



# Program

On **November 9<sup>th</sup> and 10<sup>th</sup>**, Pépité Île-de-France will host an **event on entrepreneurship** that aims to answer students and young entrepreneurs' questions about the **internationalization** of their entrepreneurial projects. This hybrid event will take place on Sorbonne University International Conference Centre (CICSU), 4 place Jussieu, 75005 Paris, France, and [online](#).

This summit proposes different formats to the participants, namely:

### Masterclasses

An expert will address the subject and answer the questions you might have. This format allows interaction with the speaker.  
Upon registration – limited to available places.

### Roundtables

Different experts will discuss the subject giving the participants different points of view according to their experience.  
Open to all participants.

### Pitch session

Students and young entrepreneurs will have 3 min to pitch their project.

### Innovation Challenge

Participants will be grouped in teams, be given a problem to work together as a team and present their solution to their peers.

There are different sessions at the same time, thus each participant must choose the session they want to participate.

## Tuesday, 9<sup>th</sup> November 2021

**08:00 am-09:00 am: Welcome / Check-in**

**09:00am-10:30am:**

### Masterclass 1 How to set up your project/business in the Paris Region

*Discover all the means, the support programs and the entrepreneurial ecosystem provided by Paris Region to help you build your business and expand your activity.*

### Masterclass 2 What do you need to deploy and expand your business overseas?

*Know how to enter the international market in order to expand your activity overseas, what are the key issues and the good practices that need to be thought of.*

**10:30-11:00am: Coffee break**

11:00-12:15 pm:

**Roundtable** Opening Ceremony

12:15pm-1:30pm: *Lunch and networking*

1:30pm-2:30pm:

**Pitch session** 8 students and young entrepreneurs from the 8 Pépité in Paris Region will present their project in front of a jury and an audience of peers and experts.

2:30pm-6:00pm:

**Innovation Challenge** Students and young entrepreneurs will explore, challenge and build innovative solutions to answer a specific problem.

6:00pm-7:30pm: *Networking Cocktail*

## Wednesday, 10<sup>th</sup> November 2021

08:00 am-09:00 am: *Welcome / Check-in*

9:00am-10:00am:

**Masterclass 3** Joining an international incubator to expand your activities

*When and how to join an international incubator to help you expand your business? What are the benefits? Testimony and sharing of experiences*

**Masterclass 4** How to create a local network to deploy your business overseas?

*Create and develop your network with close/nearby relations in order to expand your business overseas: have commercial partnerships, find your locations, recruit your first collaborators.*

10:00-11:00am:

**Masterclass 5** Secure fundings for your business expansion

*Learn how to finance your business expansion overseas. Discover all the means to export your project globally, according to your needs*

## **Masterclass 6** How to adjust your offer to the needs of a specific foreign market?

*How to exploit commercial and international opportunities, to adjust your offer in order to answer the needs of a specific foreign market.*

## **Masterclass 7** Programs for students or young entrepreneurs in Europe and Africa

*Discover the means and programs held by Europe to support your entrepreneurial project and to take a leap towards foreign markets.*

**11:00am-11:30am: Coffee break**

**11:30am-12:30pm:**

## **Roundtable** How to create opportunities to expand your activities overseas?

*Introduce a lively discussion with a journalist and actors of Team France Export and Business France / BPI about the opportunities and the risks taken by a start-up deploying itself overseas*

## **Masterclass 8** Develop and manage your relations with your commercial partners

*Develop and handle your relations with your commercial partners (suppliers, providers) on an international scale; key ideas to handle your supply chain*

**12:30pm-02:00pm: Lunch and networking**

**02:00-03:00 pm:**

## **Roundtable** How digital solutions help to develop and/or expand your startup abroad?

*Learn about digital solutions and their impacts on the international growth of your services: what are the issues and the views for a young company creator?*

**03:00pm-03:15pm: Pause**

**03:15-04:15pm:**

## **Masterclass 9** How to manage and protect your intellectual property?

*How to protect your ideas and your product on an international scale; how to apply for a patent and to register a trademark in a foreign country? How does it work in another country? What are the means there? What are the challenges and the risks?*

## **Masterclass 10** Adjust your speech to sell your product/service overseas

*Adjust your pitch, your sales arguments and your offer to the cultural differences and the norms of a foreign market*

**04:15pm-04:30pm: Pause**

**4:30-5:30pm:**

**Roundtable** Closing Ceremony, Raising awareness on overseas entrepreneurship, the key role played by universities and by companies

**5:30-6:00 pm: Networking**

## How to take part in the summit?

If you are interested in **attending the event in person**, please contact your Pépité.

If you are interested in taking part in this event **online**, you can **register on the website**: <https://www.pépité-idf.fr/> and sign up for the masterclasses you wish to attend.

Organisation:

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