

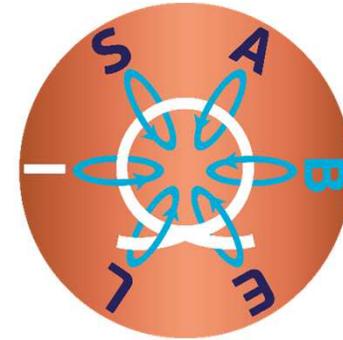


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# THE BASICS OF START UP CREATION

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CNRS INNOVATION

24/06/2021



CNRS  
INNOVATION



# Agenda

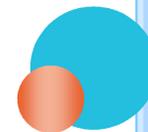
- What's a startup?
- Entrepreneurship means balance
- Characteristics of a successful entrepreneur
- Evaluating startup potential
- The equations to solve for entrepreneurs
- 8 Steps to Create a Startup
- Business Model Canvas
- Technology Transfer Policy for startup



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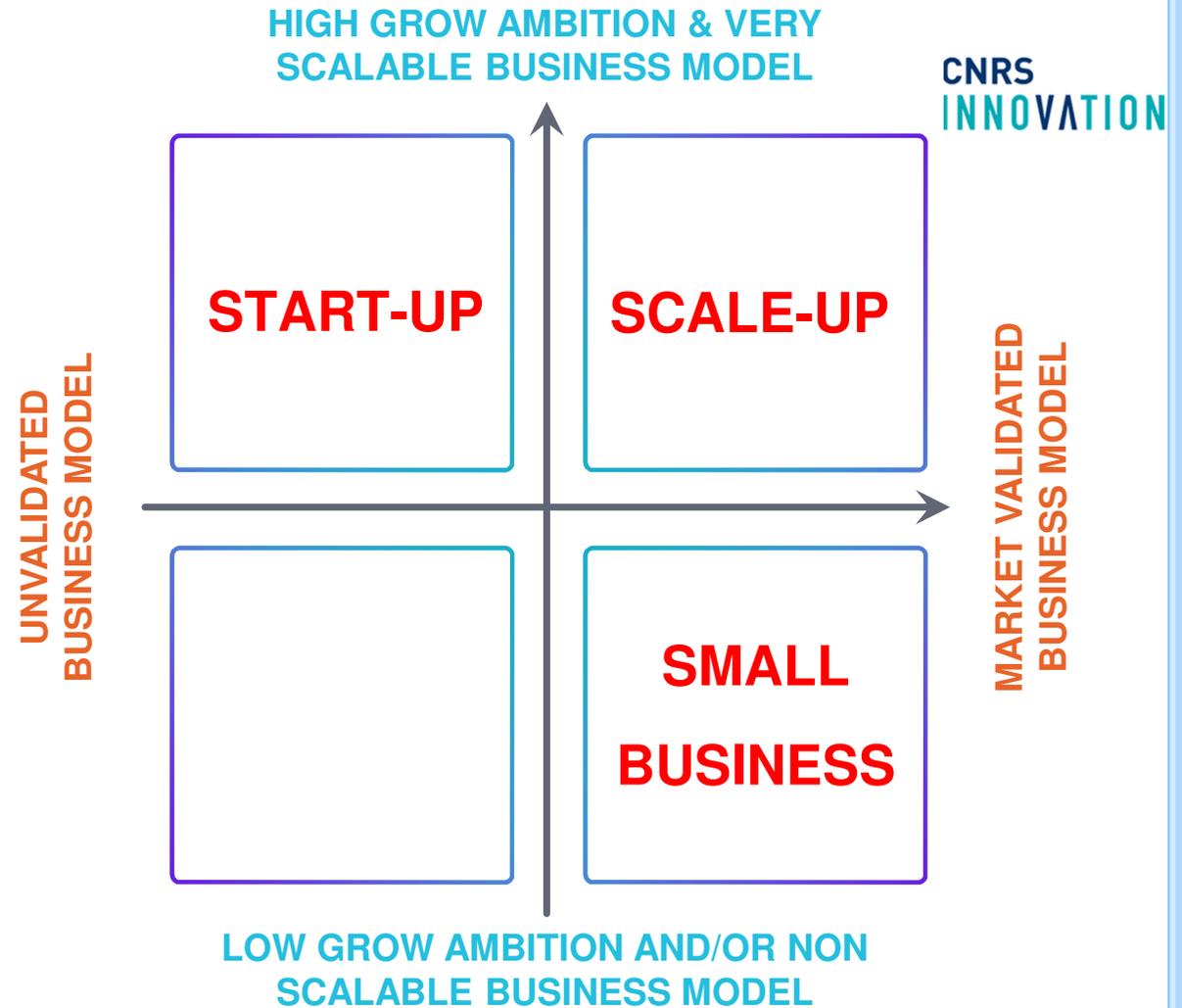


