professor, ESSEC

En partenariat avec:

CentraleSupélec EXED

Systematic
Paris Region Digital Ecosystem

THEMES

Session 1: Building Credibility for a Deeptech Startup
- Positioning and branding for an emerging startup.
- Gaining trust from investors and partners.
- Initial steps of a growth strategy.

Session 2: Prospecting and Market Development
- Strategies for prospecting and customer acquisition.
- Developing commercial partnerships.
- Structuring initial sales and client interactions.

Session 3: Developing a Strategic Roadmap
- Creating a clear and effective development plan.
- Structuring a go-to-market strategy.
- Presentation and feedback on participants' business plans.

STRUCTURE

Module 1 - Developing your opportunity

Strategic dilemmas for the Deep Tech Entrepreneur

- Strategic decision-making in uncertainty: common pitfalls. - Managing time and (ir)reversibility in Deep Tech ventures. - Understanding business models.	- Identifying different applications for one's technology. - Exploring different pathways to commercialisation over time: successes and horror stories. - Mastering problem-solving.

Mastering sales to derisk your go-to-market strategy

- Understanding the dynamics of deeptech sales. - Crafting a go-to-market strategy: imagining and testing business models. - Securing your first sales. - Metrics & KPIs.	- Doing customer interviews. - Mastering the sales process: prospecting, engaging and closing deals. - Designing effective POCs and MVPs to drive sales.

How to become known and "in the know"

- Crafting a compelling narrative. - Understanding audiences and their expectations to develop legitimacy. - Developing, managing and leveraging one's network.	- Effective presenting and impression management. - Analysis of one's network structure and networking exercises.

+ COACHING PROJET

+ COACHING LEADERSHIP

+ NETWORK EVENTS

Module 2 - Building your organization

Negotiating deals and tensions

- Understanding negotiation as value creation. - Preparing for negotiations.	- Simulating intellectual property negotiation and partnership contracting.

Managing killer teams

- Analyzing oneself and the founding team. - Founder aggreements and governance. - Building collaborative intelligence. - Sustaining team motivation and execution.	- Simulating team crises and solutions for them. - Simulating recruitment and salary negotiations.

Financing the Deep Tech venture

- Ressources and financial needs. - Understanding financial terms. - Technico-economic simulation and business plan. - The Deep Tech financial landscape.	- Understanding investor expectations by becoming one. - Negotiating the most important terms in a term sheet.

Offline: 1 day   **Online:** 1 day