

European Doctoriales®



Ventron
October, 17th 2011



Speaker :

Sébastien LEFLOND
Project Manager Promotech

1' to introduce myself



2009

2011





Introduction

Seminar thematic

Business creation
Innovation

&

Interculturality
Internationalization



Presentation overview

Presentation

Promotech

Interculturality

New context : International

Our answer : EBN Services

Interculturality

Application in company

Innovation

New context : Open innovation

Our answer : Living Labs

Promotech Labs

In practices

Conclusion

Lila Project



Promotech

Geographic situation



Nancy
Technopark



PROMOTECH CEEI
CENTRE EUROPÉEN D'ENTREPRISE
ET D'INNOVATION

Key figures

- **1985** CEI certified EC BIC
- **1988** Technopôle Nancy Brabois
- **2010** 30 years of activities.
 - > **571** enterprises have been created
 - > **337** SMEs have been diversified





For whom?

- Innovative entrepreneurs
- Students
- Young entrepreneurs



Generation Y key characteristics:

- Creative
- Multi-tasking
- Digital native
- Social oriented

Classical approach

Services offered



Business ideas

Business plan

Nursery

Current trends

Funding

Successful activity.

Awariness phase



Each year



« Les chemins de l'innovation »

“The ways to innovation”





> accounting expert

> Main business trends


> Entrepreneurs' story feedback

Web 2.0, Internet tools

Les **J**eudi du eb

→ 

Les Ateliers pratiques du Webmarketing
et du E-Commerce pour la TPE.



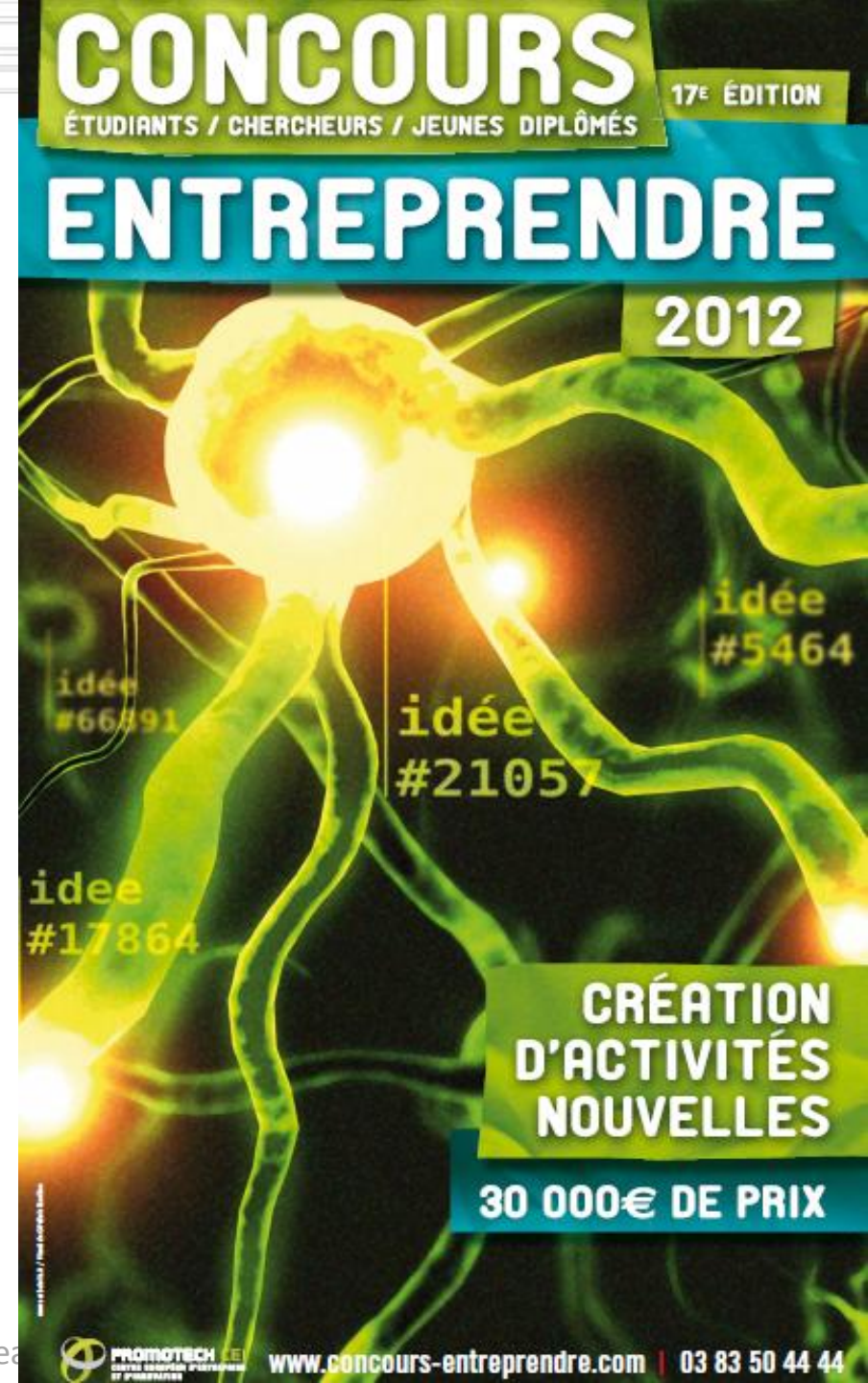
Entrepreneurship contest

open to :

- Students
- Researchers
- Graduates

to support your idea :

- 30 000€ prices
- Coaching of activity
- Business network access



Coaching phase



Administrative : company status, the registration, the accounting...

Legal aspects: IPR, Intellectual Property Right or regulatory legislation.

Project coherence with the project owner, the business feasibility and the initiatives to promote project.

Market positioning / Support writing of the “**Business Plan**”

Pertinent presentation to find money funding.

Access of local **financial** helps

Incubation Phase



“Nursery” of young enterprises.

Ensure success of activity.

