

Formation

Launch your innovative venture (Lancez votre projet innovant)

Durée de la formation :	20 heures
Date de la session :	du 21/01/2026 au 20/04/2026
Dates précises :	
Horaires de la session :	Independently, at your own pace
Lieu :	E-learning (en ligne) - OpenClassrooms platform
Nombre de places maximum :	20
Formateur(s) :	OPENCLASSROOMS
Prérequis sur cette formation :	- 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
Public ciblé :	Université de Bordeaux staff and site/PUI partners
Public prioritaire :	Researchers, teachers, PhD students, and anyone interested in innovation in all its forms.
Date limite d'inscription :	14/01/2026

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:

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Model a market campaign

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Model various elements of an enterprise using a dataset

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Identify revenue structure for an enterprise

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Identify a company's explicit expenses

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Understand the concept of fixed costs

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Understand the standards for financial statements

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Understand the elements of an enterprise's expense report

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Understand the nature of launching a venture

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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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