IDéO©

From idea to opportunity

Project name:

Project leader(s):

IDéO© - Working document

Conception:
Pr. Christophe Schmitt
Head of PeeL
Professor at IAE Metz and CEREFIGE

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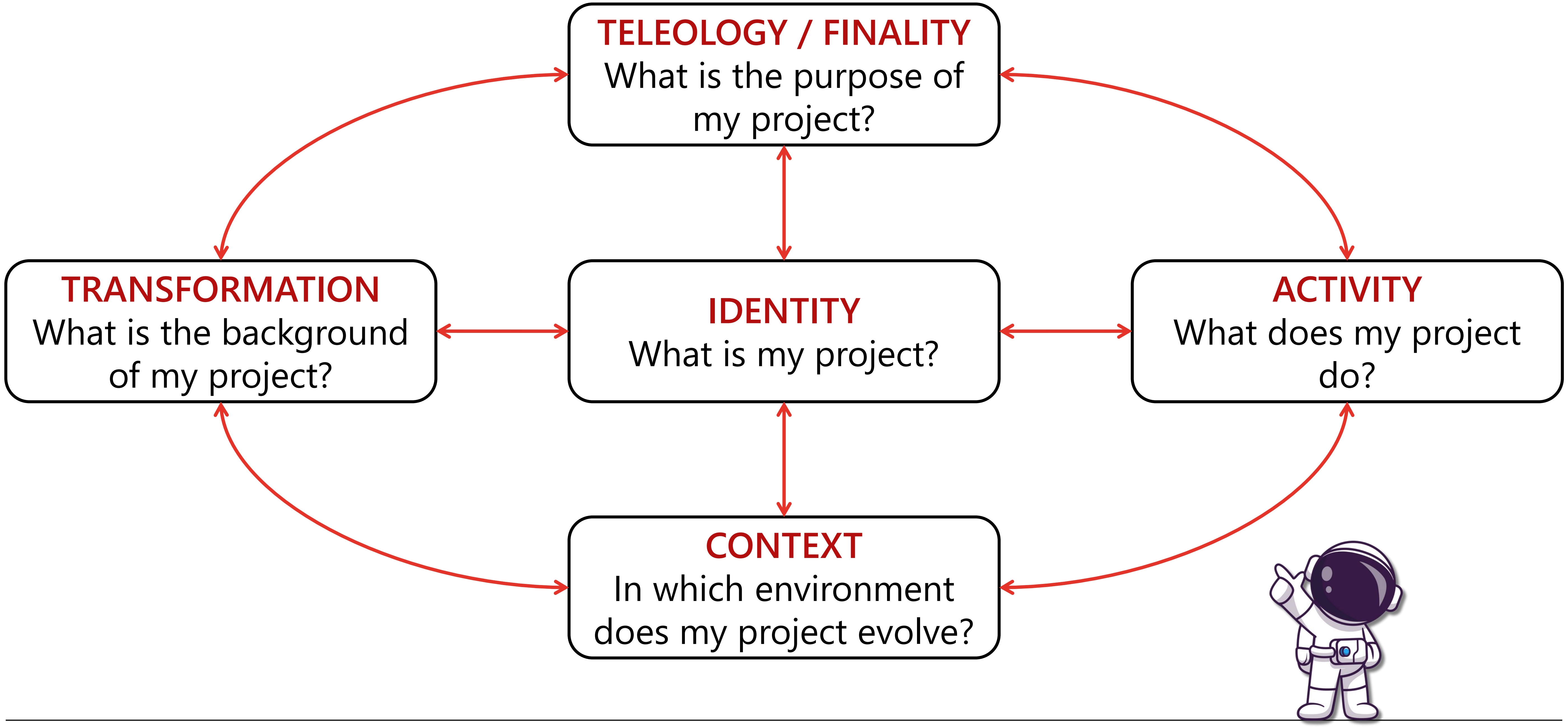
PART 1

- DESIGNING A SCENARIO -

1. What is my project?
2. What is the background of my project?
3. What is the purpose of my project?
4. What does my project do?
5. In which environment does my project evolve?

PART 1


TELEOLOGY / FINALITY
What is the purpose of my project?
TRANSFORMATION
What is the background of my project?
IDENTITY
What is my project?
ACTIVITY
What does my project do?
CONTEXT
In which environment does my project evolve?