Internationalization of start-ups
> EBN network



New context : International

Worldwide context

Globalization in Industry & Service

Interaction are :
Physical or virtual



Illustration of global business

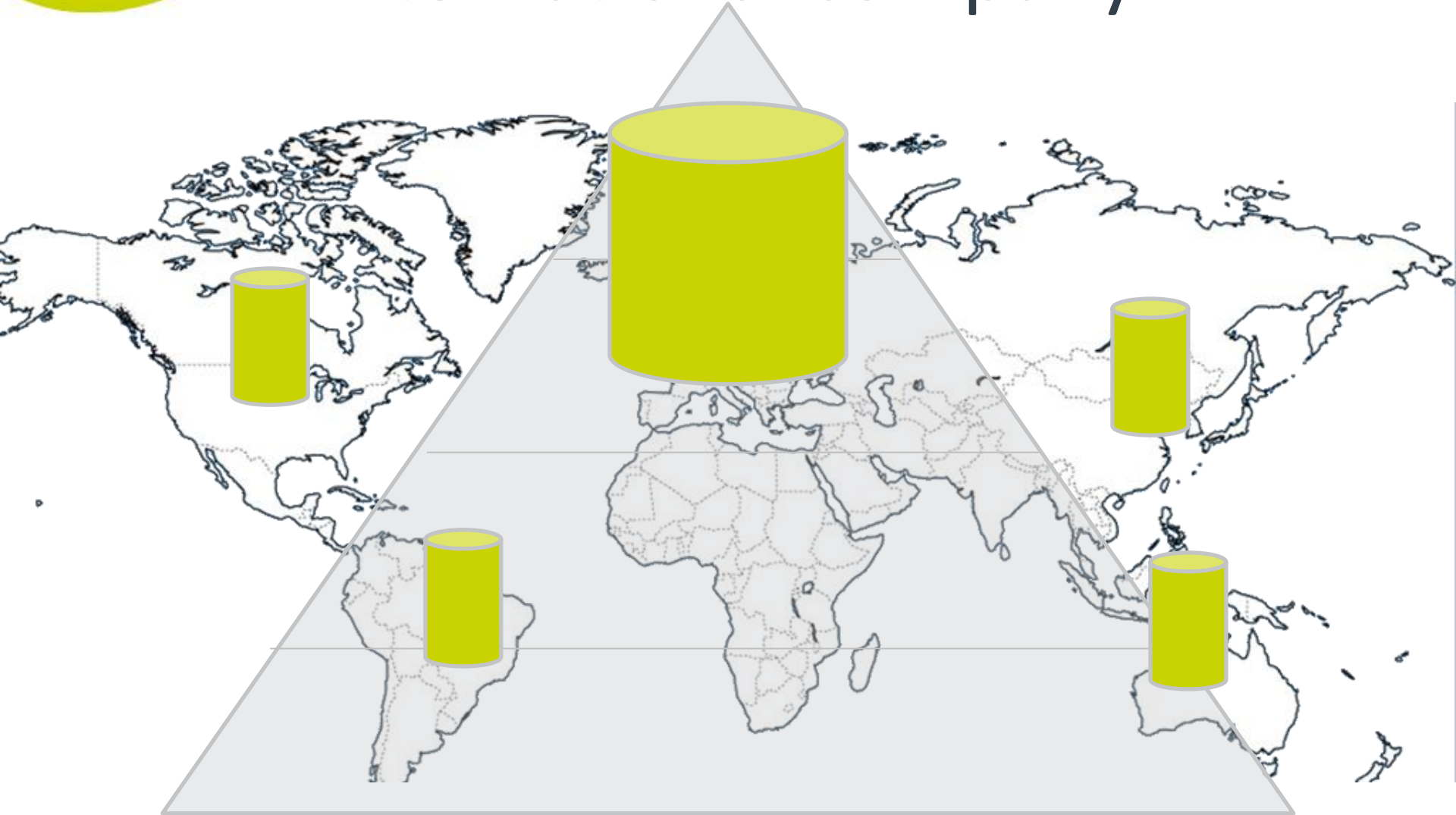
Manufacturing



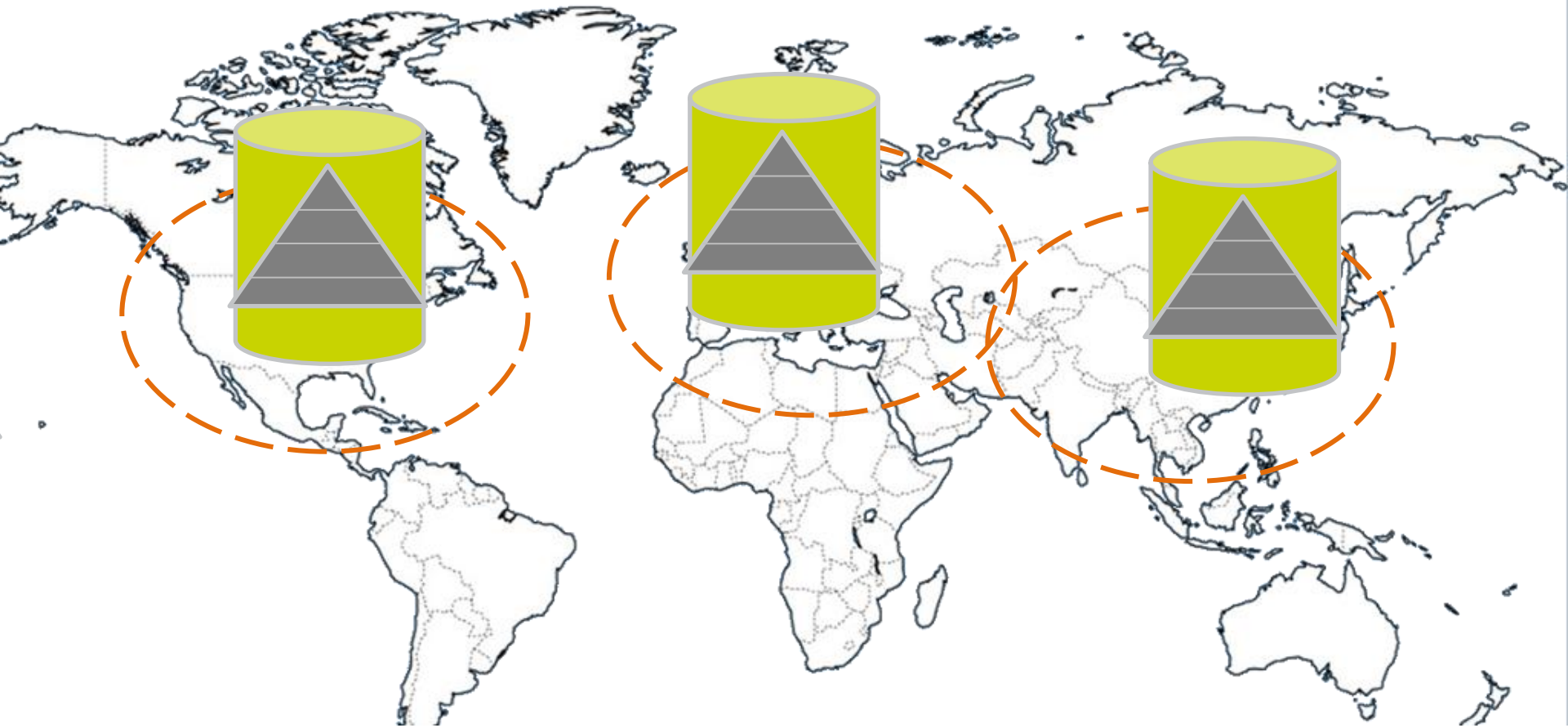
Business contract

Development

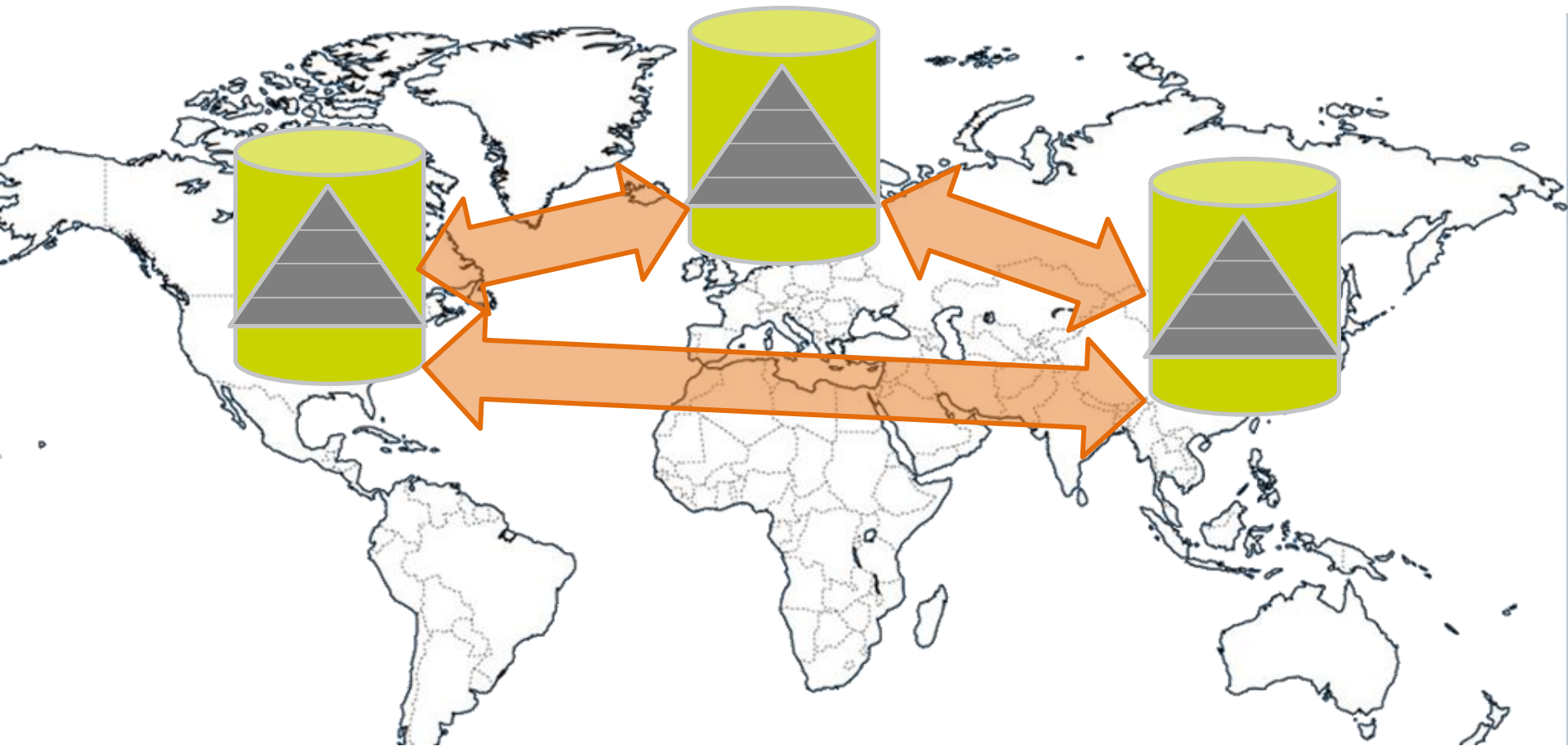
International company



Multinational company



Transnational company



Fusion and collaboration



Internationalization : 5 steps

1. Exportation (direct or indirect)
2. Distribution network
3. Local production
4. Rationalization : work specialization
5. Global and normalized