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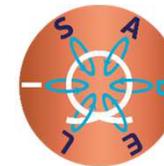


# What's a startup?

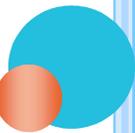
“A startup is a venture that is initiated by its founders around an idea or a problem with a potential for significant business opportunity and impact.”



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# Entrepreneurship means balance

## REWARDS

Freedom from the limits of standardized pay for standardized work.

**PROFIT**

Freedom from supervision and the rules of bureaucratic organizations.

**INDIPENDENCE**

Freedom from routine, boring, unchallenging jobs.

**FREEEDOM**

## DRAWBACKS

**UNCERTAINTY**

Income, losing investment

**TIME**

Long hours and hard work; Lower quality of life until the business gets established

**RESPONSABILITY**

Towards your family, employees, society, etc.

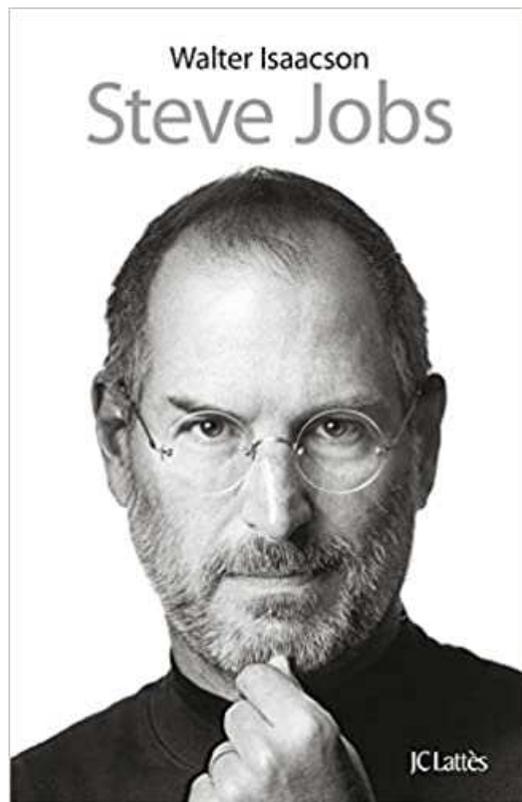


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# Characteristics of a successful entrepreneur



- Passion
- Persistence
- High need for achievement
- Willingness to take measured risks
- Self-confidence and self-reliance
- High energy level
- Desire for responsibility



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# Evaluating startup potential



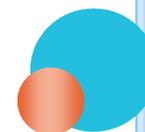
skills & ownership



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# The equations to solve for entrepreneurs



**TEAM/ PROBLEM ADEQUATION**

The team is relevant to answer to the identified problem. The complementarity of the talents composing the team is justified for the targeted market.

The developed solution answers to real needs (expressed or latents) of the final users.

**PROBLEM / SOLUTION ADEQUATION**




**PRODUCT / MARKET ADEQUATION**

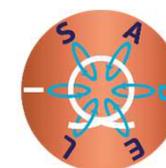
There are people whom agreed to pay for solving the adressed problem, for themselves or others.

The financial instruments allow to support the implementation of several steps of the product development / commercialization.

**PROJECT / FINANCES ADEQUATION**



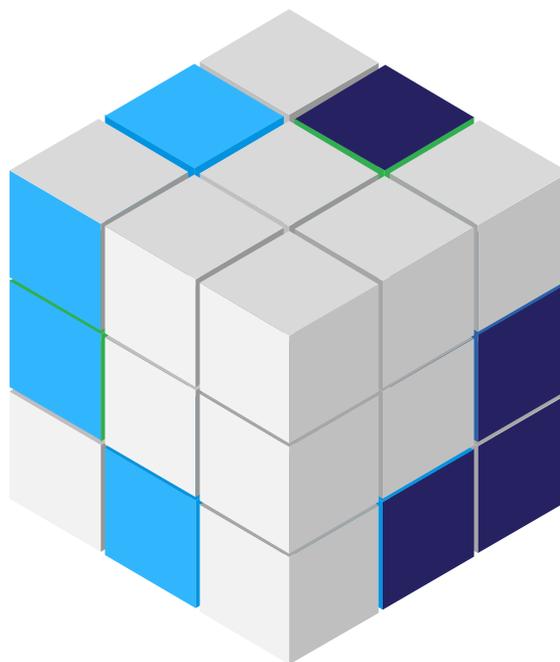

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# 8 Steps to Create a Startup

