



# EUROPEAN CROSS-BORDER DOCTORIALS



**A WHOLE WEEK  
OF ENTREPRENEURIAL EMULATIONS :**  
*creativity, innovation, training, networking ...*

**12 European Universities**

**From 5th to  
10th July, 2021**

**The Doctorials are an event dedicated to the creation of entrepreneurial and innovative projects organized by numerous universities in France in partnership with companies that allow PhD students to meet with the business world.**

**European Cross-border Doctorials** are organized by the **Languedoc-Roussillon Doctoral College in partnership with 12 European universities**. They are held entirely on line and exclusively in English.

The objective is to allow PhD students from various disciplines and several European universities to familiarize themselves, before the end of their thesis, with the workings of the world of entrepreneurship; business and innovating creation in a completely multidisciplinary, multicultural and international context.

In summary, the objectives of these doctorials:

- On one hand, encourage PhD students to create their start-up and to learn about technology transfer.
- On the other hand, enhance their employability both in the private and the public sectors.

## **The Aims**

- Increasing awareness of the technology transfer and of the entrepreneurship.
- Strengthening links between European Universities and laboratories.
- Highlighting the many skills of the PhD students and their creativity.
- Increasing the professional prospects of the Doctors in Europe.
- Discovering private and public innovative companies.



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## Key Moments

The programme features several challenges to be met by the participants. It is made up of:

- Masterclass on entrepreneurial skills (leadership, teamwork, motivating, design thinking, communication).
- Masterclass on business project (Canvas, marketing, Lean Start-up).
- Five challenges will be posed in order to explore business ideas and develop and present business projects:
  - First challenge: Team Building.
  - Second challenge: Mapping the idea's value proposition.
  - Third challenge: Producing a comprehensive Canvas including market size.
  - Fourth challenge: Preparing the project presentation.
  - Fifth challenge: Presenting the project before a committee.
- The programme is a mix of workshop, lectures and group work. During the work group session participants will put into practice what they have learned in the morning workshops.
- Business experts and coaches will mentor and advise the teams about the best way to run their projects.

## Opportunities

This seminar offers great opportunities to meet:

- PhD students from various fields and from European universities.
- Technology transfer professionals.
- Coach trainers.

## Requirements

This seminar will be run in English.

It is entirely online, so you must have a good internet connection and a computer with a microphone/speaker.

Times	Sessions	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
		Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	
9:00-9:20 am	Q&A sessions	<b>OPENING DAY</b> <ul style="list-style-type: none"> <li>speech of the organizers</li> <li>conference on UN DSGs</li> </ul>	Question & answer session on the previous day's workshop					
9:00-10:30 am	<b>Workshops</b> duration: 1h30 (including 20 min. devoted to a review of the previous workshop)	<b>Workshop 1: Value proposition &amp; BM Canvas</b> <ul style="list-style-type: none"> <li>From idea to "business"</li> <li>What's a "Startup" or "intra-startup"</li> <li>The business model Canvas</li> <li>The value proposition map From Market to Productit-fit</li> </ul>	<b>Workshop 2: Marketing - Market</b> <ul style="list-style-type: none"> <li>Reducing risk and uncertainty</li> <li>Stakeholders analysis</li> <li>business model environment</li> <li>Competitors</li> <li>How big is the market</li> </ul>	<b>Workshop 3: Pitch deck presentation</b> <ul style="list-style-type: none"> <li>Pitch Deck (the "investor vision")</li> </ul> Core idea/solution, problem identification, customer segments, costs and revenue streams, MVP's, scalability, etc. Doctorials jury criteria	<b>Workshop 4: Marketing - Sales</b> <ul style="list-style-type: none"> <li>The customer journey</li> <li>Sales funnel &amp; conversion (b2c &amp; b2b)</li> </ul>	<b>Workshop 5: Lean Startup model</b> <ul style="list-style-type: none"> <li>Customer Development Manifesto</li> <li>Reducing uncertainly and risk</li> <li>BP vs Experimentation process</li> <li>Customer development</li> </ul>	<b>PRESENTATION DAY</b> <ul style="list-style-type: none"> <li>Officials' speeches</li> <li>Presentation of projects</li> <li>Jury deliberations</li> <li>Announcement of results</li> <li>Last words</li> </ul>	
10:30-11:00 am	<b>Doubts session</b>	30 minutes of session during which coaches remain online and available to PhD students to answer their questions and resolve any difficulties they may encounter within their work group;						
11:00-12:30 pm	Working group. Duration: 1h							
12:30-1:30 pm	Lunch Break							
1:30-4:00 pm	Working group Duration: 2h30							
4:00 -4:30 pm	<b>Plenary conferences</b> Duration: 30 min.	<b>Conference 1:</b> Motivation, leadership and teamwork (Leadership and Agile methods) <b>Speaker:</b> Prof. Dr.Ing. Martin Gaedke <b>Proposed by:</b>	<b>Conference 2:</b> Marketing and market <b>Speaker:</b> <b>Proposed by:</b> University of Montpellier	<b>Conference 3:</b> Tools for a proper communication <b>Speaker:</b> Senior Assist. Prof. Nataliya Venelinova, PhD <b>Proposed by</b> <b>Conference 4:</b> Intercultural communication <b>Speaker:</b> Prof. Juliana Popova, PhD <b>Proposed by:</b> University of Ruse Angel Kanchev	<b>Conference 5:</b> Design thinking  <b>Speaker:</b> Pere Juárez Vives <b>Proposed by:</b> University of Girona	<b>Conference 6:</b> Traversal skills  <b>Speaker:</b> Claudiu Bocean <b>Proposed by:</b> University of Craiova		
4:30-5:00 pm	<b>Testemonies</b> Duration: 20 minutes	<b>Testemony 1</b>  <b>Annabel Levert</b> <b>Proposed by:</b> University of Perpignan <b>Lienīte Litavniece</b> <b>Proposed by:</b> Rezekne Academy of Technologies	<b>Testemony 2</b>  <b>Christian Nicolae</b> <b>Proposed by:</b> University of Craiova	<b>Testemony 3</b>  <b>Sandrine CHAMAYOU</b> <b>Proposed by:</b> Doctoral College LR	<b>Testemony 4</b>  <b>Andrea Luigi Guerra</b> <b>Proposed by:</b> Federal University of Toulouse	<b>Testemony 5</b>  <b>Mrs Mathie Najberg</b> <b>Proposed by:</b> Federal University of Toulouse		
<b>From 5:00 pm</b>	working group Duration: free							
<b>Milestone</b>		The idea for the innovative project is defined (five key words and a brand name)	The product is defined through an half page description	A slogan to qualify the project is found	The core market is defined. Draft slides for the final presentation	Final presentation is ready		