4 reasons of internationalization

- Legal
- Geographical specification
- History of country
- Beliefs

Example : China



Example : Renault

1899 : familial enterprise : Louis Renault

30 worldwide sites

118 countries present in

More than 3 Million vehicles

37% outside Europe



Others



Mercedes-Benz



Example : Gemalto

→ **10,000**
employees

90 nationalities based in 40 countries
on every continent

85 sales and
marketing offices;

→ 31 personalization centers;
19 production sites; 10 R&D centers

→ **100**
new inventions

first filed in 2007; over 5000 patents
in total in 1,200 patent families



Revenue in 2007

→ **€1.6 billion**

1.2 billion

→ secure personal devices
produced and personalized in 2007

→ **400**
**mobile telecom
operators**

300 of the world's top banks and
the governments of over 30 nations
trust us with secure personal data

Gemalto : Keys figures

17
production sites

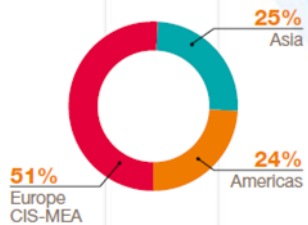
75
sales and
marketing offices

90
nationalities

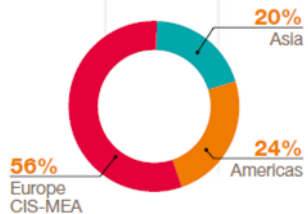
30
personalization
facilities

9
R&D centers

Headcount by region
at end December 2008



Revenue by region
in 2008





Our answer: EBN services

EBN

European Business Network



Mission :

Contribute to the overall economic and social development of the regions through the implementation of support services to entrepreneurs,

helping entrepreneurs to transform into reality their innovative business ideas.

incubation process

Networking : Contact with key actors of the regional system for innovation.

A network of EC BIC

European Community Business Innovation Centre

support organizations for innovative small and medium sized businesses (SMEs) and entrepreneurs.

officially established in Bruxelles by the EC DG-Regio

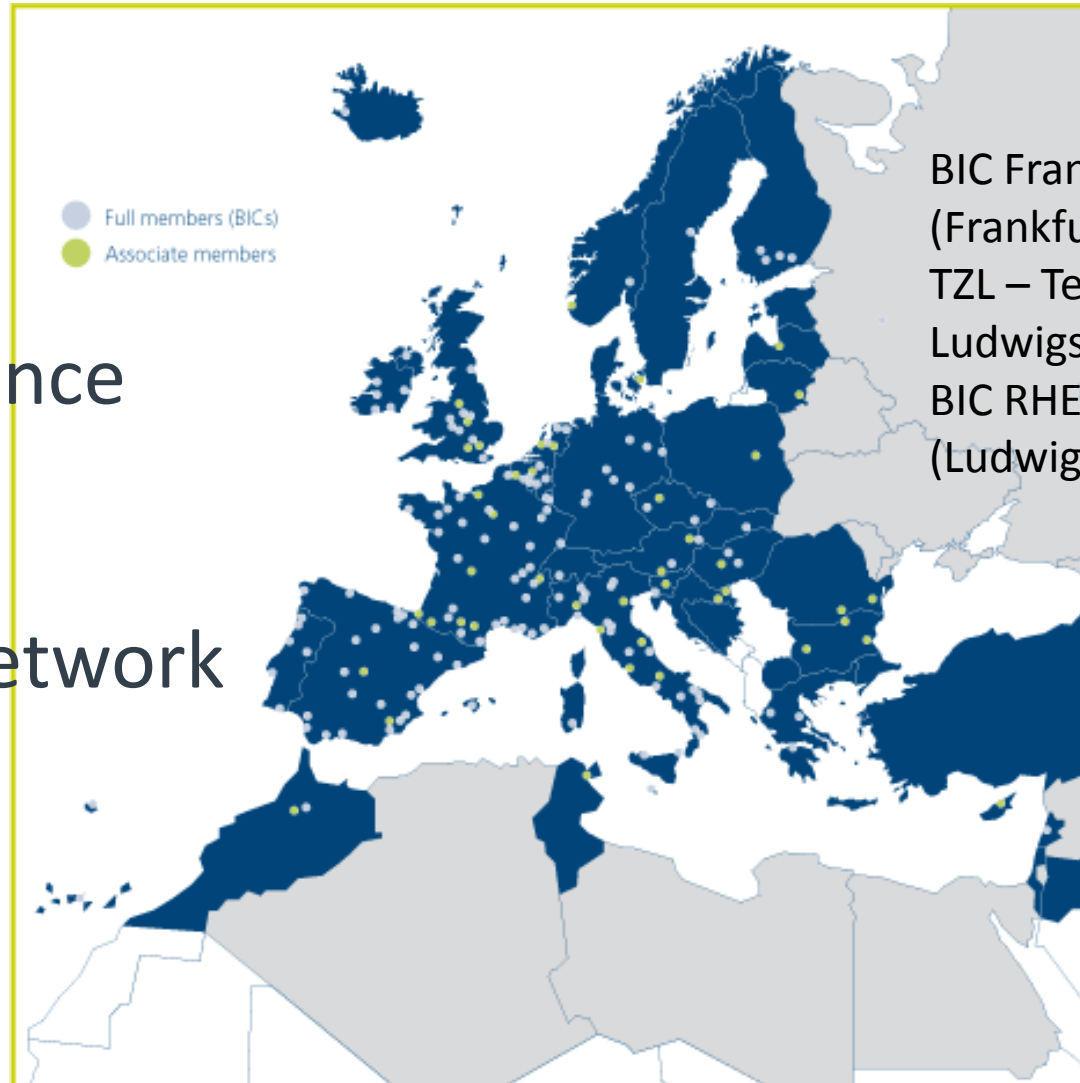
2009 EBN celebrates 25 years as a reference point in Europe on innovation, spin-offs, incubation, entrepreneurship, SMEs, and regional economic development.



label



200 BICs in Europe



36 in France

French network
is Retis

BIC Frankfurt (Oder) GmbH
(Frankfurt(Oder))
TZL – TechnologieZentrum
Ludwigshafen am Rhein GmbH:
BIC RHEIN-NECKAR
(Ludwigshafen am Rhein)

Grande région

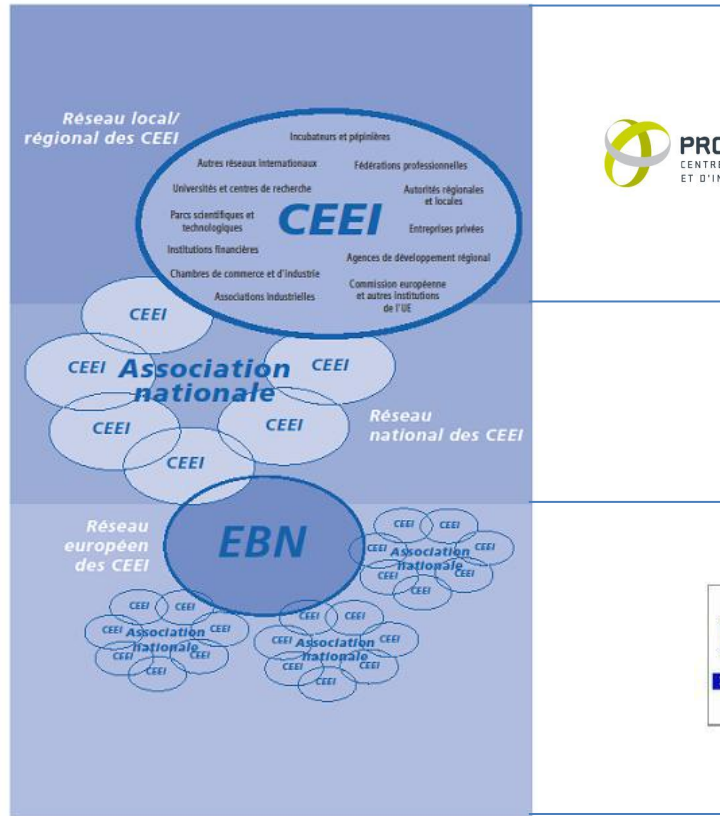


Promotech CEI : positioning & partners

Lorraine

France

Europe



ADIE - ADSN - ADUAN - ALEXIS - APC - CAPEMM - CAREP - CCI CCI - CM - GNI - INCUBATEUR LORRAIN - PLATO - REL



French network of BIC



European Business Network
labialized ecBIC (European community Business Innovation Centre)*

**BIC in english = CEI in french*



Methodological support:
Scientist laboratory



Collaborative platform: Wiki support & referer

Sum-up



Interculturality

Based on research work of : Christelle Ferry,
MPP : Management Per Project



A subtle distinction



Between what is similar,
and what is different?

