



IDéo©

From idea to opportunity



Project name:

Project leader(s):

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

PART 1

- DESIGNING A SCENARIO -



1 What is my project?

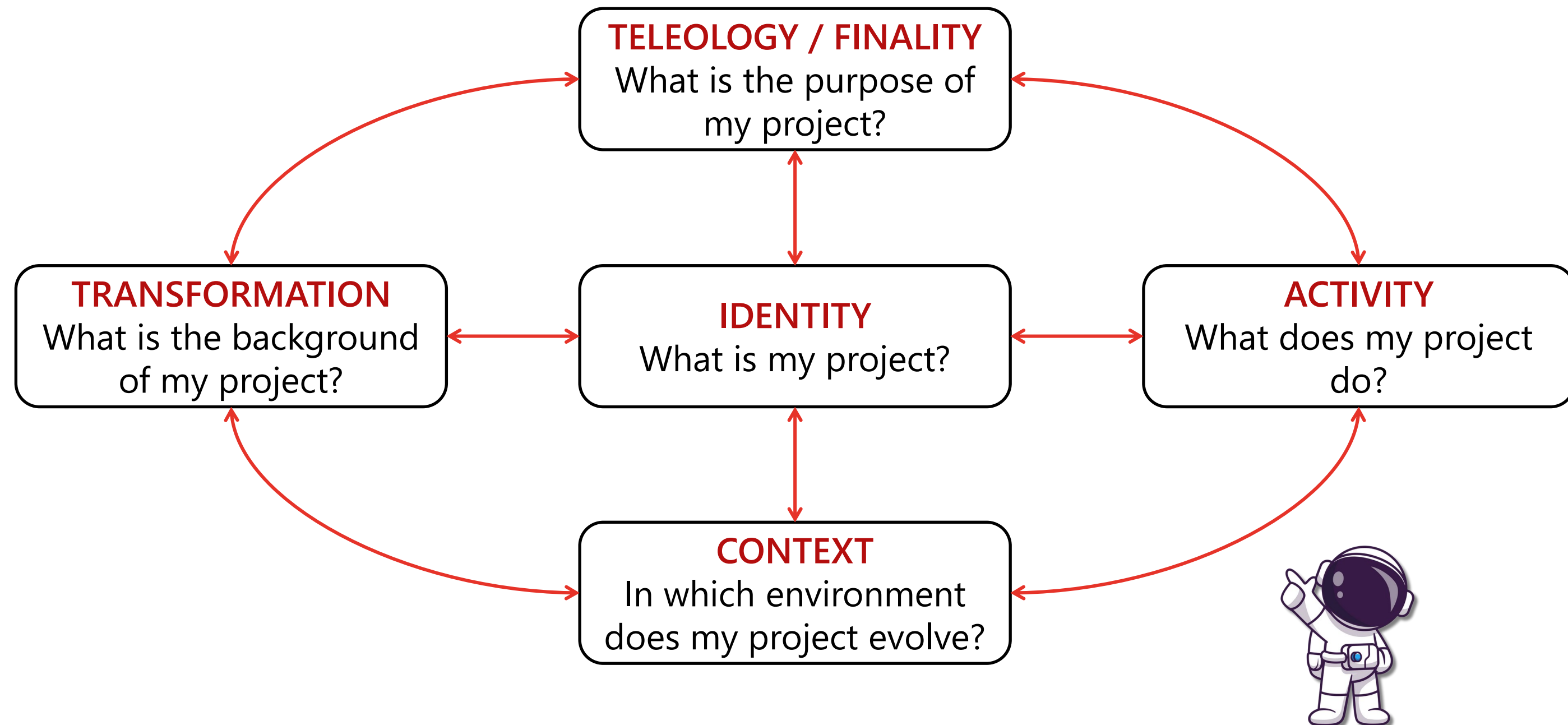
4 What does my project do?