1.1 What is my project?

Describe your project

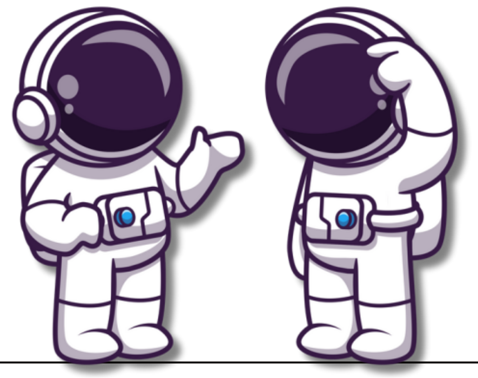
Which phrase could summarize your idea?

Think about the whole project.

Draw your project

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

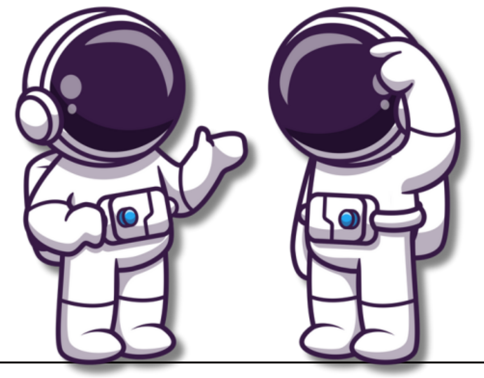
1.2 What is the background of my project?



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?

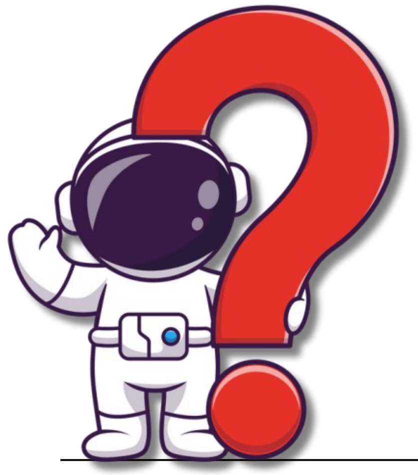
Description of the request

Customer segmentation and targeting

<u>Buyers:</u>

<u>End users:</u>

<u>Specifiers :</u>



Description of the offer

Market competition

<u>Similar products/services:</u>

<u>Substitute products/services:</u>

<u>Competitive analysis based on identified competitors:</u>

Description of your offer

Offer and added value

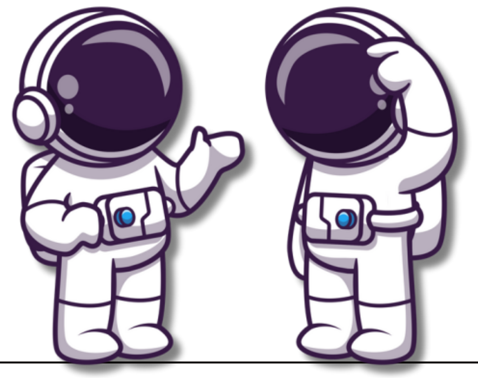
<u>Offer + added value:</u>

<u>Customer benefits:</u>

<u>Competitive advantages (non-replicable):</u>

<u>Other:</u>

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	1 Activities	3 Results / Goals
Ex : 1.25 people, phone line, car, finance moving, accommodation, catering.	*Ex : to prospect*	*Ex : prospect the entire region in 3 months*

1.4 What does my project do?

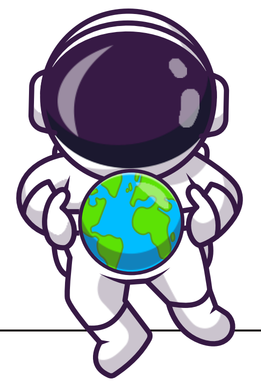
Please note the filling order!