12 fields to define interculturality

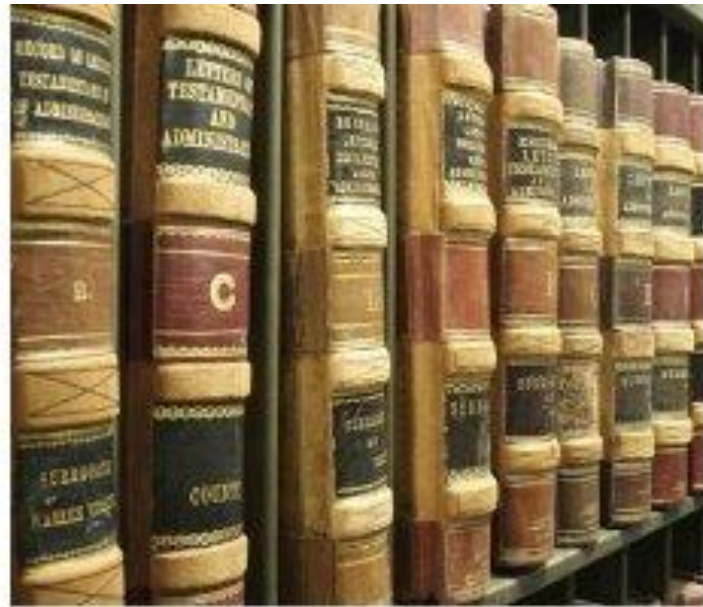
Michel Sauquet, teacher in Sciences Po, in inter-cultural communication.

Produce the **social grid** to identify factors of interculturality

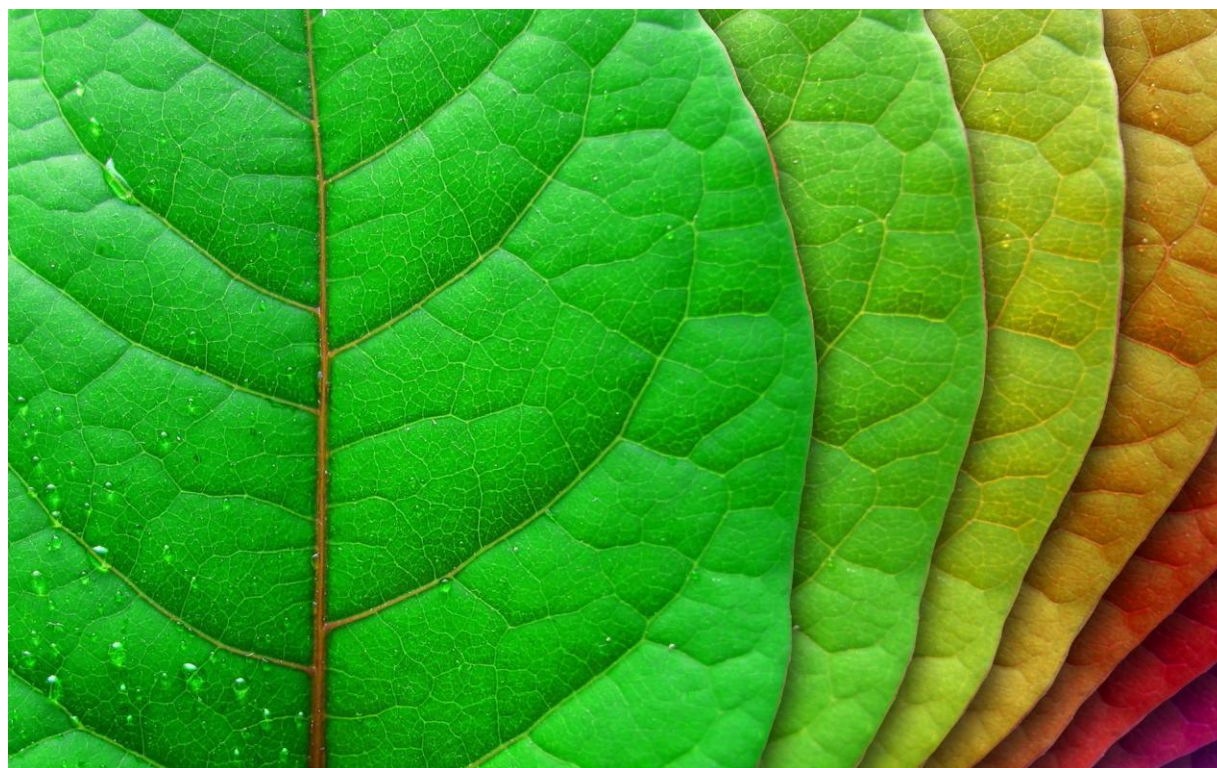
= 12 field / 60 questions



1. The relationship with **tradition,** **history, sacred**



2. The relationship with **nature, life**



3. The relationship with **identity**, **difference**



4. The relationship with **time**



5. The relationship with space and mobility



6. The relationship with **work** and **money**



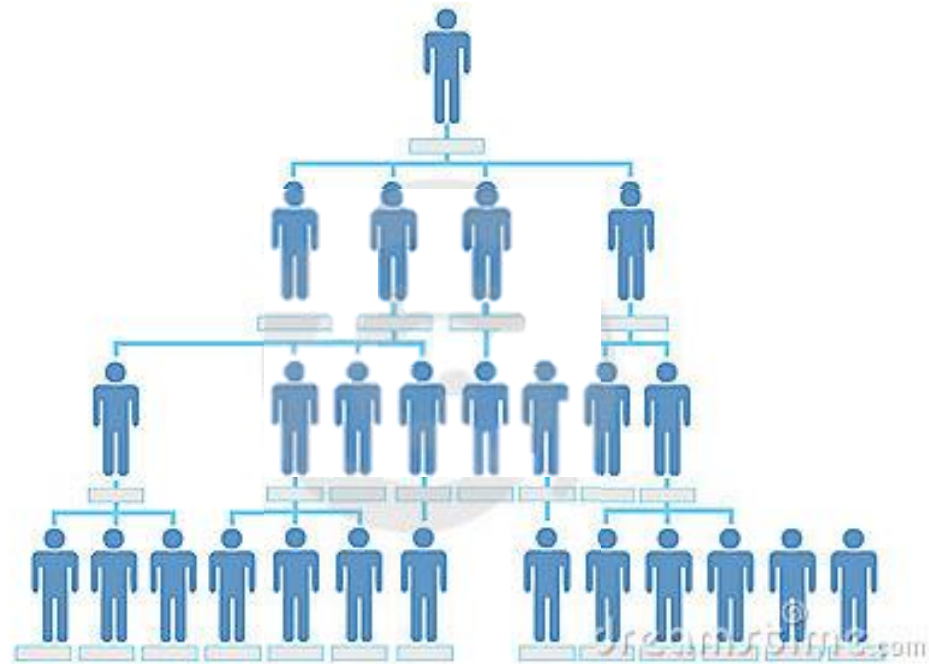
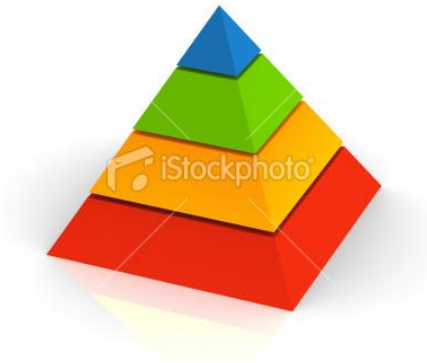
7. The relationship with **risk and conflict**



8. The relationship with **equality**, **disparity**



9. the relationship with **authority**, **power**, **norm**



10. the relationship with **knowledge,** **technology, creativity**



11. Language and communication issue



12. The human & emotive relationships





Application in company

Stereotype of a German company

- **Autonomy of the organization**

Management style, salary level,...