## INTERNAL FACTORS

- Problem to solve |
- Ideation and Solution |
- Prototype & Validation |
- Find your Dream Team |



## EXTERNAL FACTORS

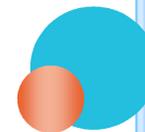
- Customer Validation
- Value Proposition
- Business Model and Plan
- Funding



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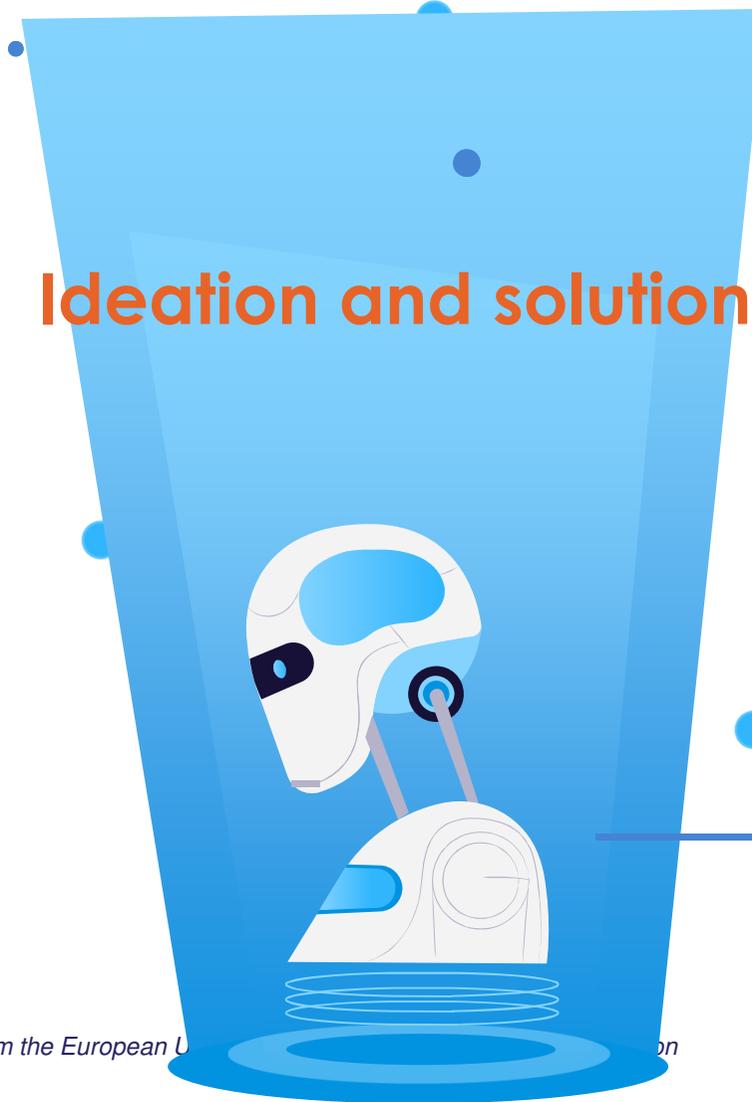


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# Ideation and solution

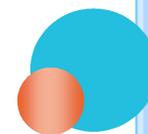


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# Ideation and Solution

1

- Once you have identified your problem, you will be able to find a solution. **This is called ideation.**

2

- Ideation is precisely **having a lot of ideas**. This phase will allow you to refine the solutions, filter the « not terrible » from the reasonable, then test them. A good way to do this may be to submit them to your target users, to find out what they think, and to refine your ideas based on their suggestions.

3

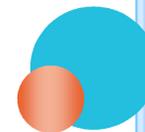
- Finding the perfect match between the problem and the solution requires a good understanding of your market and your future customers.