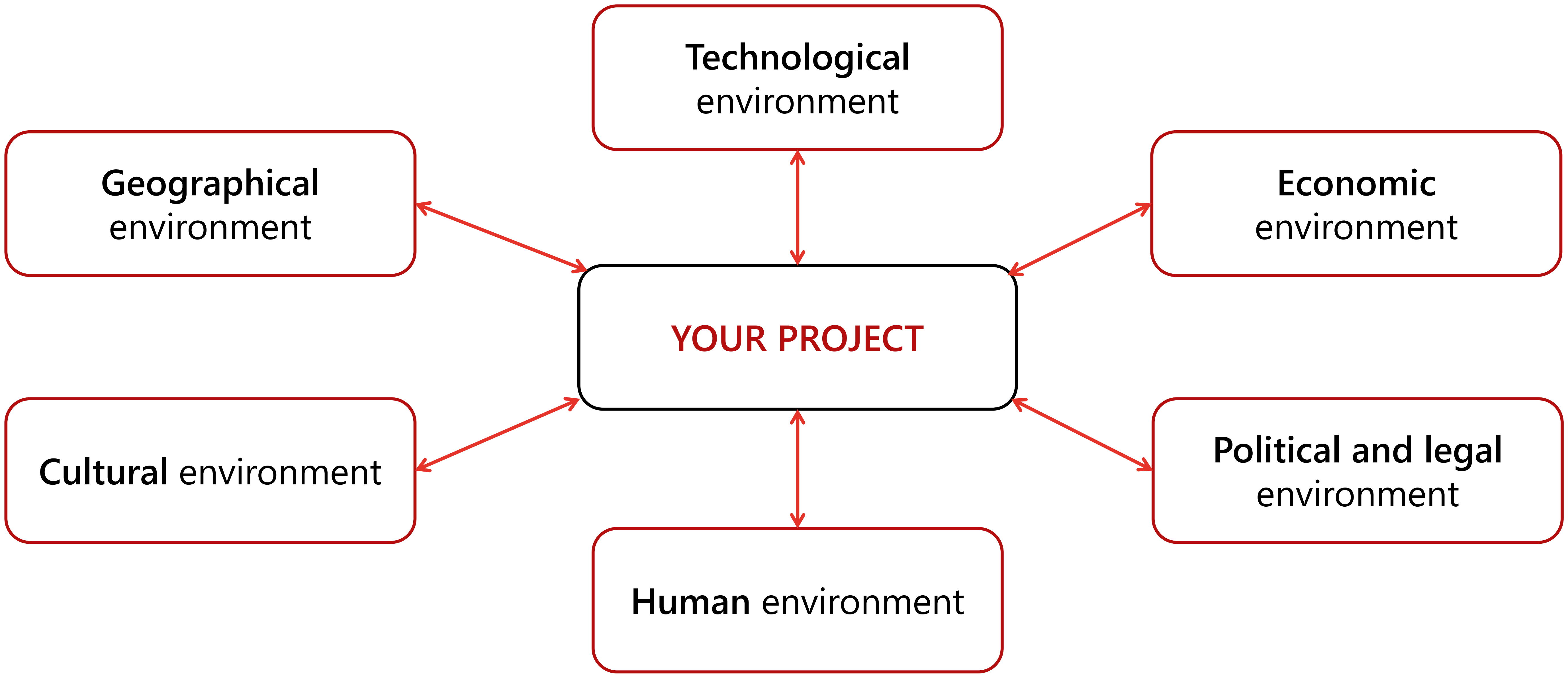
2 Resources

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?

PART 2

- STRATEGIC SETUP -

1 **Human resources**

2 **Target market**

3 **Product / service**

4 **Competition**

5 **Finance**

6 **Legal analysis**

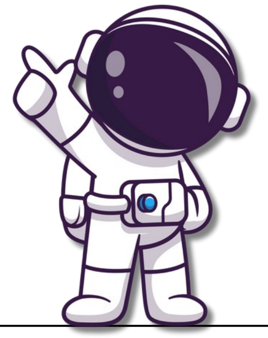
7 **Marketing**

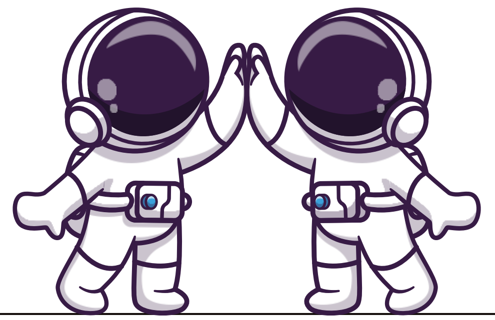
8 **Mid-term and long-term vision**

9 **Opportunities and threats**

PART 2


HUMAN RESOURCES
TARGET MARKET
PRODUCT / SERVICE
COMPETITION
FINANCE
LEGAL ANALYSIS
MARKETING
MID-TERM AND LONG-TERM VISION
OPPORTUNITIES AND THREATS
STRATEGIC SETUP



