

Short-Term Study Program

Short-Term Study Program - Summer Program

Venture Lab Bootcamp

2526_EN_3_2_005_E

Academic department: Strategy & Entrepreneurship

Head of the course: F. NLEMVO

Instructors:

Core course:



Medium of instruction:

Anglais

ECTS credits:

9

ECTS credits external:

0

Coefficient (if different from

Contact hours:

45 h

Total student workload:

Course requirements:

Basic business knowledge (marketing, finance, strategy)

- Strong interest in entrepreneurship

NB: No prior entrepreneurial experience required. Open to motivated students from all backgrounds.

The courses content as a link with CSR



Sustainable business

The content of the course and/or the teaching methods has a digital dimension



The course uses a pedagogic innovation



The courses is linked to NEOMA-BS area of excellence



The Complexity Advantage – Markets,

Course presentation

This intensive two-week course, designed for international students from partner universities, immerses participants in the complete entrepreneurial process. It guides them from identifying real-world problems to developing a validated startup concept and delivering an investor-ready pitch. Each day pursues a specific objective to ensure steady progress.

AoL Learning Objectives

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Additional Learning objectives

At the end of the course participants will be able to:

Upon completion of this course, students will be able to:

- Identify and validate entrepreneurial opportunities through customer discovery
 - Conduct effective customer discovery and real-world experimentation
 - Develop and test prototypes under realistic conditions
 - Build scalable business models using lean methodologies
 - Deliver compelling pitches to investors and stakeholders
 - Explore the French entrepreneurial ecosystem and its key players
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Keywords: Opportunity Validation - Lean Startup – Customer Discovery – Entrepreneurial Pitching

Description of teaching methods

This seminar uses an active learning approach rather than a traditional lecture format. Key ideas are explained briefly and clearly, then applied through case studies and exercises. The seminar is based on learning by doing, with workshops, hands-on activities, and teamwork.

Additional Information

This intensive seminar follows an experiential, hands-on format spanning 10 days across Reims, Rouen, Paris (Vivatech), and Normandy.

Week 1 (Reims & Rouen) focuses on team building, entrepreneurial fundamentals, problem discovery, opportunity exploration, ideation, prototyping, and initial market validation through workshops, fieldwork, user interviews, and traction experiments.

Week 2 (Rouen & Paris) emphasizes growth hacking, data-driven iteration, pitch preparation, final pitch competition before a jury of investors/mentors, and immersion in the startup ecosystem at Vivatech, concluding with Normandy ecosystem visits and reflection.

The program simulates a complete startup journey from problem identification to investor-ready pitch, prioritizing learning by doing through real-world challenges, peer collaboration, and expert coaching.

Assessment

Pass/Fail 

Type	Title	Duration	% weight in final mark
Evaluation en groupe	Team Startup Project & Presentation	30 min	60 %
Evaluation individuelle	Continuous Assessment	-	40 %

Details on the assessment methods

Detail of the different assessment methods

The evaluation comprises two distinct categories.

Team Startup Project & Presentation (60%): This encompasses the Team Startup Project (35%) and the Final Pitch (25%).

Continuous Assessment Component (40%): This includes the Customer Discovery Report (15%), Reflective Journal (15%), and Participation (10%).

Customer Discovery Report (15%)

Individual submission. Students document their personal customer interviews, key insights from fieldwork, and analysis of validated problem statements. Emphasizes evidence-based findings, including interview summaries and refined customer personas.

Reflective Journal (15%)

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Individual submission. Weekly journal reflecting on personal entrepreneurial learning, team dynamics challenges, pivot decisions, and market experiment insights. Graded on depth of analysis and demonstrated growth in entrepreneurial mindset.

Complementary precisions

Course structure

Session	Type	Duration	Topics	Preparatory work	Teaching methods
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Session	Type	Duration	Topics	Preparatory work	Teaching methods
1	Seminar	180 min	Week 1 – Paris: Opportunity Discovery & Venture Design Day 1 – Entrepreneurial Mindset & Team Formation Learning Focus: Entrepreneurial cognition, team formation, creativity Morning - Welcome session and program overview - Icebreakers and team-building exercises - Inspirational talks from entrepreneurs - Introduction to entrepreneurship fundamentals - Entrepreneurial mindset assessment (risk tolerance, ambiguity, resilience) - Team formation based on complementary skills and diversity Afternoon - Creativity challenge - Workshop: identifying real-world problems - Introduction to "problem-first" vs. "solution-first" logic (Babson approach)	-	Face-to-face