- **Social and collective role:**

Company union, employee training,...

- **People as the base of enterprise**

= group = family

- **Money as one benefit**

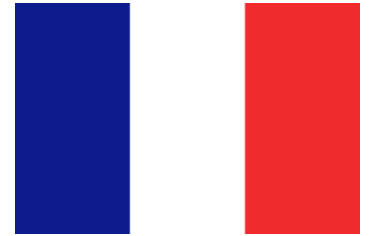
people achievement is important

Less reactivity

A job for a life (long term employment with small turnover)

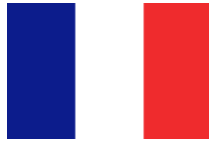


Stereotype of a French company



- Power for financial priority
- Respect of hierarchy and responsibility (project as objectives)
- Supply support, methods and tools (clear and simple)
- Large communication is important (meeting, explanation, everybody has to understand)
- Job progress : skills, money

General comparison

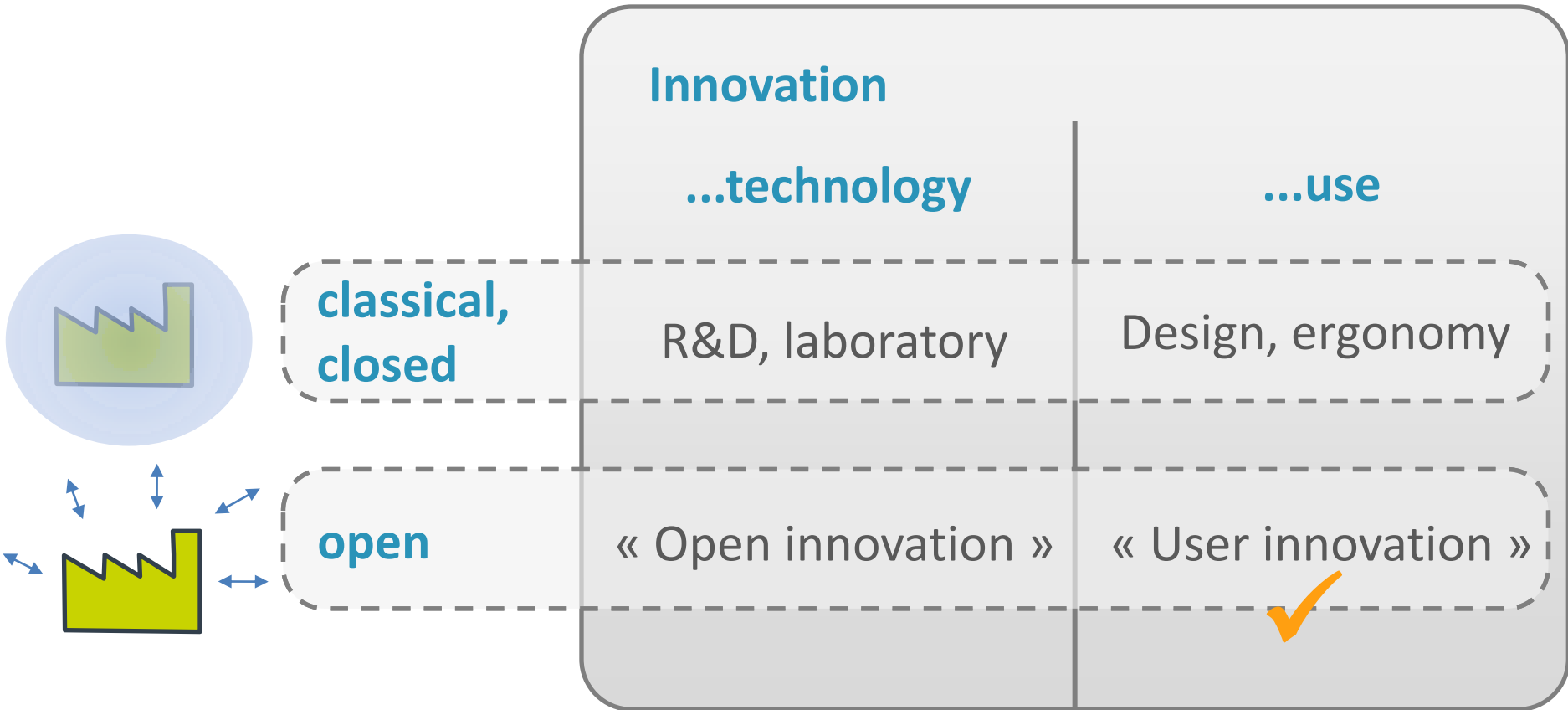


Tasking	Parallel	Step by step
Focus	Could change	On current job
Priority on	Relationship	Task execution
Precision level is	Subjective	Objective
Work start with	Actions	Method
Meeting organization	Open issue	Specific outline
decision making	Power	consensus



New context : Open innovation

Context



Fresh trends



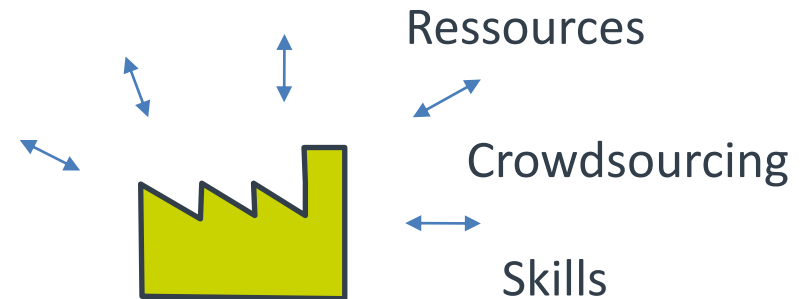
<http://www.entrepriseglobale.biz/open-innovation>

Definition

“ **Open innovation** is the practice of integrating new internal and external partners within a firm in the development of its innovations ”



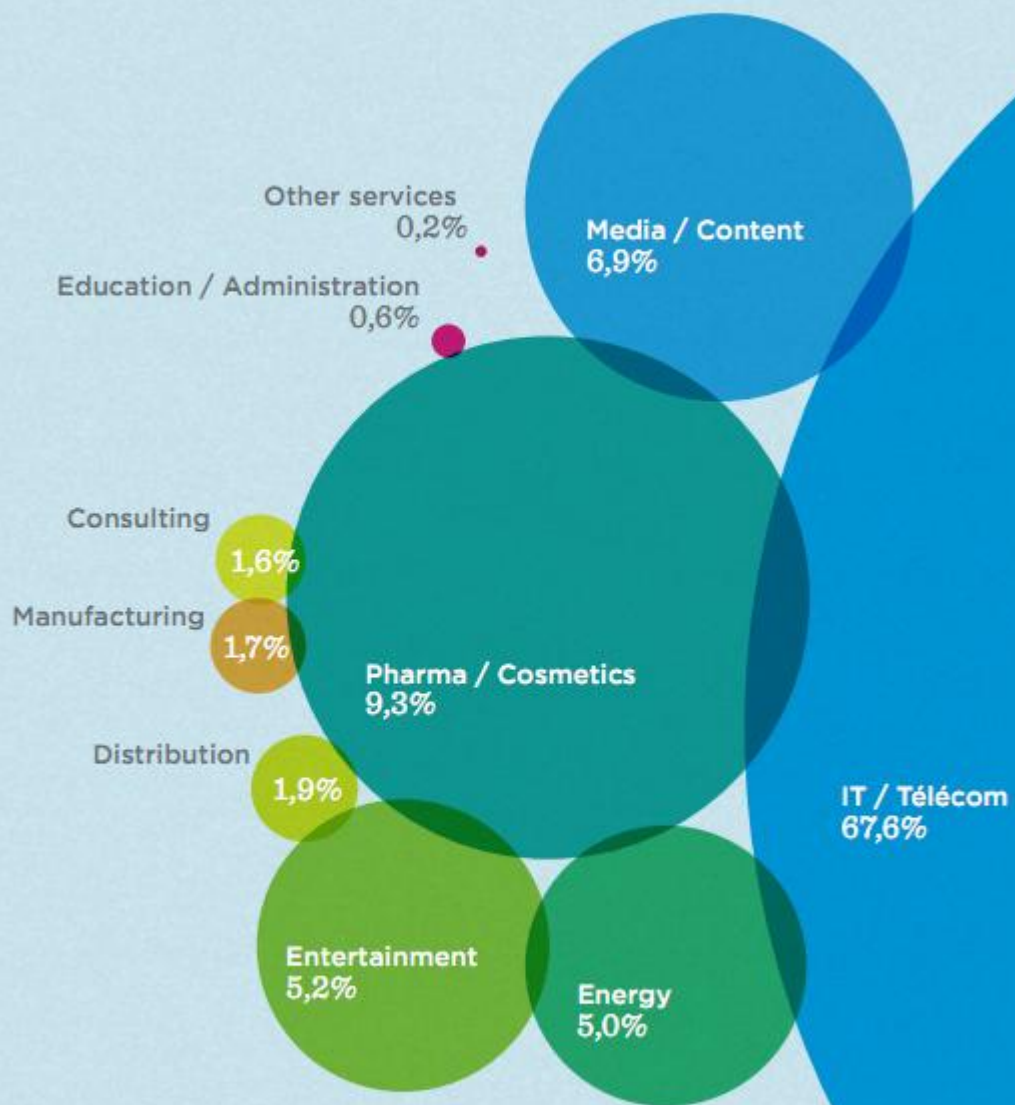
Closed Innovation



Open Innovation

Common approach = **Sharing and collaboration**

Turnover breakdown by type of sector — year 2010





Our answer: Living Labs

What is Living Lab?

