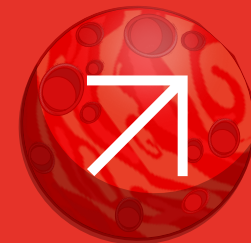




IDéo© introduction

From idea to opportunity



IDéo©

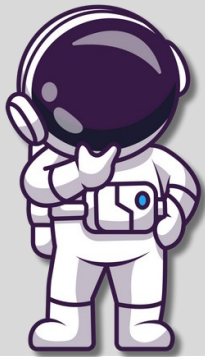
Conception:
Pr. Christophe Schmitt
Head of Peel
Professor at IAE Metz and CERFIGE



What is the IDéO© method?



The IDéO© method is a structured approach designed to build an entrepreneurial scenario. It provides a comprehensive framework to explore value creation and business strategy, equipping you with the foundational tools needed to develop a project around an opportunity—while assessing its coherence and viability.



OBJECTIVES

- Help you view entrepreneurship as a fulfilling and legitimate career path
- Provide hands-on experience in developing an entrepreneurial scenario



Content

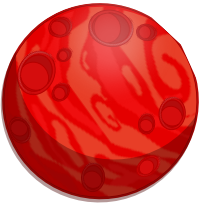
✳ Discover the **PeeL** (Pôle Entrepreneuriat Étudiant de Lorraine), a structure dedicated to **supporting** student entrepreneurs.

🧠 Learn the principles of the **IDéO© method**, an **innovative** approach to help you structure your ideas.

🔧 Work on a **scenario** as a team, building an entire **entrepreneurial strategy**.

🎤 Learn how to build and **present** a powerful pitch to **convince** and **engage** your audience.





IDéo©

De l'idée à l'opportunité



IDéo©

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À l'initiative du



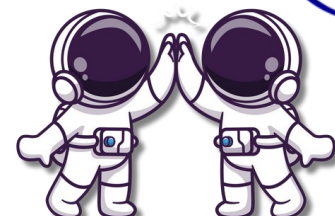
L'accompagnement pluriel



Avec le soutien opérationnel de



Initiative d'Excellence Lorraine



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