Artistique Entrepreneurship

ECTS : 6

Enseignant responsable : Marie Joe RAIDY DOUAIHY

Langue du cours : Français

Volume horaire : 36

Description du contenu de l'enseignement :

We each have thousands of ideas each day. Most of them are forgotten, some of them are reflected on, then put aside, and very few in a lifetime are turned into a reality. In this course we will explore those very few ideas that we believe can improve the world or be turned into a business, and learn what are the essential steps to take, from the moment this thought addresses our mind, until we launch our business. The practical steps we will learn and explore together can give us a timeline for the future, in learning what steps to take the day we decide to venture into this path. Even if we choose to join an existing startup or company, the tools we will learn are important to allow us to help it grow. The know-how gained will also help us work better with agencies and subcontractors in the future, by gaining enough knowledge to speak the language of business. This course isn't on Moodle. **1** An introduction to entrepreneurship. **2** Ideation: how it all starts. Market Research (to assess market need and market competition). **3** Naming (name, naming SEO, URL research and booking, and trademark registration).**4** Branding (logo, graphic chart). **5** Online presence (website, eshop, Google my Business, NAP, online reputation, community).**6** Business plan development (idea, problematic, solution, UAV, market research, competition). **7** The power of networking and different ways to do it. **8** Finding your Ikigai: network with worldwide leaders & interview them to find your purpose**9** Working session: review all interviews conducted by students (Ikigai session). **10** Defining the business (startup, tech, different types of businesses, scalability). **11** Different stages of business fundraising (angel, pre-seed, seed, series A, B, C…)**12 Final Exam: Pitch Deck presentations.**

Compétences à acquérir :

By the end of the course, students will be able to:

- Identify the main steps required to transform an idea into a viable business;
- Conduct basic market research to assess the feasibility and potential of an idea before investing resources;
- Evaluate risks and opportunities to maximize the chances of success in the early stages of business development;
- Apply practical strategies to turn concepts into actionable plans and real-world outcomes;
- Develop the skills and mindset needed to bring innovative ideas to life in a structured and sustainable way.

Pré-requis obligatoires

No prerequisite required.

Mode de contrôle des connaissances :

Grading is as follows: participation (10%) - reports (40%) - pitch deck & business plan (50%). Each student is expected to submit **reports based on material shown and discussed in class, and research made individually out of class** Each paper should not only summarize the content of the class discussions and material, but also, and more importantly, give the student's point of view, expectations and predications after conducting a (market) research on a subject of interest. The **final exam** is replaced by your pitch deck presentation and business plan submission where you will be pitching your idea, after turning your passion into a profession. The numerical grade distribution will dictate the final grade. The passing grade for a course is 10/20. **Attendance** Attendance is mandatory. Students are expected to attend all classes, arrive on time, and stay for the entire session. Repeated absences or lateness may affect the final grade. **Class Participation** Active participation is encouraged, as it contributes to making classes more engaging and instructive. Students are expected to come prepared and contribute thoughtfully to discussions. When participation is part of the course assessment, it is evaluated based on the quality of contributions rather than their quantity. **Exam Policy** Students are not allowed to bring any materials into exams, except those explicitly authorized by the instructor. Unexcused absences from exams or failure to submit assigned cases will result in a grade of zero when calculating final averages. All exams must be submitted at the end of the examination period. **Communication and Grading** All questions or concerns regarding grading or course policies must follow the official procedures. No direct negotiation with instructors about grades or assessments is permitted. Be aware of the rules in

Université Paris Dauphine about plagiarism and cheating during exams. All work turned in for this course must be your own work, or that of your own group. Working as part of a group implies that you are an active participant and fully contributed to the output produced by that group.

Bibliographie, lectures recommandées :

- The Lean Startup by Eric Ries, 2011;
- Zero to One: Notes on Startups, or How to Build the Future by Peter Thiel with Blake Masters, 2014;
- Rework by Jason Fried & David Heinemeier Hansson, 2010;
- Business Model Generation by Alexander Osterwalder & Yves Pigneur, 2010;
- The Startup Owner's Manual by Steve Blank & Bob Dorf, 2012.

Mariejoe Raidy is a branding expert, entrepreneur, educator, and writer based in Paris. She is the founder of CreAZ, a digital transformation agency that integrates traditional branding & marketing techniques with AI technology to provide scalable and efficient solutions for enterprises. CreAZ offers services such as branding, advertising, marketing, website design and development, hosting, social media management,photography, videography, animation, video editing, publication design, pitch deck and business plan development.

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