



## Study Visit

### INTERNATIONAL STRATEGY AND MANAGEMENT

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Toulouse, France

## INNOVATION AND ENTREPRENEURSHIP

We have set up an innovation journey in the thriving city of Toulouse, revolving around aerospace and more. During this journey you will move from the premises of innovation and creativity, to business model definition and ultimately pitching. Through the visits and interactive lecturing processes, you will squirm with ideas while keeping a focus on succeeding your own personal journey.

### PROGRAMME OVERVIEW

#### *Learning Outcomes*

Hosted by Toulouse School of Management (TSM) you will gain exclusive access to innovative businesses in the heart of 'The Pink City' and have the opportunity to be part of customized seminars presented by our renowned management professors on the theme of innovation and entrepreneurship. This program is designed to give you in-depth knowledge around the topic of business innovation and a practical perspective of innovation culture in a rapidly developing city.

#### *What will you do?*

Every morning you will attend lectures given by professors around the theme of innovation and entrepreneurship.

Every afternoon we will take you to visit companies, to experience first-hand projects, and immerse yourself in other cultures and ways of working. Evenings will either be free or organised by our international office.

#### *Our team*

You will be guided during the journey by our team from the International Relations Office. They will make sure every opportunity for learning during the two weeks will be used. Between sessions and visits they will discuss the topics and help connect the dots. This way no stone will be left unturned.

## DAY 1

**Arrival day.**

Welcome to Toulouse!



## DAY 2

### ❖ 8.30am – 9.30am: Welcome Breakfast and Campus Tour

Our International Relations Team will welcome you with a delicious French breakfast! We will then show you around TSM campus before your first lecture.

### ❖ 9.30 am – 12.30pm: Lecture “Divergence and creativity in the innovation process”

This lecture will help you build a great many ideas on topics, as a group, you will be passionate about. It's a coached and supported free-flow of many ideas generation, in an exciting group activity. This is the birth of your project, a time of happy confusion and bustling enthusiasm, to nurture your inner creative streak.

### ❖ LUNCH BREAK

### ❖ 2.30pm – 6pm: Airbus Green Tour

Flying is a safe and fast means of transport. Airbus Green Tours will show you that it is also possible to make it more environment friendly.

Airbus wants to develop eco-efficient solutions at every stage of the aircraft's life cycle, from the earliest stage of conception to the recycling process.

### ❖ After 6pm: free time in Toulouse



## DAY 3

### ❖ 9.30 am – 12.30pm: Lecture “Convergence and business model set-up”

During this session, we will build a framework with sets of criteria to converge, improve, hybridize and develop an innovative and complete solution to a real problem, mainly focusing on disruption, market opening or demand creation, through novelty. This is what you will take forward to materialize as your own entrepreneurial product or service.

### ❖ LUNCH BREAK

### ❖ 2pm – 5pm: INSERM/Oncopôle, the life-sciences and Cancer research centers

#### Alt. Robotics Place and the new progress in robotics

At the heart of the Oncopole of Toulouse, the CRCT, together with all its partners (institutional, academic, clinical, industrial, charities...), stimulates innovation in terms of research and teaching in the fight against cancer. The CRCT leads an integrated approach between research, care and teaching, in a transversal and multidisciplinary logic.

### ❖ After 5pm: free time in Toulouse



## DAY 4

### ❖ 9.30 am – 12.30pm: Lecture “International Business Development”

During this lecture, we will address the market side, to develop your business in your geography, to your audience, per your marketing and sales process we will conjointly define. The international challenge will increase complexity but also enable many different opportunities. We will seek to optimize the operating characteristics in any geography and taking into consideration cultural, regulatory and personal preference issues. You will determine your entry mode with an actionable plan: an operable business model.

### ❖ LUNCH BREAK

### ❖ 2pm – 5pm: Airbus Protospace

ProtoSpace is based on MIT’s Fab Lab digital fabrication workshops and Google’s hallmark flexible working environment. The aim is to be able to make ‘almost anything’ and then test it. ProtoSpace empowers people to do things for themselves. Teams collaborate with the Massachusetts Institute of Technology (MIT) to explore new ‘digital’ materials, and with Google, on modular open hardware platforms for aeronautical applications.

### ❖ After 5pm: free time in Toulouse



## DAY 5

### ❖ 9am – 12pm: Lecture “Raising capital and funding - Entrepreneurship”

You will learn how to build a complete business model and do it yourself, for the product or service you've defined. The purpose is to develop all sections of the business model, in a compelling and professional way to attract investors. You will practice pitching your case to present to investors in your upcoming fund raising quest.

### ❖ LUNCH BREAK

### ❖ 1.30pm – 6pm: IOT Valley

IOT Valley ([www.iot-valley.fr](http://www.iot-valley.fr)) is an association created by four entrepreneurs and former TSM students. Today it is Europe's reference business ecosystem specialized in connected objects. Focused on innovative companies, the association has more than 40 startups and an acceleration program: LeConnected.Camp. It is almost entirely financed with private funds through partnerships with major groups such as SNCF, and industry leaders like Microsoft, Intel, Samsung etc... Each year it brings together over 350 members on 10,000 m<sup>2</sup>. By promoting the exchange and pooling of resources and skills, and boosting sharing among its member companies, it multiplies their chances of creating tomorrow's success stories. They have started the construction of a 10-hectare campus which is entirely dedicated to connected objects. Their objective is to accommodate more than 250 startups.

### ❖ After 6pm: free time in Toulouse



## DAY 6

### ❖ 9am – 12pm: Lecture “Presenting back the personalized group projects”

This is going to be a live and as real as it can be pitching session, in an alternative reality where all projects would be highlighted and possibly funded. Financing professionals will observe and analyze, provide feedback and define the conditions for financing. We will include potential term sheet negotiation processes, to complete the realistic process.

### ❖ LUNCH BREAK

### ❖ 12.30pm – 6.30pm: NEXT, the Nanotechnology Laboratories

NEXT brings together about 450 persons including 200 researchers. Physicists as well as chemists are working in the field of "Nano, EXtreme measurements and Theory". The strength of NEXT is to integrate experimental and theoretical approaches, teaching and research, creativity and innovation within the same dynamic.

### ❖ 7.30pm: Farewell dinner at Brasserie des Arcades

The programme is now over and we will say goodbye over a delicious dinner at Brasserie des Arcades, place du Capitole.





## DAY 7

### Departure day.

We hope you had a lovely time in Toulouse!



## ADDITIONAL INFORMATION

Please note that the program is subject to change according to your flight bookings and the number of participants.

A detailed program including routes and syllabi will be communicated to participants closer to the arrival date.

### **Suggestions of bars and restaurants:**

Toulouse is famous for its gastronomy. The range of restaurants is endless but here is a little selection for you:

“La Fabrique”, place du Peyrou

“La Concorde”, rue de la Concorde

“Chez Emile”, place St Georges

“Le Solillesse”, rue Cujas

“Le Philibert”, place St Etienne

“L'alimentation Générale”, rue Maurice Fonvieille

“La Réserve”, rue Jean Suau

“La Cendrée”, rue des Tourneurs

“L'émulation Nautique”, allée Alfred Mayssonnie

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