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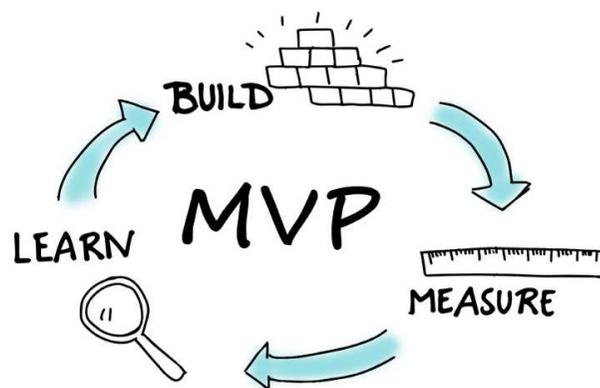
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# Prototype & Validation

## Where we are now?

After multiple iteration of the idea, we finally found out a solution to our problem.



DESIRED STATE

What we want to be?

Ready to put our product on the market

CURRENT STATE

**A minimum viable product (MVP) is a version of a product with just enough features to be usable by early customers who can then provide feedback for future product development.**

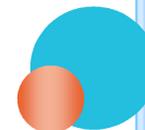


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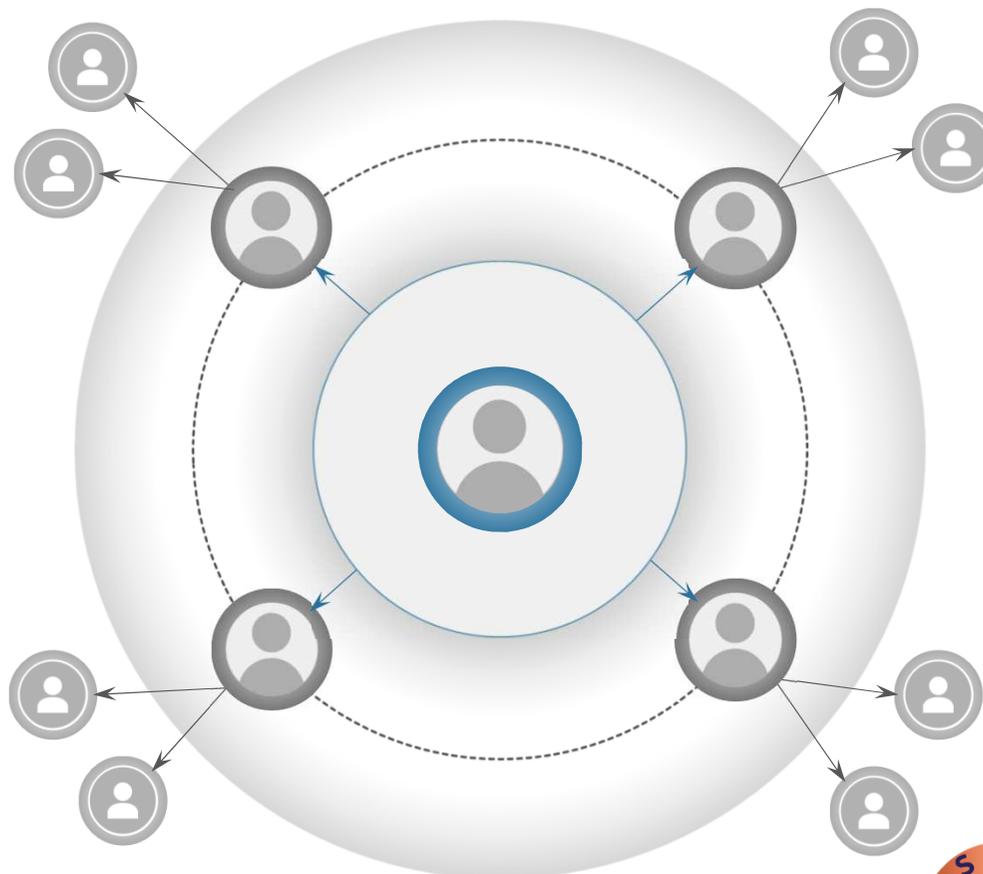
# Find your Dream Team

Identify the key skills you need before you start looking for the talents who will join your dream team. A good start-up team will most often consist of a CEO, CTO, CSO and COO.

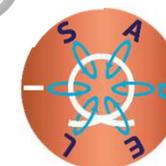
Beyond the skills and experience, look for people who will share your vision!