A Living Lab is a users centric method for innovation process. It considers as a open innovation component.

A Living Lab is:

- A permanent system which link whole of project stakeholders.
- Innovation is driven by users and users are involved in a long-term process.
- Users become privileged partners of the enterprise and could express themselves about many issues (out of financial).

Objective: create the most suitable environment between entrepreneur and users. (open innovation eco-system)

Themes

Member of
**European
Network of
Living Labs**

Living Labs

Santé

Envi-
nement

Création d'entreprise

ICT



Outil 1

Outil 2

Outil 3

Living Lab in Europe

More than 200 Living Labs in Europe in 2011

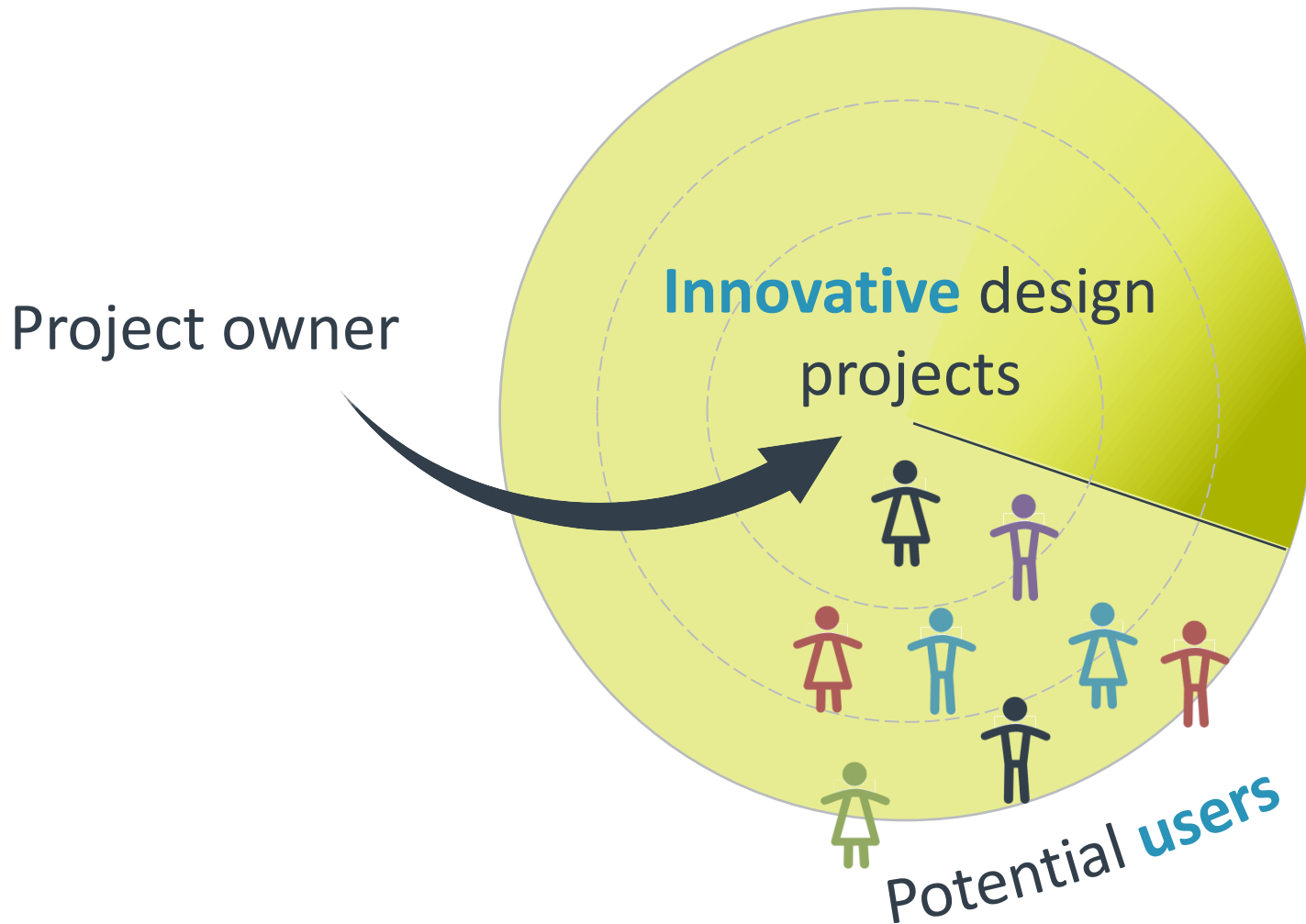


Health
Energy / Environnement
Enterprise/Entrepreneuriat (25%)
Social



Promotech Labs : Application to start-ups.

Principle of the method



Animation

Are you an entrepreneur?



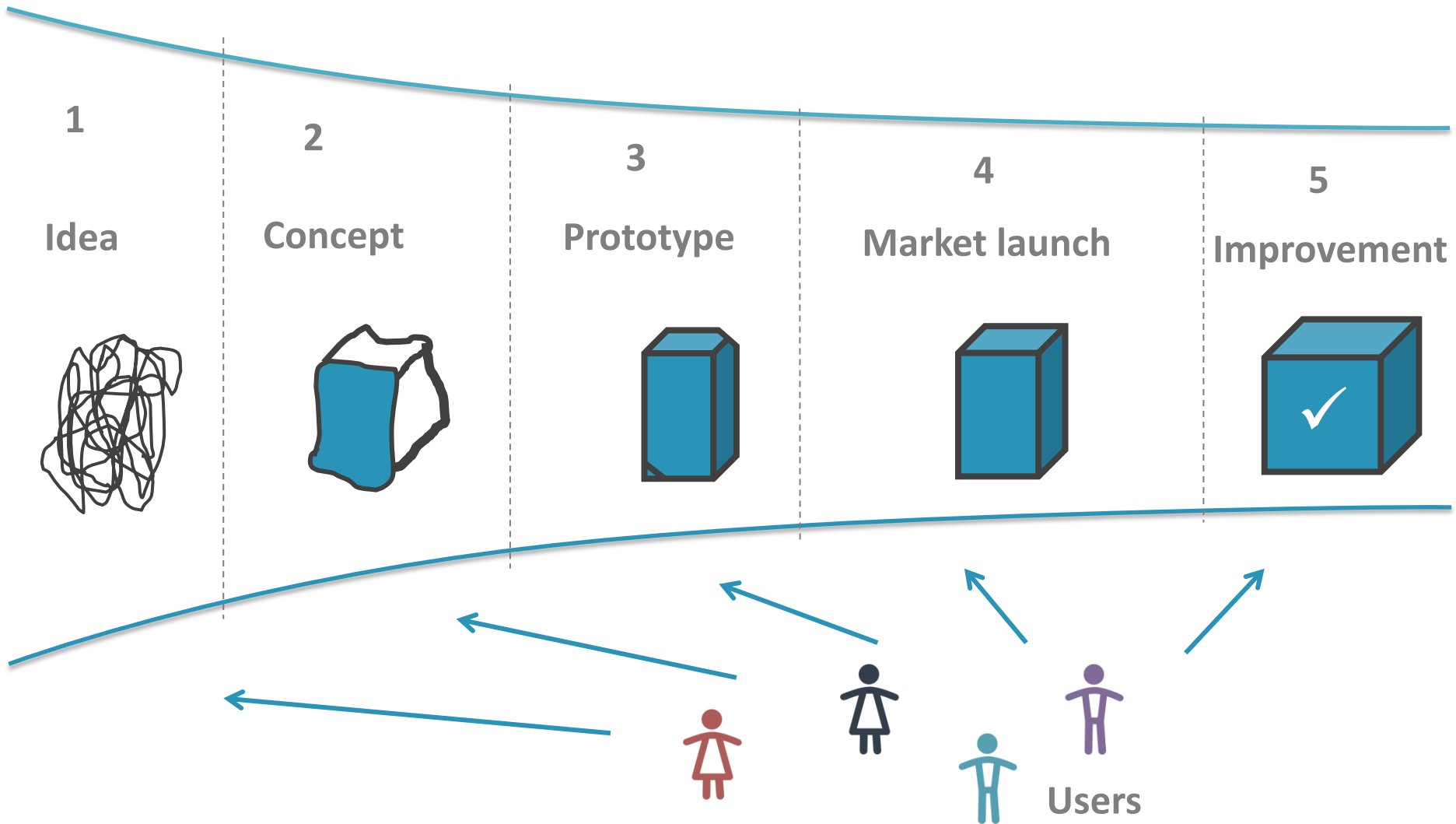
<http://sitebase.promotechlabs.com/content/entrepreneur-teaser>

Which benefits ?