2 What is the background of my project?

5 In which environment does my project evolve?

3 What is the purpose of my project?

PART 1



1.1 What is my project?



Describe your project

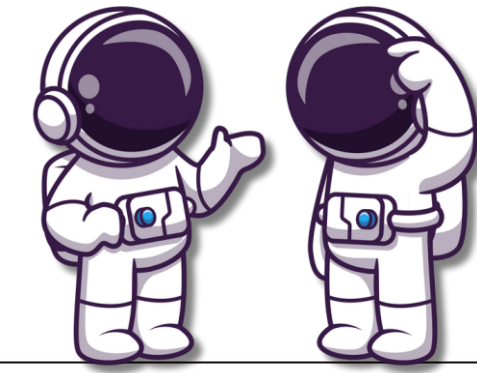
Which phrase could summarize your idea?

Think about the whole project.

Draw your project

Which image, drawing, sketch or photo could summarize your idea?

1.2 What is the background of my project?

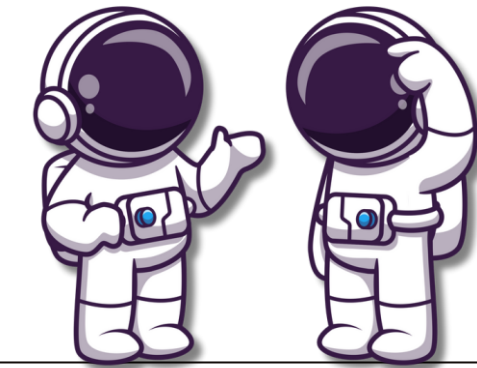


Storytelling

Why set up an entrepreneurial project? Why this project rather than another? What projects have you already had? What future projects are you considering? What are the links between these different projects? What are your core values?



1.2 What is the background of my project?



Identifying and defining the need

How have the need and the responses to it evolved to date? What are the needs, problems and desires that you want to satisfy? Why has your solution not yet been proposed? What solutions have been proposed to date? Why does this need remain unmet? Why has the problem not been solved?



1.3 What is the purpose of my project?



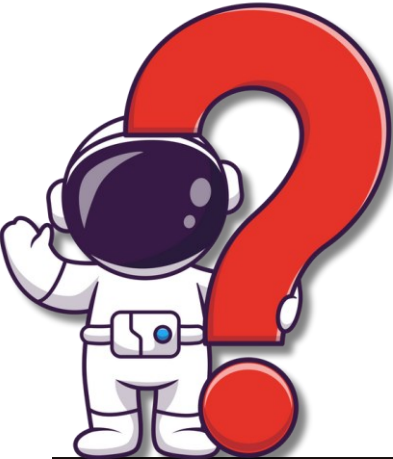
Description of the request

Customer segmentation and targeting

Buyers:

End users:

Specifiers :



Description of the offer

Market competition

Similar products/services:

Substitute products/services:

Competitive analysis based on identified competitors:

Description of your offer

Offer and added value

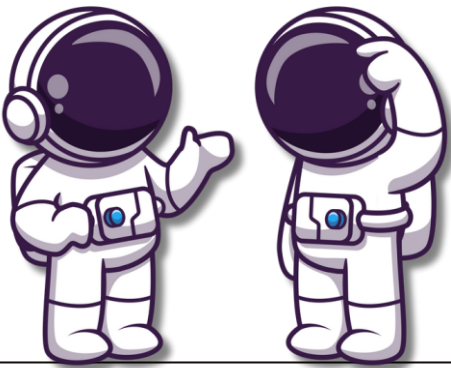
Offer + added value:

Customer benefits:

Competitive advantages (non-replicable):

Other:

1.3 What is the purpose of my project?



Using personas

What needs, problems and desires do you want to satisfy? For what type of people? Why hasn't your solution been proposed before? Why do you consider this need to remain unmet? How does your solution address multiple needs/problems/desires?

Imagine a typical customer/user/beneficiary; imagine what they do on a daily basis, what causes them concern, what they expect from the future, what improvements they would like to see, what they might say, how they might behave, who influences them, and what their hobbies are.

