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 2020. There, the winners (who will receive a financial prize) 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.

As soon as I had my business idea, I knew that I wanted to study at EDHEC to acquire solid knowledge and incubate my start-up project. At EDHEC, I met two students who are now collaborating with me on my project, Alexandre Heydari Targhi and Léo Lasserre. We are working on an application that connects tattoo artists with customers. Clients can choose from tattoo artists’ designs and make an appointment through the app. Because of the way the programme is structured, it adapts to our project work. We are supported both individually and collectively in all aspects of the general concepts of business creation. It has taught us persistence and resilience, how to move forward with our project, how to listen to and benefit from advice, and how to take a step back and assess our progress.

Yochan Khoi, French Pre-Master’s student, EDHEC Class of 2021

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
• Propose 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 40 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!
# Programme Highlights

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<td>Be a Pre-Master’s or Master’s student at EDHEC’s Lille or Nice campuses</td>
<td>Deadline for submitting your project application</td>
<td>Selection based on video presentation</td>
<td>Individual coaching and masterclasses</td>
<td>The grand final at station F</td>
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## THE GRAND FINAL
Judging 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.

## 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.

## HOW TO APPLY?
Applications must be submitted before **25 October 2019**
For more information, please contact: sabrina.boughagha@edhec.edu

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**This programme has allowed me to structure my entrepreneurial project, identify the key steps I need to take and to proceed chronologically through the process of creating my company.** It is an opportunity to make theoretical concepts, such as customer need or the production process, a reality. The programme allows us to devote time and energy to our project. Starting a business means being confronted with and responding to a large number of issues. Our start-up coach challenges us and makes sure that we are headed in the right direction.

Jonathan Cuinat, France
Pre-Master’s student
EDHEC Class of 2021

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.

Information is subject to change