Session	Type	Duration	Topics	Preparatory work	Teaching methods
2	Seminar	180 min	Day 2 – Opportunity Recognition & Problem Validation Learning Focus: Customer discovery, problem validation Morning • Methods to identify opportunities (design thinking, observation) • Startup case studies: how startups find their ideas • Customer discovery interview techniques • Distinguishing problem-solution fit vs. product-market fit Afternoon • Fieldwork: interviews and observations • Selecting key problems to explore • Definition of key hypotheses and assumptions to test	-	Face-to-face

Session	Type	Duration	Topics	Preparatory work	Teaching methods
3	Seminar	180 min	Day 3 – Ideation & Business Modeling Learning Focus: From validated problem to business opportunity Morning - Workshop: problem opportunity (turning problems into market opportunities) - Lean Startup, Business Model Canvas, and alternative models - Explicit hypothesis mapping (assumption-driven entrepreneurship) Afternoon - Ideation session (brainstorming, SCAMPER) 2-minute pitch challenge - Peer feedback with structured evaluation criteria (clarity, desirability, feasibility)	-	Face-to-face

Session	Type	Duration	Topics	Preparatory work	Teaching methods
4	Seminar	180 min	Day 4 – Prototyping & Early Validation Learning Focus: Rapid experimentation Morning • Introduction to prototyping • Prototype building session • No-code tools introduction (Webflow, Glide, Bubble) Afternoon • Field testing or online validation • Feedback analysis workshop and first project adjustments	-	Face-to-face
5	Seminar	180 min	Day 5 – Business Model & Go-to-Market Strategy Learning Focus: Value capture, early traction Morning • Refining business models • Identifying early adopters Afternoon • Workshop: launching without a finished product • Traction experiment design • Definition of KPIs and success metrics (North Star metric)	-	Face-to-face

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Session	Type	Duration	Topics	Preparatory work	Teaching methods
6	Seminar	180 min	Week 2 – Rouen: Market Validation, Scaling & Communication Day 6 – Market Validation & Iteration Learning Focus: Data-driven entrepreneurship Morning • Growth hacking techniques • Launch of traction experiments • Channel testing frameworks (paid vs. organic acquisition) Afternoon • Data analysis session • Iteration and refinement • Pivot vs. persevere framework (Lean Startup decision-making)	-	Face-to-face

Session	Type	Duration	Topics	Preparatory work	Teaching methods
7	Seminar	180 min	Day 7 – Storytelling & Pitching Learning Focus: Entrepreneurial communication Morning • Storytelling principles • Structuring a compelling pitch • Investor expectations and pitch deck benchmarks (VC standards) Afternoon • Pitch coaching • Practice rounds with incubated startups	-	Face-to-face
8	External visit	180 min	Day 8 – VivaTech Immersion (Paris) Learning Focus: Ecosystem understanding, innovation trends Full Day • Participation in VivaTech • Conferences and startup exploration • Networking with founders and investors • Structured assignment: analyze 3 innovative business models • Networking challenge with defined objectives	-	Face-to-face

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Session	Type	Duration	Topics	Preparatory work	Teaching methods
9	Seminar	180 min	Day 9 – Final Pitch & Reflection Learning Focus: Venture communication, learning consolidation Morning - Final pitch competition (jury of investors and entrepreneurs) - Q&A session - Evaluation based on VC-style criteria (traction, scalability, defensibility) Afternoon - Reflection session "What's next?" entrepreneurship pathways - Closing ceremony - Peer evaluation and feedback integration	-	Face-to-face

Session	Type	Duration	Topics	Preparatory work	Teaching methods
10	-	180 min	Day 10 – Entrepreneurial Ecosystem & Cultural Exploration Learning Focus: Ecosystem dynamics Morning • Visits to incubators and innovation hubs (e. g., Village by CA) Afternoon • Cultural and economic ecosystem visits • Comparative analysis: regional vs. global startup ecosystems • Discussion on institutional support for entrepreneurship	-	Face-to-face

References & teaching material

Book mandatory manual

Aulet, B., Disciplined Entrepreneurship: 24 Steps to A Successful Startup, Expanded & Updated (2nd ed.). Hoboken, NJ: Wiley.

Barringer, B., & Ireland, D. (2022). Entrepreneurship Successfully Launching New Ventures (Updated Global edition 6th ed.). Global Edition Essex, England: Pearson Prentice Hall.

Neck H.M., Neck C.P. & Murray E.L., (2024). Entrepreneurship The Practice and the Mindset, 3rd Edition. Sage.

Further reading

Maurya Ash (2022), Running Lean: Iterate from Plan A to a Plan that Works, 3rd edition, O'Reilly Media.

Osterwalder A. & Pigneur, Y, (2010), Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers

Referent's Modules

- Entrepreneurship Venture Lab Summer - Short-Term Study Program - Summer Program