Name :Age :Gender :

Roles :

Current problems :

Desires / aspirations :

Values :

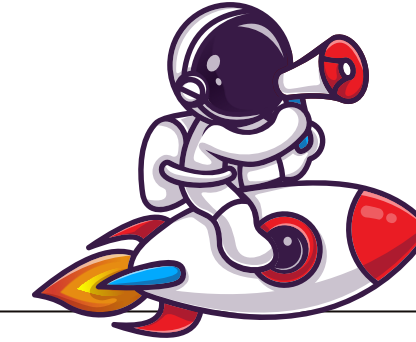
Circle the needs that your project will meet and develop some justifications based on the questions above.

Subsistence	Leisure	Participation
Protection	Understanding	Creation
Identity	Affection	Freedom

Other needs :

Problems :

Desires :



Please note the filling order!

1.4 What does my project do?

1. What are the key activities of the project?

Separate the action verbs by time (before, during or after launch), by level (strategic, operational) or by function (production, management, sales, distribution, etc.). Also list related activities such as cleaning, communication, fundraising, etc.

2. What resources (human, technical, financial, etc.) are needed for the various activities?

Make a list opposite each activity.

3. What are the expected results of the various activities? What are the objectives over time?

2 Resources

Ex : 1.25 people, phone line, car, finance moving, accommodation, catering.

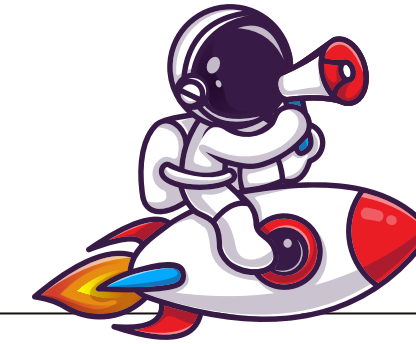
1 Activities

Ex : to prospect

3 Results / Goals

Ex : prospect the entire region in 3 months

1.4 What does my project do?



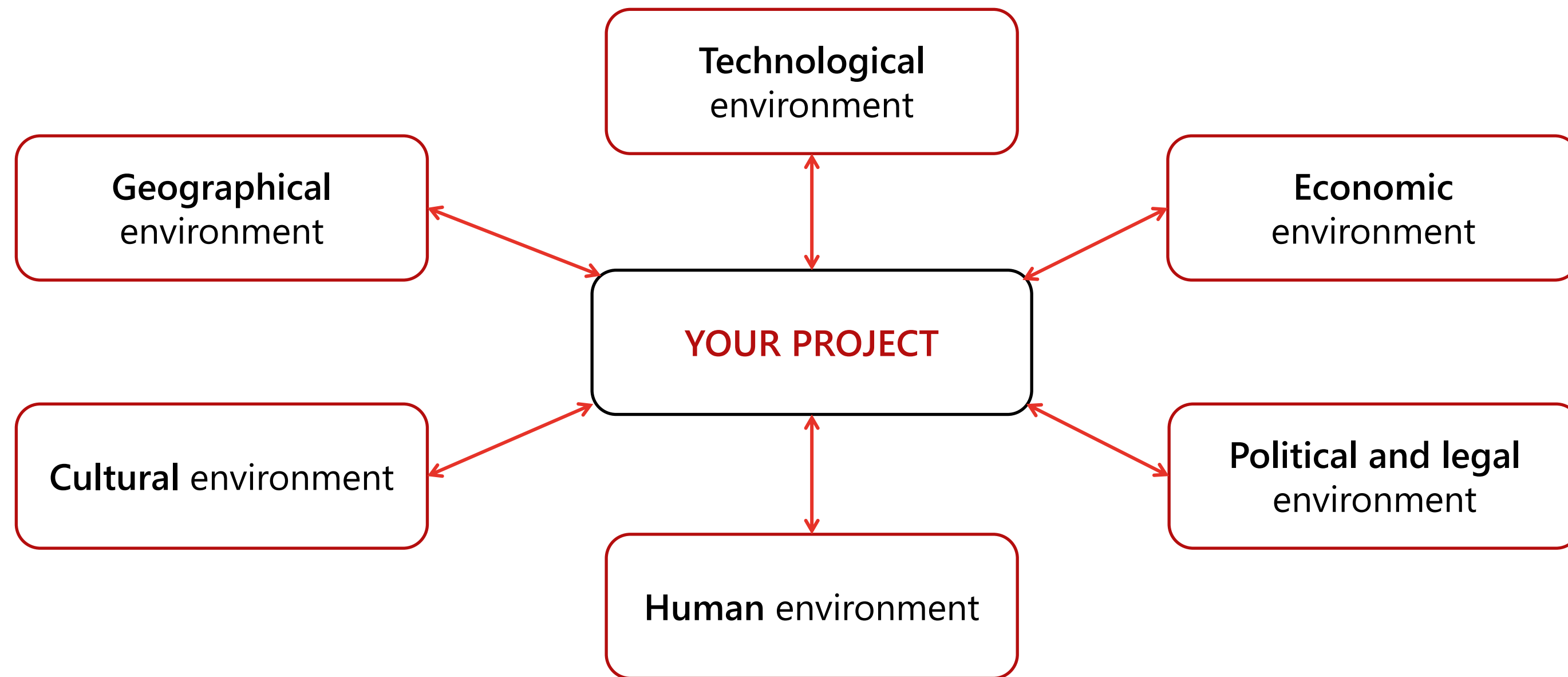
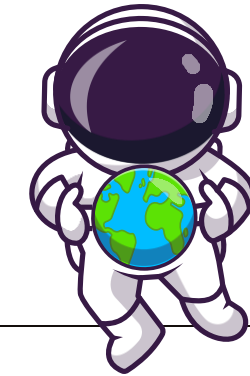
Please note the filling order!

