

## Formation

### Decode the entrepreneur's DNA (Décodez l'ADN de l'entrepreneur)

**Durée de la formation :**

8 heures

**Date de la session :**

du 18/06/2026 au 17/09/2026

**Dates précises :**

**Horaires de la session :**

Independently, at your own pace

**Lieu :**

E-learning (en ligne) - OpenClassrooms platform

**Nombre de places maximum :** 10

**Formateur(s) :**

OPENCLASSROOMS

**Prérequis sur cette formation :**

None

**Public ciblé :**

Université de Bordeaux staff and site/PUI partners

**Public prioritaire :**

**Date limite d'inscription :**

11/06/2026

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#### **Objectifs :**

You want to start a business but you're not sure where to begin? Let's brainstorm together to get you moving! In this training, you will find advice, methods and inspiring stories to learn how to identify promising venture ideas.

If you want to be an innovative entrepreneur, it doesn't matter if you don't have a business idea yet: the first thing you'll need is a high level of motivation and a few personal skills. I would like to walk you through this process of becoming an entrepreneur by giving you some advice and methods, a few hints, and also inspiring stories of other entrepreneurs. By the end of the course, you will know how to recognize business opportunities and analyze their potential.

Once you are done, I will show you in two other courses how to build your venture project and then launch it.

You will have to work on yourself and learn how to find your way in the jungle of innovation!

By the end of this training, you will be able to:

- Understand the nature of an entrepreneur
- Understand the common obstacles for entrepreneurs and startups
- Describe the basic process of beginning a new venture
- Understand the challenges of innovation
- Understand the skills necessary for innovation
- Understand some of the major recent accomplishments in innovation

This training receives government funding managed by the Agence Nationale de la Recherche (National Agency for Research) under the plan France 2030, with the reference ANR-21-EXES-0004.

#### **Programme :**

Part 1: Find your entrepreneurial skills

- Entrepreneurship is all about people
- The entrepreneur at a glance
- Rules for driving in the dark
- Don't get lost in the dark
- Define your entrepreneurial profile
- When to exit?
- Summing up
- Time to practice
- Quiz

Part 2: Recognize opportunities

- Challenge assumptions
- How to look for ideas ?
- Where to look for ideas?
- Where else to look for ideas?
- Learn from designers about how to observe the world
- Summing up
- Get some practice generating ideas
- Quiz

Part 3: Analyze your ideas

- Not every idea is a good idea
- An online jewelry: Adamence
- Is there an opportunity for starting a business?
- Is it an opportunity accessible to a start-up?
- The process
- Let's assess Adamence's opportunity
- Summing up
- Get some practice assessing your own idea
- Conclusion

**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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