



# INNOVATION & ENTREPRENEURSHIP

## PSL-iTeams

U N I V E R S I T É P S L

Established in 2017, the PSL-iTeams academic program is designed to develop your entrepreneurial abilities and help capitalize on the inventions, results and knowledge generated by PSL's research teams, through business start-ups or other forms of transfer to the business world and the community. The program will introduce you to the challenges of innovation and provide initial field experience in commercializing research results and starting a company.

### STRUCTURE OF THE CURRICULUM

Participants in the program will be grouped into multidisciplinary teams and given the task of developing a technology transfer strategy (proof of concept, market, business model, etc.) for project concepts. During that process, you'll receive support from professionals in the worlds of business and technology transfer while attending workshops and training modules.

- Length of the program: Six months, from November 5, 2024 to April 15, 2025.
  - Workshops held every Tuesday evening from 6:00 to 8:00 p.m. (excluding vacation periods).
- You will also hold meetings with your fellow team members to work on your project during this period.

### SKILLS DEVELOPPED

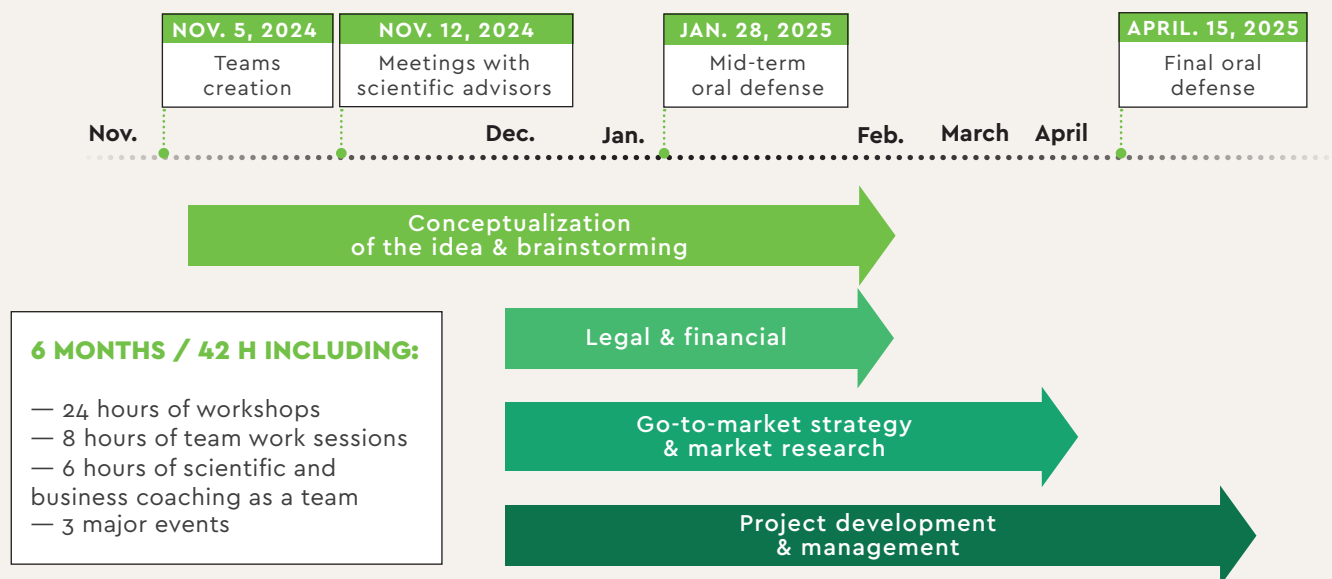
- **Know-how:** market analysis, project funding, intellectual property strategy, basic legal principles, development of a business plan, etc.
- **Soft skills:** interpersonal skills, adaptability, the ability to work in a team, etc.
- **Professional skills:** unifying a team, negotiating, convincing an audience, structuring and managing projects, showing creativity and leadership, communicating with others, identifying opportunities, etc.

### LEARNING OUTCOMES

The skills you will acquire during this program can be grouped into four areas:

- **Conceptualizing the idea and brainstorming:** to help you develop your imagination and show innovation in thinking "outside the box" with regard to building an image for your project and choosing how to present it (business model canvas, pitch, etc.).
- **Go-to-market strategy and market research:** to help you identify your project's market and target audiences and address your users' needs so you can build a value proposition and MVP (market studies, digital strategy, operational deployment, etc.).
- **Project development & management:** to help you make use of appropriate tools to structure your project's development, identify the team member skills you need and organize the work.
- **Legal & financial issues:** to help you become familiar with the legal aspects of starting a business, develop an intellectual property strategy and establish a funding plan.

## PROGRAM TIMELINE



### EVALUATION

- **Initial speed-dating session** (November 5, 2024): The scientific advisors provide a brief presentation of the projects. Multidisciplinary teams are then established and the projects are assigned.
- **Mid-term oral defense** (January 28, 2025) before a jury made up of professionals from the industrial world and experts in entrepreneurship.
- **Final defense** (April 15, 2025): Students defend their project and its business model before a jury playing the role of investors. Awards will be given to the best projects.
- At the end of the program, the deliverables, including the business model summary (social/business model canvas) and the presentation for the final defense, as prepared by the project team, will be forwarded to the scientific advisors who proposed the project.

The educational component will consist of either workshops or team work sessions held each Tuesday evening at the PSL lab. For each project-idea assigned to a team of students, the scientific advisor who proposed the idea will be present for selected meetings to provide scientific expertise and his or her perspective on potential applications. Students will also receive support from a business mentor, who will provide expertise in developing the project and putting together a business model.

### Contact

psl-iteams@psl.eu

### KEYWORDS

Multidisciplinary, entrepreneurship, project management, technology and knowledge transfer, commercialization of research, etc.

### PROGRAM LOCATION

PSL-Lab: Université PSL Coworking Space  
(33 rue Censier, 75005 Paris).

### ADMISSIONS

**Who should apply?** Doctoral students, postdoctoral fellows and Master's-level students at Université PSL, in any discipline, who have an interest in innovation.

**Application procedure:** based on application.

Deadline for submitting an application: 11:59 p.m. on **October 22, 2024**.

Requests for an application package should be submitted as follows:

- For doctoral students: via the ADUM platform.
- For postdoctoral fellows and Master's-level students: via email to [psl-iteams@psl.eu](mailto:psl-iteams@psl.eu)

Admission results: October 25, 2024