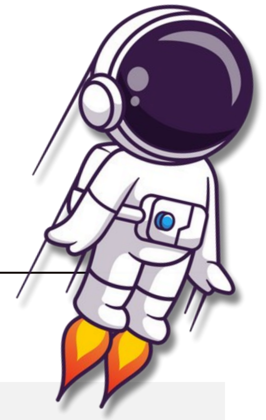


2.1 Human resources

The number and skills of people required for the project, its organisation (who does what?), working hours, workspace for the industrial site or offices, salaries consistent with the team profile (experience/skills), etc.

Job titles	I, O, P*	Job profile	Net Salary	Gross salary (payroll charges ≈ 22%)	Employer cost (employer contributions ≈ 45%)	Number of positions required	Monthly total (including charges)	Annual total (including charges)

*Distinguish between internalised (I) and outsourced (O) activities, and those to be carried out by the project leader (P).



2.2 Target market

What is the potential turnover in the market? What are the market trends? How seasonal is the business? What is the average customer basket value?

2.3 Product / service

What are the interests/characteristics/added value/advantages/added value of the product/service compared to the competition? What is the price? What is the margin? What historical developments have taken place? What range can we develop next?

2.4 Competition

How do you feel the competition within your activity sector? What is the threat of potential new players? Is it easy to substitute our product or service? Is the bargaining power of suppliers and customers really important? Is the intra-industry pressure high? Qualifies the intensity of different forces between 0 and 5, according to your perception. Think of strategies to survive to this pressure.

THREAT OF NEW PLAYERS

Arguments :

Intensity : _

SUPPLIER POWER

Arguments :

Intensity : _

RIVALRY AMONG EXISTING COMPETITORS

Arguments :

Intensity : _

BUYER POWER

Arguments :

Intensity : _

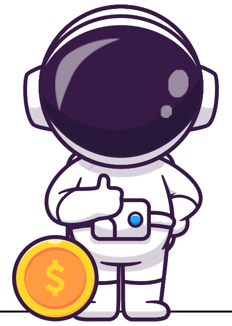
THREAT OF SUBSTITUTE PRODUCTS

Arguments :

Intensity : _

Intensity options

Very low / easy to work with | 0 1 2 3 4 5 | *Very intense/difficult to negotiate with*



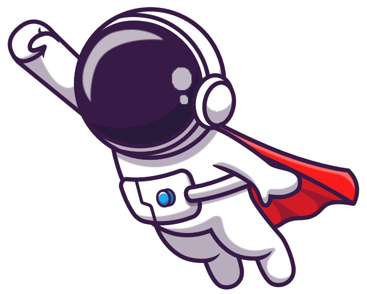
2.5 Finance

Detail the calculation of your revenue and your main expenses. Determine how much you get in donations and government involvement (if any), characterize your working capital needs, your financial needs and the means you intend to put in place to offset or recover money. Calculate the interesting ratios for your activity. Declare your working hypotheses and comment how did you arrive at these numbers? In the worst of scenarios, how could these numbers evolve? ...

See appendices.

2.6 Legal analysis

Choosing a legal status for the future organization meets commercial requirements (external image), competition and how it works. Which legal status do you choose and for what? Does this fit my goals? Is the tax burden important?



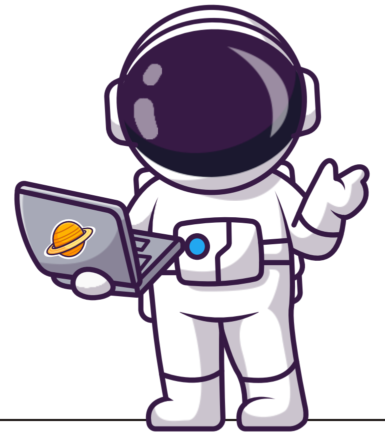
2.7 Marketing

What are the sales targets? What developments can be expected? What is the price of the product/service? What are the distribution and/or direct sales channels?