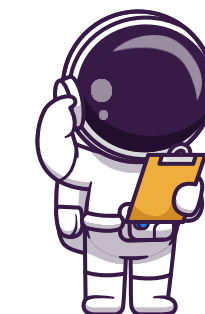
2 Resources

1 Activities

3 Results / Goals

1.5 In which environment does my project evolve?





1.5 In which environment does my project evolve?

Nature and physical location

Activity scale

Location (headquarters, factories, distribution centres, R&D):

Catchment area: local, regional, national, international?

Details :

Technology

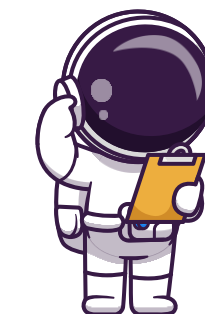
Essential knowledge/technologies

State of the Art of tools, teams and knowledge to use within the project. Our technology, compared with other companies in the sector is it: innovative, classic or rudimentary?

Economics

Market appeal / attractiveness of the sector

Is our market buoyant? Do customers buy at the price we are looking for? Who are the leaders of the sector? Do investors have confidence? Does the market have growth and liquidity?



1.5 In which environment does my project evolve?

Cultural mindset

Cultural assets / fashions

What cultural features can I use to make my project stronger? Will the society easily accept my product / service?

Human competences

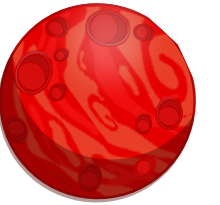
Essential skills

What human skills are they key to the development of my business? Are they available / easy to acquire in the chosen location?

Politics and Law

Laws, regulations, standards

Are there any political or legal contraindications? Do laws favor the development of my activity? What standards / laws should I consider for my project? What involvement of civil society or the government does my project need?



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À l'initiative du



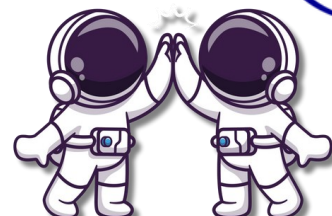
L'accompagnement pluriel



Avec le soutien opérationnel de



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