Boost the creation process :



Steps of design process



...based on European methodology

Living Labs :

- User centric method in innovation process.
- Application of open innovation.



European
Network of
Living Labs
Adherent Member

... certified by the
European Network of
Living Labs (ENoLL).



PROMOTECH LABS®

Laboratoire d'usage de la création d'entreprises



In practice?

Labs process



1 potential user group (15 people)



+ 1 presentation



+ 4 questions

= **first meeting group**



Usability tests

real time, real condition
to test product/service

Methodology
awareness

Collaborative platform

Wiki or mobile for continuous exchanges



...with digital support



Social network

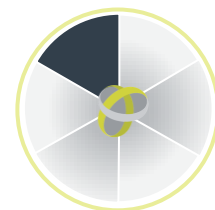
To promote projects, to federate digital community.



The screenshot shows the Twitter profile of Promotech CEI (@PromotechCEI) from Nancy. The profile bio states: "Aider les créateurs d'entreprises ou les responsables d'entreprises existantes à développer des activités nouvelles. Accompagnement et Promotech Labs®". It has 40404 followers. The tweet feed shows several tweets from May and April 2011, discussing usability professionals' association, open source platforms, living labs, and NFC technology.



The screenshot shows the Facebook page for the "Concours Entreprendre" community in Villers-lès-Nancy. The page features a cover photo of a person with puzzle pieces and a post from May 2, 2011, about a news letter. The page also lists various events and has 31 likes.



Outil 1 : Réunion Lab



1 groupe d'utilisateur potentiels



(15 personnes)



+ 1 présentation

+ 4 questions



Outil 2 : Plateforme collaborative

The screenshot displays the Promotech Labs website. At the top, there is a header with the Promotech Labs logo (a stylized globe) and the text "PROMOTECH LABS® Laboratoire d'usage de la création d'entreprises". To the right of the logo is the "wizome" logo. Below the header is a navigation bar with three tabs: "A propos", "Mur", and "Dernières news". The main content area is divided into two columns. The left column features a "Dernières news" section with the headline "Ce que nous retenons de la réunion du 27 Mai 2011". Below the headline is a small profile picture of a man and the text "Soumis par Jean-Baptiste le lun, 07/11/2011 - 17:24". The article text begins with "Suite à votre participation, 3 points ont été retenus :" followed by a numbered list: "1 . La Simplification (rendre l'interface simple)", "2 . Montrer le côté communautaire et collaboratif", and "3 . Acheter en un clic!". Below the list, it says "1 commentaire" and "En savoir plus". The right column is a sidebar titled "Contribuer" with a list of links: "Mini message", "Article", "Sébastien Leflond" (a sub-header), "Mon compte", "Groupe d'utilisateurs", "Aide", and "Se déconnecter".

PROMOTECH LABS®
Laboratoire d'usage de la création d'entreprises

wizome

A propos Mur Dernières news

Accueil

Dernières news

Ce que nous retenons de la réunion du 27 Mai 2011

 Soumis par Jean-Baptiste le lun, 07/11/2011 - 17:24

Suite à votre participation, 3 points ont été retenus :

- 1 . La Simplification (rendre l'interface simple)
- 2 . Montrer le côté communautaire et collaboratif
- 3 . Acheter en un clic!

1 commentaire En savoir plus

Wizome, lauréat du concours entreprendre



Contribuer

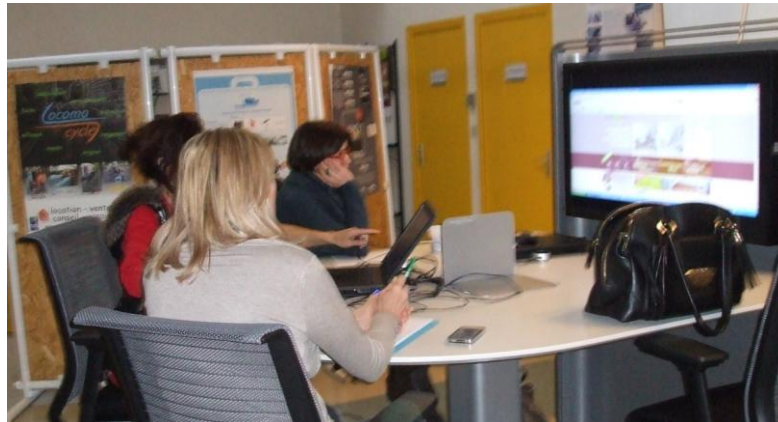
- Mini message
- Article

Sébastien Leflond

- Mon compte
- Groupe d'utilisateurs
- Aide
- Se déconnecter

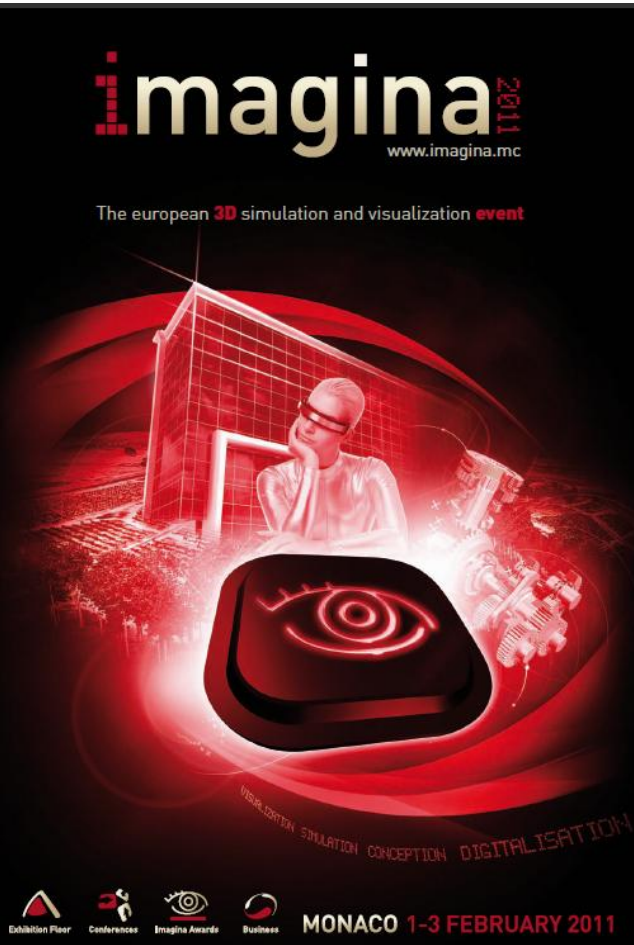
Outil 3 : test d'usage

Temps réel, condition réelle pour tester le produit ou service.



