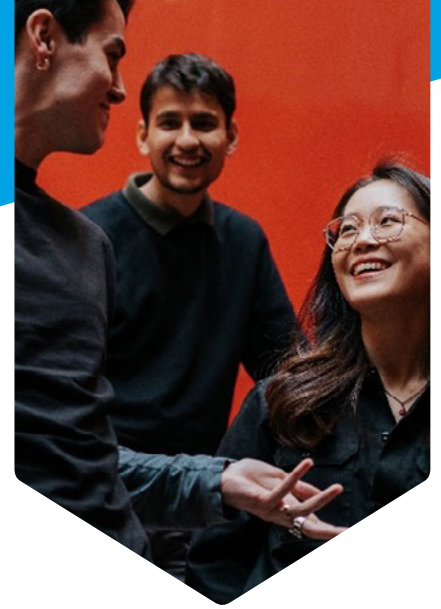





ESSEC
BUSINESS SCHOOL



DESIGN AND PITCH YOUR STARTUP IDEA

PROGRAM	WHEN	WHERE	WHO	LANGUAGE OF INSTRUCTION	ECTS/US CREDITS	APPLICATION DEADLINE	FEES
Design and pitch your startup idea	7 th – 18 th July 2025	Paris Cergy	University students	 English	8 ECTS/ 4 US Credits	15/04/2025	4300€ including housing

COURSE OUTLINE

This course has two main objectives. The first objective is to discover useful methods for entrepreneurship to accompany a team of 4 to 6 students, in the design and validation of a team startup project.

We will be placing particular emphasis on learning how to make non-biased customer investigation, how to use lean startup approach to design a “minimum viable product (MVP)” and initial business model.

The second objective is to experience the design presentation process and pitching of an entrepreneurial project to a jury panel in order to elaborate and present an innovative and convincing business venture idea.

NB: Students who are not considering the creation of a startup and do not have an immediate entrepreneurial project will be able to contribute to one of their classmates’ projects and thus sharpen their entrepreneurial skills and posture.

LEARNING GOALS

- Conduct effective customer investigation.
- Design innovative value proposition.
- Business model generation.
- Experience the challenges and opportunities of a diverse and multicultural entrepreneurial team.
- Entrepreneurial Pitching in front of a panel of experts.

COURSE DESCRIPTION

- Project and idea pitching and team formation.
- Customer investigation lecture and team work to prepare field investigation.
- Field investigation day in autonomy and team work to synthesize the team key learnings about customer investigation.
- Customer investigation team presentation to the class and feedback session.
- Value proposition design lecture and team work to design and retain a value proposition prototype.
- Value proposition prototype testing in the field and team work to synthesize the team key learnings about value proposition prototype testing and design MVP (Minimum Viable Product).
- MVP team presentation to the class and feedback session.
- Business model generation lecture and team work to design Business model recommendation.
- Market strategy lecture and team work to design and budget project.
- Venture idea pitching lecture.
- Team work to finish designing pitch slides and Team pitch rehearsals.
- Inspiring Master class with an Entrepreneur.