

## Formation

### Launch your innovative venture (Lancez votre projet innovant)

<b>Durée de la formation :</b>	20 heures
<b>Date de la session :</b>	du 21/01/2026 au 20/04/2026
<b>Dates précises :</b>	
<b>Horaires de la session :</b>	Independently, at your own pace
<b>Lieu :</b>	E-learning (en ligne) - OpenClassrooms platform
<b>Nombre de places maximum :</b>	20
<b>Formateur(s) :</b>	OPENCLASSROOMS
<b>Prérequis sur cette formation :</b>	- Basic Arithmetic calculation with Excel practice to complete the exercices - To have followed the previous trainings: Decode the entrepreneur's DNA and Develop your venture
<b>Public ciblé :</b>	Université de Bordeaux staff and site/PUI partners
<b>Public prioritaire :</b>	Researchers, teachers, PhD students, and anyone interested in innovation in all its forms.
<b>Date limite d'inscription :</b>	14/01/2026

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#### Objectifs :

Once you've built the foundation of your venture, the next challenge is to "get up and get going". That stage raises a number of new issues: preparing your venture for fund raising, actually closing the funding, and managing the project, leading the team.

Goals of this training:

- Model a market campaign
- Model various elements of an enterprise using a dataset
- Identify revenue structure for an enterprise
- Identify a company's explicit expenses
- Understand the concept of fixed costs
- Understand the standards for financial statements
- Understand the elements of an enterprise's expense report

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**Programme :**

Part 1: Convert your idea into numbers

- Start from this idea : "Projections are always wrong"
- Build a decision model
- It all starts with sales
- The 3 classes of sales model
- Some examples
- Conclusion
- Quiz : Build a decision model of a fitness club (study case)

Part 2: Produce the financial statements for your venture

- Describe your expense structure
- Model the cost structure
- Produce the financial statements
- Assess your funding requirement
- Analyze your funding requirement
- Quiz
- Quiz : Calculate the expense structure of a pastry shop (Study case)

Part 3: The Business plan : write the story

- Is the Business plan really useless ?
- Anticipate on the chasm in funding your project
- Understand the rejection process from investors
- The canonical Business Plan template
- A few writing tips
- Discover storytelling

Part 4: Master the art of pitching

- Introduction to the art of pitching
- The structure of a pitch
- The principles of public speaking
- Tell your story in front of an audience

Part 5: Early stage management : survival principles in a hostile environment

- Early stage management challenges
- Leadership throughout time
- Rules and principles for surviving in a hostile environment
- Some testimonial
- Quiz

**Pour tout renseignement complémentaire :**

Chargé(e) de formation : <mailto:bf-formations.innovation@u-bordeaux.fr>  
Pôle AGRH – service développement des compétences

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