Future tools

To increase contributions : quick, regular, spontaneous



Mobile use



< for live product testing

3D – virtual reality



Our projects in process



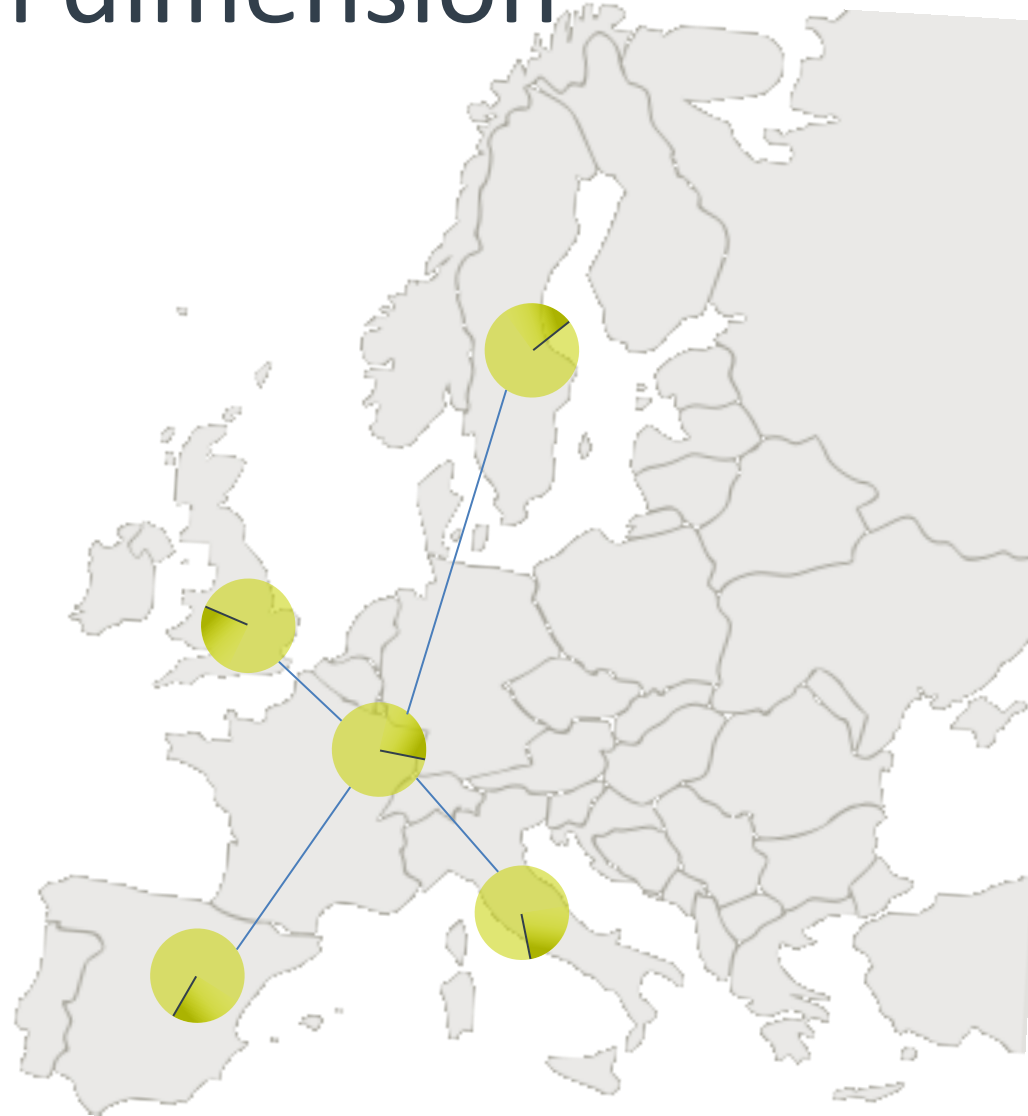
130 people : members of a **9** user groups



Lila Project

European dimension

Interregional groups
of users.



All projects, the community of users



Local groups of users constitute a community of users involved through Promotech BICs for coaching of entrepreneurs.



Partners meeting - Lila project

September, 8th 2011



INTERREG IVB



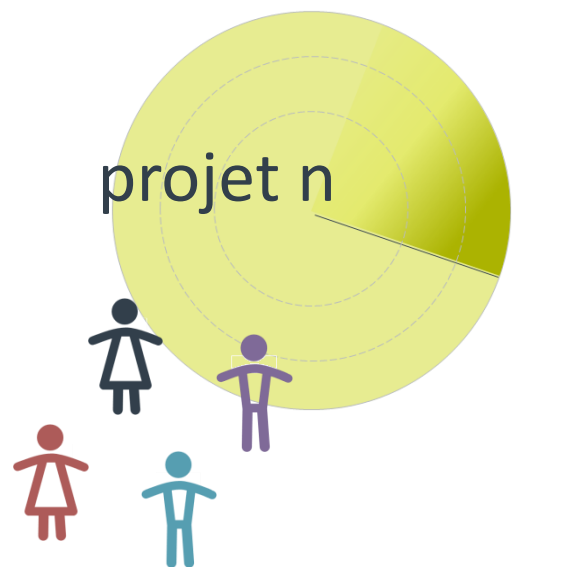
INNOVATION



PROMOTECH CEI
CENTRE EUROPÉEN D'ENTREPRISE
ET D'INNOVATION



Projet Lila : principe



Utilisateurs locaux



Utilisateurs transnationaux

Partners

WESTBIC

BUSINESS & INNOVATION CENTRE

**digital
birmingham**



**BUSINESS
DEVELOPMENT
FRIESLAND**



EBN

tudor

PUBLIC RESEARCH CENTRE HENRI TUDOR



INNOVATION



PROMOTECH CEI

CENTRE EUROPÉEN D'ENTREPRISE
ET D'INNOVATION

INTERREG IVB



Motivation of projects

Classical approach

Startups creation

Process :

- Business Plan
- Market study

Modern approach

Open innovation
Living Labs

Innovation and startups drive by users

European strategy
2007 - 2013

Interreg IV-B NEW Lila approach

Open innovation

Living labs with **interregional** groups of users

Startups drive by users from **several regions in Europe**

Community of citizens (users) involve in innovation, in the economy in Europe



Conclusion

Last words...

You do an innovative project, take into consideration cultural aspect

Think use, think users

How to integrate them into your design processes?



Thanks for your attention.

Contact:

Jacky CHEF

Directeur

jacky.chef@promotech.fr

Sébastien LEFLOND

Mission Living Labs

sebastien.leflond@promotech.fr



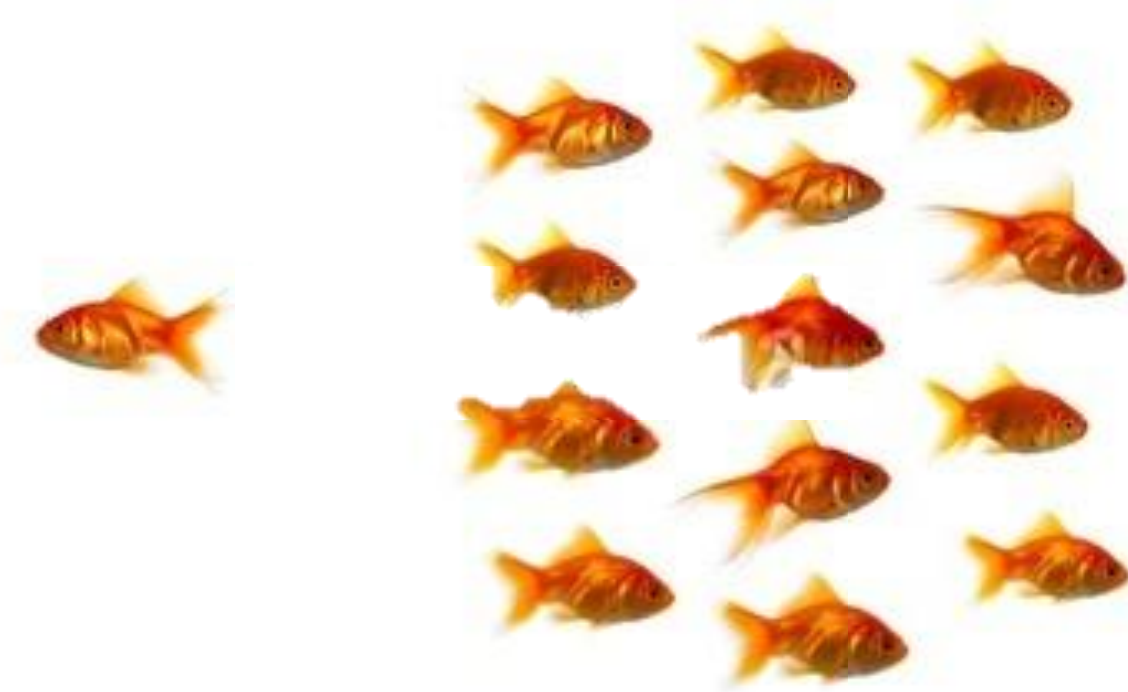
@PromotechCEI

<http://www.promotechlabs.com>

Ending Quotes

“Never forget that only dead fish swim with the stream”

Malcolm Muggeridge





Merci pour votre attention.