The most valuable profiles you will be able to integrate are those who will be able to adapt and take on multiple roles if necessary.

Investors must be considered part of your team ! Pay attention when you choose to let some of them in your company.

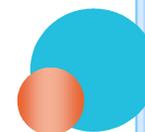


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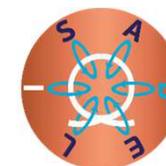
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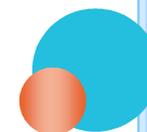
# Customer Validation



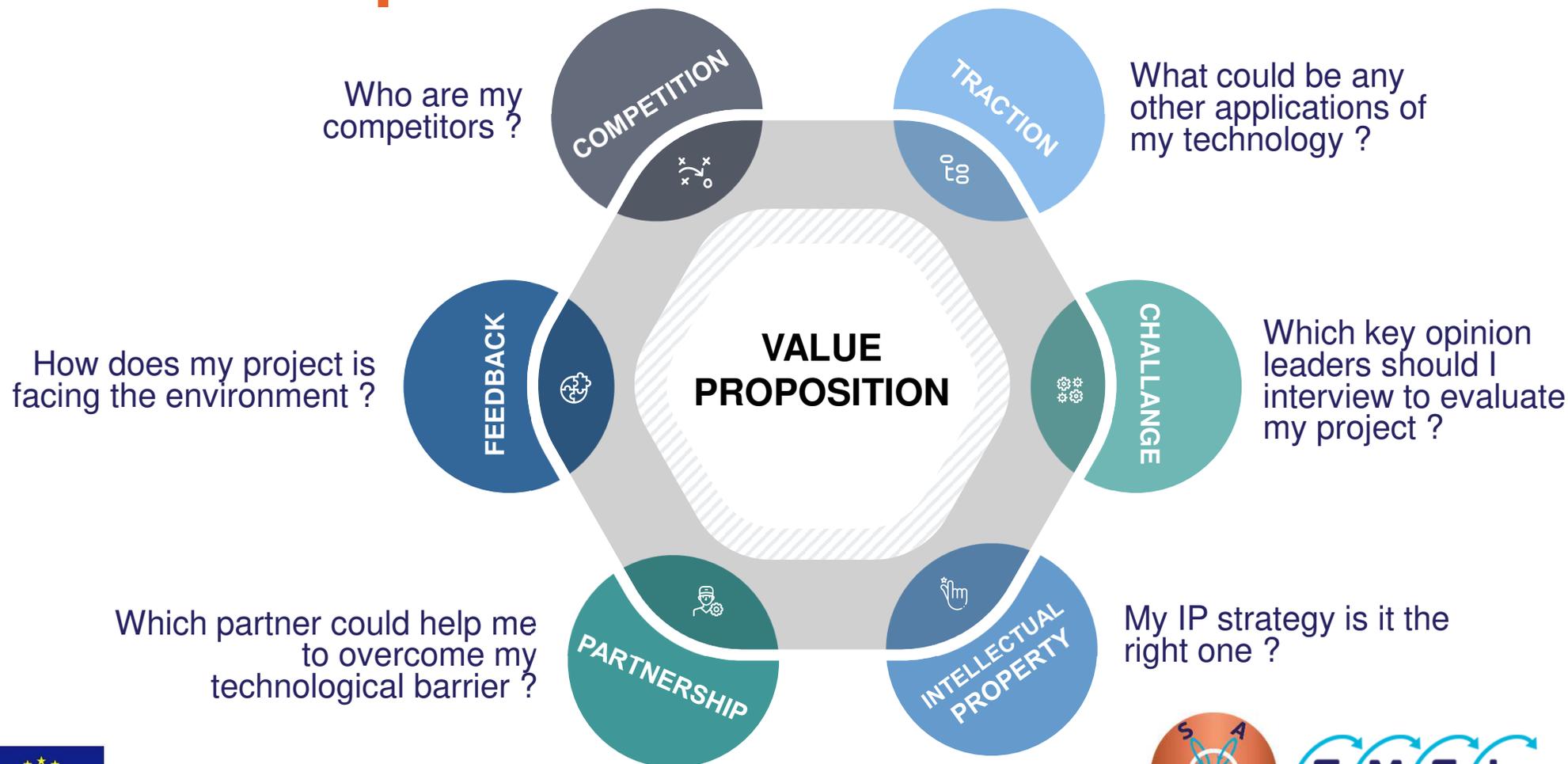
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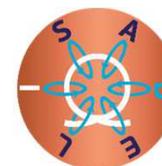
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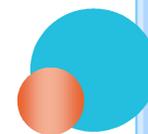
# Value Proposition



