

THINK INNOVATION WEEK 2021

ENTREPRENEURSHIP AND INNOVATION IN A
GLOBAL ENVIRONMENT »

July 5-13, 2021



ORION
program



UNIVERSITÉ
DE LORRAINE

COLLEGIUM LORRAINE
MANAGEMENT INNOVATION



UNIVERSITÉ
DE LORRAINE

DOCTORAT



 Program fully taught in English. Free for PhD and Master 2 Students. Registration compulsory.

BLOCK 1 : « 48 HOURS TO REVIVE DORMANT PATENTS »

ensgsi!

July 5-7, 2021 - 2,5 days

Your objective? To promote the Université de Lorraine's patents that have not yet given rise to an innovation. During this workshop you will have the opportunity to apply your scientific skills for the benefit of your team. You will also use tools that will enable you to acquire skills in Monitoring and Forecasting.

BLOCK 2 : « BUSINESS MODEL DESIGN FOR AN INTERNATIONAL MARKET »



July 8-12, 2021 - 2,5 days

Patents and ideas need a business model to become a genuine opportunity to enhance value. In fact, everyday life is full of professional and personal projects... Do you want to test a method that can apply to any project? Do you want to make your dreams come true? Come and test the IDÉO method to transform any idea into a valuable opportunity for a new start-up or an existing company.

- **July 8:** Building a global scenario – you will translate your idea into a project (what is the aimed need, what is the added value, to whom, in which history and in which context...)
- **July 9:** Designing a winning strategy – you will get deep inside an entrepreneurial mind (which partners do we need to mobilize, which marketing mix, how to build a competitive advantage, how to present the project...)
- **July 12:** Introduction to International Management

This introductory seminar focuses on three objectives:

- 1) understanding the strategic dimension of international management and its integration into company's strategy;
- 2) decoding the complexity of the international environment and the cultural differences between countries;
- 3) recognizing how culture may affect foreign customers' behaviour.

BLOCK 3 : « PROTOTYPING YOUR IDEAS »

ensgsi!

July 13, 2021 - 1 day

Based on the **FabLab** approach, we will present the importance of making an 'Intermediary object' in the innovation project development.

Materializing an idea allows people to confront the reality in a first approach. This creates a shared language among stakeholders.

Having feedback as early as possible in the design process is a key driver to mature an innovative concept.

And also, this establishes the first step which is to evolve the idea, considering the perspectives of the different actors in the project.