2.8 Mid-term and long-term vision

How do you envisage the company/association and the project/product/service evolving in 3, 5 and 10 years' time?

2.9 Opportunities and threats



- What factors could propel or destroy your product/service?
- What potential future factors should be taken into account?
- What are the threats in relation to possible failure?
- What contingency strategies are possible?

Appendix to the financial part

1. Projected profit and loss

PRODUCTS - SALES	**Monthly average**	**Annual projection**
Turnover including VAT		
VAT		
Turnover excluding VAT		
Other products		
TOTAL SALES		
EXPENSES		
Purchases of goods/raw materials/suppliers		
Personnel costs: Salaries and charges *(≈net salary x 1.8)**		
Rent		
Energy costs *(≈€1,500/100m²/year)**		
Office supplies/operating costs		
Maintenance and repairs		
Travel expenses *(30 cents/km)**		
Insurance *(≈€1,000 to €1,500/100m²/year for a service business)**		
Accounting fees *(≈€700 to €10,000/year)**		
Other administrative costs *(royalties, licences, etc.)*		
Telecommunications services *(Internet, telephone, mobile phone plans, etc.)*		
Other expenses		
Local taxes and duties *(2% of turnover excluding VAT)**		
TOTAL EXPENSES		
GROSS PROFIT		

** for information purposes only*

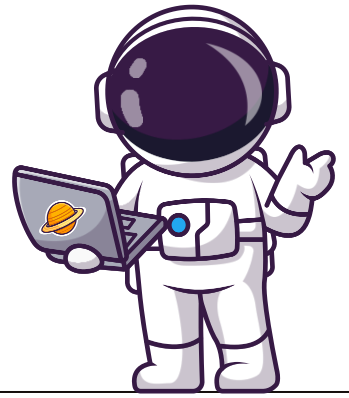
Appendix to the financial part

2. Financial structuring

NEEDS (long-term)	Amount
Fixed assets (investments)	
Purchase of property (land, premises, etc.)	
Refurbishment, construction work, installations, etc.	
Equipment (machinery, equipment, etc.)	
Office equipment	
Vehicles	
Other	
Working capital requirements (WCR)	
Constitution (% of total expenses to be paid in the first few months without sales or with low sales)	
Repayment of medium- or long-term loans (excluding interest)	
TOTAL REQUIREMENTS	
RESOURCES (long-term)	
Equity capital (own funds)	
Capital contributions (partners)	
Net self-financing (income from the business to be reinvested during the start-up phase)	
Aid and subsidies	
Other private investors	
Borrowed capital (medium- and long-term loans)	
TOTAL RESOURCES	

Appendix for preparing the pitch

Evaluation grid



Items	
1. Content	a. The problem/market need is clearly identified and communicated
	b. The value proposition for customers and consumers is clear
	c. The business model (the way to make the activity sustainable) is mentioned
	d. A coherent approach to sales strategy
	e. The vision of the project's future is a link between opportunities and threats
2. Form	a. The pitch is structured and clear
	b. The pitch is convincing / the team knows how to reassure listeners
	c. Presentation materials are attractive, clear and useful
	d. Entrepreneurial drive and motivation are clearly appreciated
	e. The team delivered a surprising or impactful element ('wow effect')

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Pr. Christophe Schmitt
Head of PeeL
Professor at IAE Metz and CEREFIGE

EUROMÉTROPOLE METZ
La Région Grand Est
bpifrance
BANQUE POPULAIRE ALSACE LORRAINE CHAMPAGNE
métropole Grand Nancy
DÉPARTEMENT MEURTHE & MOSELLE
pépite PeeL Nancy
pépite France
pépite PeeL Metz
DISTRICT URBAIN de FAULQUEMONT Communauté de Communes
À l'initiative du MINISTÈRE DE L'ENSEIGNEMENT SUPÉRIEUR, DE LA RECHERCHE ET DE L'ESPACE
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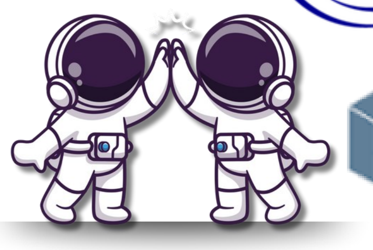
ÉDUCATION ET TERRITOIRES
SIRIUS
ORION Osez la recherche !



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