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# Business Model and Plan

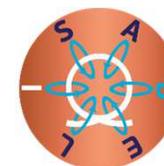


- **Your business model:** the way in which you will generate value for your customers (and the income you will derive from it). You can also operate multiple business models simultaneously;

- **Your business plan:** the concrete way in which you will generate your income (such as subscription, commission, advertising or even freemium). Each customer segment can contain one or more sources of income.



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# Funding



Personal Savings

Love money

Suppliers

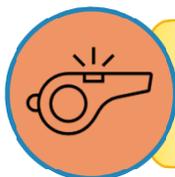
Banks

Government Programs

Business Angels

Venture Capital

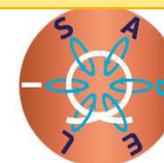
Crowdfunding



**Founders' shares are the most valuable asset for a newborn startup!  
So pay attention before giving it up to an investor !**

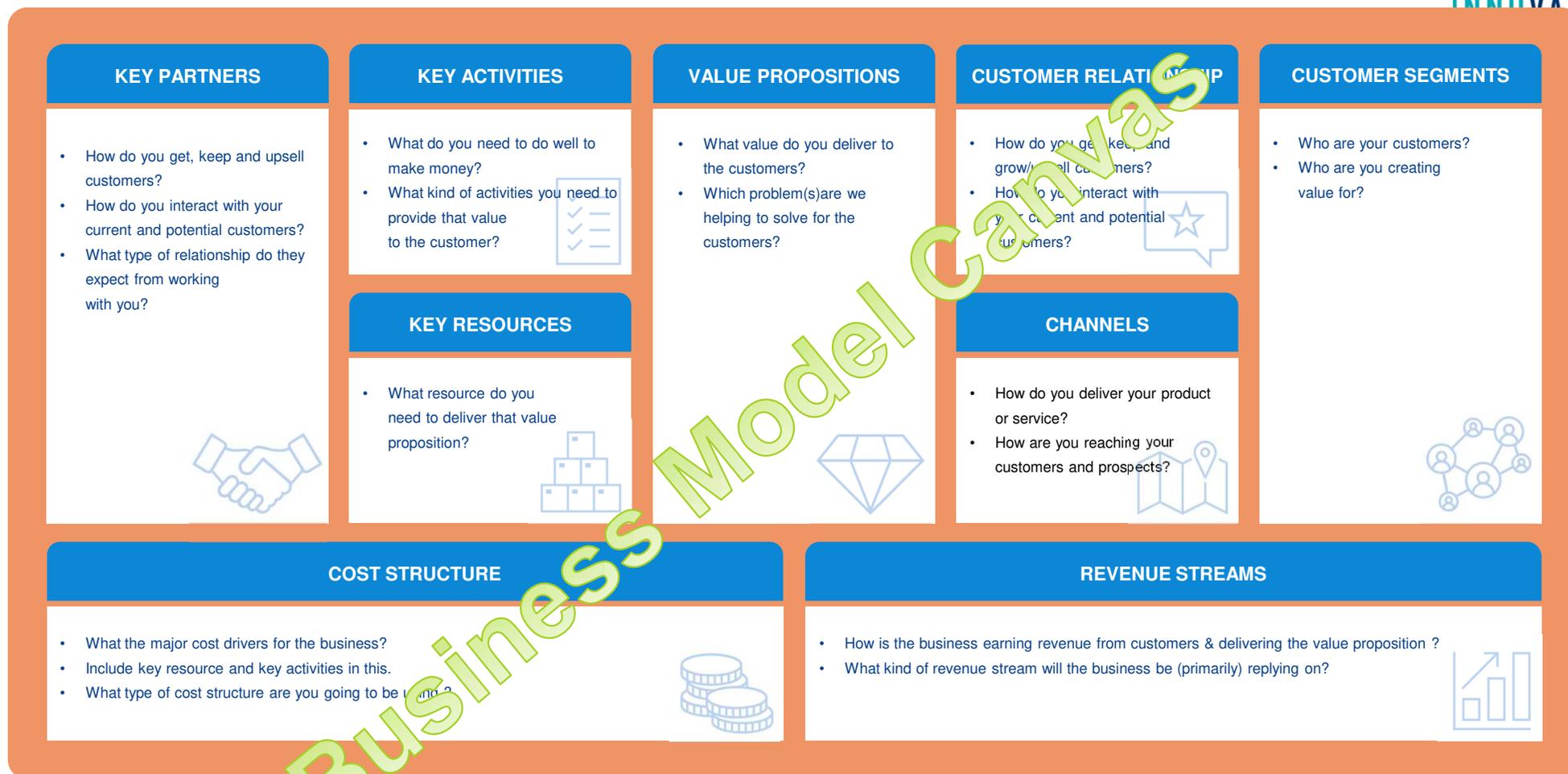


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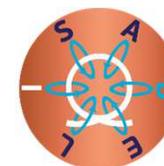


