



# INNOVAT

# REPRENEURSHIP

# ms

# UNIVERSIT P S L

*Established in 2017, the PSL-iTeams academic program is designed to develop your entrepreneurial abilities and help capitalize on the inventions, results and knowledge generated by PSL's research teams, through business start-ups or other forms of transfer to the business world and the community. The program will introduce you to the challenges of innovation and provide initial field experience in commercializing research results and starting a company.*

## STRUCTURE OF THE CURRICULUM

Participants in the program will be grouped into multidisciplinary teams and given the task of developing a technology transfer strategy (proof of concept, market, business model, etc.) for project concepts. During that process, you'll receive support from professionals in the worlds of business and technology transfer while attending workshops and training modules.

— Length of the program: Six months, from September 28, 2021, to March 29, 2022.

— Workshops held every Tuesday evening from 6:00 to 8:00 p.m. (excluding vacation periods).

You will also hold meetings with your fellow team members to work on your project during this period.

## SKILLS DEVELOPPED

— **Know-how:** market analysis, project funding, intellectual property strategy, basic legal principles, development of a business plan, etc.

— **Soft skills:** interpersonal skills, adaptability, the ability to work in a team, etc.

— **Professional skills:** unifying a team, negotiating, convincing an audience, structuring and managing projects, showing creativity and leadership, communicating with others, identifying opportunities, etc.

## LEARNING OUTCOMES

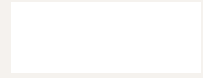
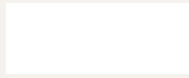
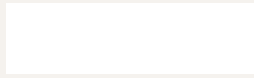
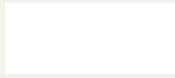
The skills you will acquire during this program can be grouped into four areas:

— **Conceptualizing the idea and brainstorming:** to help you develop your imagination and show innovation in thinking "outside the box" with regard to building an image for your project and choosing how to present it (business model canvas, pitch, etc.).

— **Go-to-market strategy and market research:** to help you identify your project's market and target audiences and address your users' needs so you can build a value proposition and MVP (market studies, digital strategy, operational deployment, etc.).

— **Project development & management:** to help you make use of appropriate tools to structure your project's development, identify the team member skills you need and organize the work.

— **Legal & financial issues:** to help you become familiar with the legal aspects of starting a business, develop an intellectual property strategy and establish a funding plan.



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