USII1D - How to Turn Ideas into Successful Start-ups

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Code : USII1D

Unité spécifique de type cours

3 crédits

Responsabilité nationale :
EPN15 - Stratégies / Jean-Michel RAICOVITCH

Contact national :

EPN 15 Stratégies - IIM

2 rue conté
75003 Paris
01 40 27 26 36
Emmanuelle Rochefort
emmanuelle.rochefort@lecnam.net

Présentation

Prérequis

- Bachelor’s Degree holder or equivalent
- 3 years of professional experience
- Proficiency in English: (TOEFL IBT 90 or IELTS: 6.5 or TOEIC 800)
- This module is in the MBA study track: Innovation Management

Objectifs pédagogiques

In preamble we must make two important comments: firstly, there is no automatic generator of innovative ideas, secondly, the conversion rate of ideas into conquering startups is very weak, less than 10 %.

In this course, we will deal with solutions to turn ideas into successful startups. We will provide answers to two key issues. How to convert an idea into solution? How to find investors for financing both the product development and the first stage of the company growth?

In a majority of cases, attract investors is critical for the future of the company to do that people need to meet the investor selection criteria. We will describe the different investor profiles (business angels, venture capital …) according to the company development stage. We will provide tools to understand the investor selection criteria as a function of both market places and development stage. Selection criteria cover a large field of concerns, among them the management team, the market opportunities and growth potential, the strategic fit, the technology breakthrough, the key competitive advantages, and the exit strategy.

We will also provide tools to build a consistent business plan and to make customized pitch. Finally, we will also deal with pre-money valorization of startups, timescale, due diligence and level of investment.

Course objectives

- a. Definition of the main investor selection criteria with regards the company development stage and market places.
- b. Providing students with tools to make business plan which meet investor selection criteria
- c. Providing students with tools to develop innovative business based on differentiation and innovation

Compétences

Expected learning outcomes

a. Mastering the initial stage of the startup creation and development

b. Knowledge of investor profiles and investment criteria

c. Building consistent business plan to meet investor expectation

d. Mastering pre-money and post-money concept

e. Making customized pitch

Programme

Contenu

Day one : Presentation of investor profiles and selection criteria, project timescale

Day two : Market opportunities and growth potential, technology breakthrough, innovation and intellectual protection

Day three : Competition analysis and key competitive advantages

Day four : Business model and business plan

Day five : Management team, startup valorization

Modalités de validation

- Contrôle continu
- Projet(s)