



## START-UP CHALLENGE PROGRAMME

### Create, innovate and launch your business with EDHEC Start-Up Challenge !

The Start-Up Challenge is a programme designed for Pre-Master's and Master's 1 students wanting to put a concrete business idea into action. Students will receive individual coaching, attend masterclasses and participate in collaborative workshops, as well as a national competition. Twenty projects from each year (Pre-Master's and Master's 1) will be selected to take part in a competition, with the best projects going through to the final at Station F in May 2021. There, the winners will be chosen by a jury of investors, EDHEC alumni and partners. The Start-Up Challenge is a great opportunity to embark on a truly entrepreneurial adventure, test your ideas and surpass your own expectations, all while pursuing your studies.

A UNIQUE OPPORTUNITY FOR GROWTH



“ I joined the Start-Up Challenge course and am developing my start-up project, Park4me. The teachers are talented and attentive. The StartUp Challenge allowed me to conceptualise my idea even faster, to be guided throughout my progress. As teachers and students are potential clients, by talking with them, I was able to find answers to many pertinent questions that I hadn't even thought of. The classes allowed me to go back to points that I thought I had acquired and to perfect them. It's been a truly rewarding experience! In the end, I opted for the Imp'Act course, which enables me to have an adjusted schedule that allows me to devote all my afternoons to setting up my business and to my handball training.

Philippe Kamdem  
EDHEC – 2023

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### ◆ LEARNING OBJECTIVES

- Understand and apply the lean start-up business and product development methodology
- Identify a market opportunity
- Conceive and build an innovative offering that stands out from the competition
- Define and know your communication goals
- Identify and approach key partners
- Determine a relevant and viable business model
- Suggest an ambitious start-up project
- Successfully pitch your project

### ◆ TOPICS

- Lean start-up
- Competitive positioning
- Design thinking
- User experience (UX)
- Minimum Viable Product (MVP)
- Business model
- Pitch

### ◆ EDHEC AT STATION F

Station F is the world's largest international start-up campus. It has 80 co-working spaces reserved for EDHEC alumni and students with start-ups in the acceleration or fundraising phases. What's on offer? Thematic workshops, personalised coaching, pitch sessions, mentoring, collaborative design workshops... and all things start-up!

Campuses:  
Lille  
& Nice

Languages:  
French  
& English

## PROGRAMME HIGHLIGHTS

PRE-REQUISITES	23 OCT 2020	NOV & DEC 2020	JAN 2021	MAY 2021
Be a Pre-Master's or Master's 1 student at EDHEC's Lille or Nice campuses	Deadline for submitting your project application	Selection based on video presentation	Individual coaching and masterclasses	The grand final at station F

### ◆ THE GRAND FINAL

- Selection will be based on two criteria:
- How theoretical concepts are put into practice
  - Motivation, involvement and attendance

### ◆ AFTER THE COURSE

You will receive individual support from the EDHEC Entrepreneurs incubator and accelerator.



### HOW TO APPLY?

Applications must be submitted before **23 October 2020**  
For more information, please contact: [sabrina.boughagha@edhec.edu](mailto:sabrina.boughagha@edhec.edu)



“We are working on “Dogwards”, a web platform that makes it easier than ever for dog lovers and dog owners to develop deep and meaningful bonds with people in their neighbourhoods. It is based on the geolocation of users and helps to build local communities of dog-minded people. The course has accentuated the fact that “doing” is more important than just “thinking”. Thus, rather than spending our time wondering whether an idea is worth it or not, we have learnt that the best way to find that out is by taking practical steps at some point and converting ideas into reality. The coaching sessions guided us in the right direction during this early phase of our start-up journey.

**Riya Anand Goyal and Noel Godwin Saldanha,**  
EDHEC-2022



### ◆ METHODOLOGY COACHING AND MASTERCLASSES

- **Coaching** sessions are an opportunity to exchange ideas and reflect on strategies for achieving success in your chosen field (for example, product or service offering definition, customer acquisition, design, business model, etc.);
- **Masterclasses** are key events focused on giving students the theoretical knowledge and business insights that are essential to entrepreneurship.



Start-up Challenge participants, 2018-2019

The Start-up Challenge is primarily about entrepreneurial spirit. Entrepreneurs need to be able to face reality, work autonomously, adapt and persevere if they are to succeed. Your start-up coach helps you to tackle key project issues and channel your energy and efforts, encouraging you to remain true to customer needs and challenging you when you need to be challenged!

This key relationship helps you to ask yourself fundamental questions and find the right answers.