

Rules

- Attendance and punctuality!
 - 1 absence => irrevocable exclusion of the programme
 - Lateness => -1 on your grade
- What is expected?
 - A pitch deck presentation AND a written work
 - Written work provides a detailed description of your project
- Every day at 17:30
 - Upload your written work on your drive at bip_2025@mailistec.fr

Participating institutions

- TBA

Participating staff

- TBA

General information

- Address: ISTECH Business School, 128, quai de Jemmapes 75010 Paris
- Phone: +33(1) 40 40 20 30
- Wi-Fi code: TBA
- Contact: Loïc Sauce (l.sauce@istec.fr) & Elodie Filin (e.filin@istec.fr)

Virtual component	TBA	12:00 – 13:00	• What is a BIP? • Who are the partners? • What are you going to do? • AMA session
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Onsite 128, quai de Jemmapes	Day 1 – Introduction Monday October 27th, 2025	9:00 - 9:30	Welcome to ISTEC Eric Le Deley (Dean of ISTEC)
		9:30 - 10:00	What is expected?
		10:00 - 10:30	Getting to know your teammates
		10:30 - 12:00	TBA
		12:00 - 13:30	Lunch Onsite cafeteria or free
		13:30 - 17:30	Work on your project (discover)
		17:30 - 19:00	Drinks party (Onsite, alcohol-free)

Goals of day 1

- Getting to know each other
- Understanding the topic and what is expected

Onsite 128, quai de Jemmapes	Day 2 – Identify Tuesday October 28th, 2025	9:00 - 10:30	Work on your project
		10:30 - 12:00	Visit or seminar
		12:00 - 13:30	Lunch Onsite cafeteria or free
		13:30 - 17:30	Work on your project
		19:15 - 22:00	Diner

Goals of day 2

- **What is the real-world problem you want to address?**
 - What? Why? Why now? Where?
- **What are the existing solutions?**
 - How is the problem framed and solved today?
 - Who are the competitors?
 - Competition landscape, mapping, etc.
 - What is still lacking?
 - Why is your product/solution better?

Onsite 128, quai de Jemmapes	Day 3 – Solve Wednesday October 29th, 2025	9:00 - 10:30	Work on your project
		10:30 - 12:00	Visit or seminar
		12:00 - 13:30	Lunch Onsite cafeteria or free
		13:30 - 17:30	Work on your project

Goals of day 3

- **Characteristics of the market you want to address**
 - Size (local, global), growth, opportunities, competitors, target (BtoB, BtoC), etc.
- **Elaborate on your product**
 - Give more details about your product
 - Features, functionalities, UX, etc.
- **Go-to-market strategy**
 - Communication, media, social networks, digital marketing, etc.

Onsite 128, quai de Jemmapes	Day 4 – Elaborate Thursday October 30th, 2025	9:00 - 10:30	Work on your project
		10:30 - 12:00	Visit or seminar
		12:00 - 13:30	Lunch Onsite cafeteria or free
		13:30 - 17:30	Work on your project

Goals of day 4

- **Business model**
 - How do you make money?
 - Pricing strategy, margins, etc.
 - The “killer slide”
- **Roadmap**
 - What are the steps?
- **Funding**
 - How much do you need?
 - For what?
 - R&D, HR, marketing, etc.

Onsite 128, quai de Jemmapes	Day 5 – Present Friday October 31st, 2025	9:00 - 11:00	Presentations
		11:30- 12:00	Results Handout certificates
		12:00 - 13:30	Lunch Onsite cafeteria or free
		13:30	Some pictures and goodbye!

Goals of day 5

- **Defend your project**
 - Convince investors that your project is worth considering