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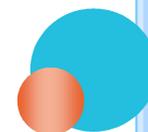




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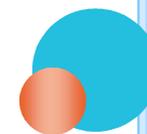
# Measure, always, and everything...!



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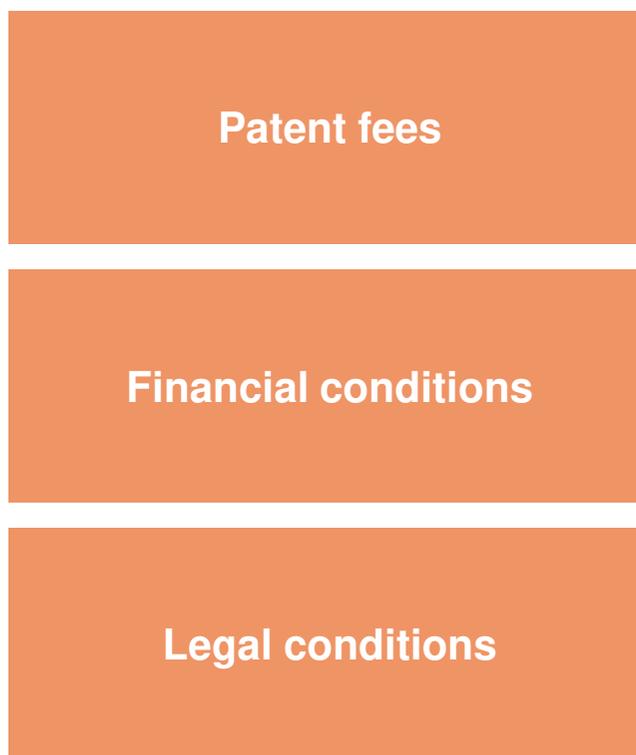


# Technology Transfer Policy for startup

## 1 issue

To negotiate with a startup  
=  
To adapt the licensing conditions

## 3 negotiating leverages

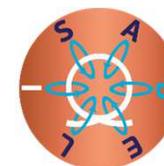


## 13 questions

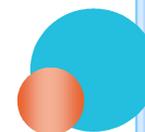
1. Who pays what ?
2. Who is taking the risks ?
3. Ways to spread the payments...
4. A license, an IP asset...
5. Royalties
6. Milestones
7. Minima of royalties
8. The renegotiation
9. Intuitu Personae
10. Obligations to develop
11. Domains and out-of-domains
12. The termination and the collective proceedings
13. The exit clauses



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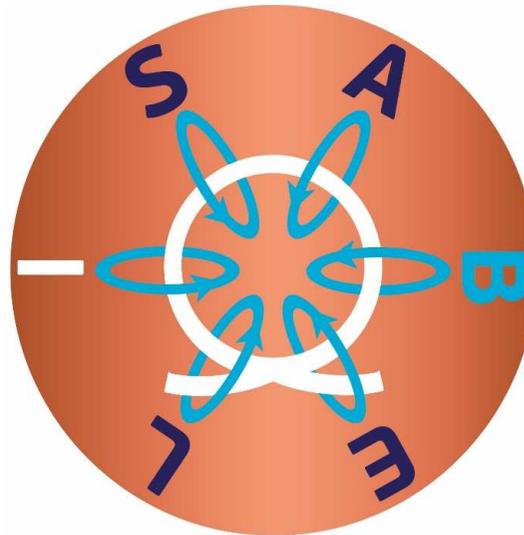


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