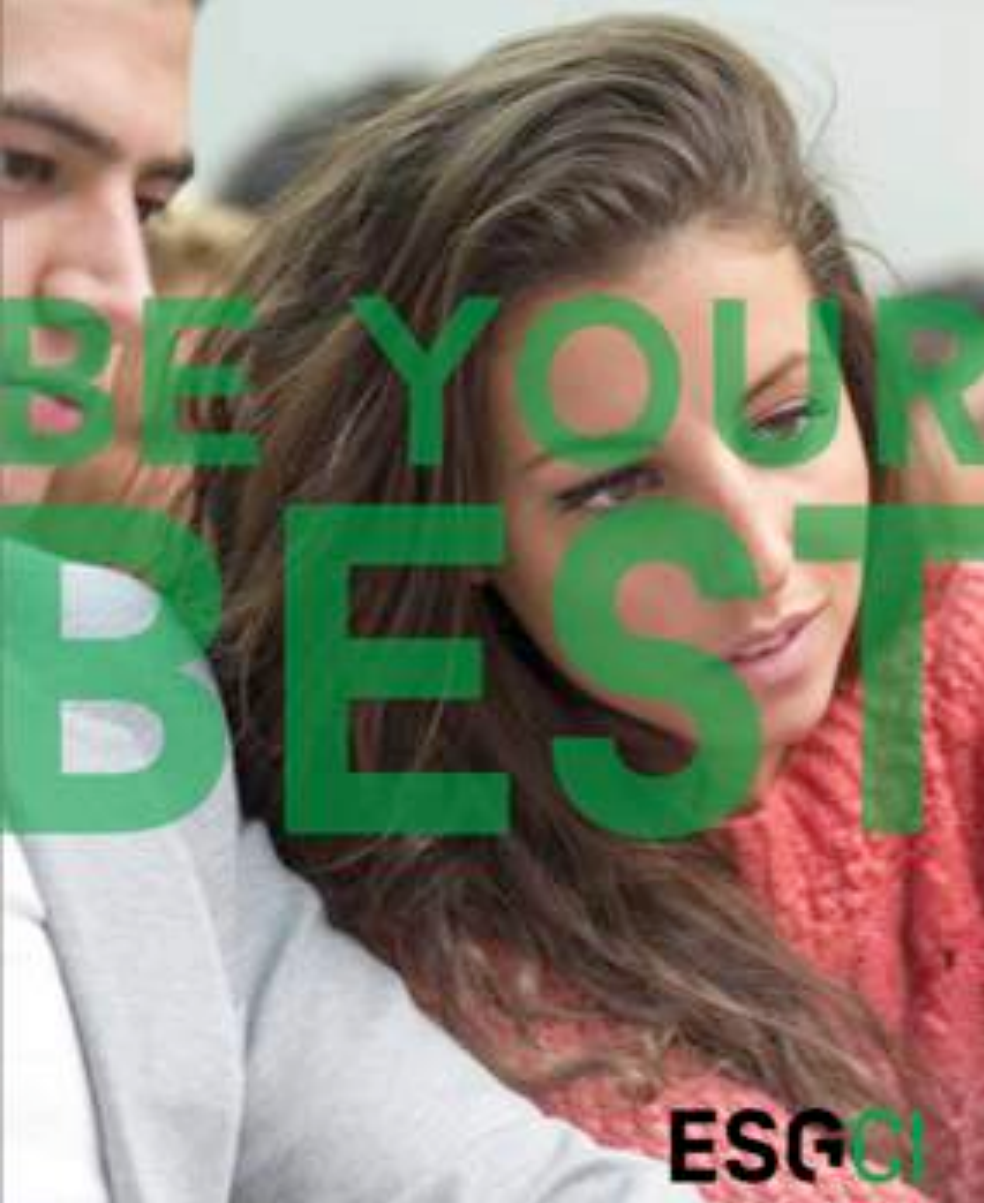




ESGCI

#DigitalBusiness



#DigitalMarketing



UX
CX
EX

SX

k ∞ QI x t x At



cycle

הכ

#digitalmindset

AGILITÉ



AGILITÉ



**KEEP
CALM
AND
THINK
BIG**



jain alright lyrics

All

Videos

News

Images

Maps

More

Settings

About 244,000 results (0.47 seconds)

Alright

Jain

Things gonna be alright
Things gonna be just fine
Things gonna be alright
If love is around
Things gonna be alright
Things gonna be just fine
Things gonna be alright
If love is around

I know you think that I am over you
But I have just better things to do
Than crying over you, I really got to move
On with the love that I keep around
I got my life and I'm a fire
I got my voice to make it higher
Show me the way I could be stronger
Life's too short to look down at you







42



STATION F

42



Les startups infusent le monde économique

Google is our classroom

TED Watch Discover Attend Participate About

Daphne Koller:

What we're learning from online education

TEDGlobal 2012 · 20:40 · Filmed Jun 2012

29 subtitle languages

View interactive transcript



Share this idea

Facebook Twitter Email Embed More

1,959,910 Total views

Share this talk and track your influence!

STATION F

Y Combinator

500 Startups

TechStars



Paul Graham
Jessica Livingston



Demo day
after 3 months of intensive work
Equity for mentoring

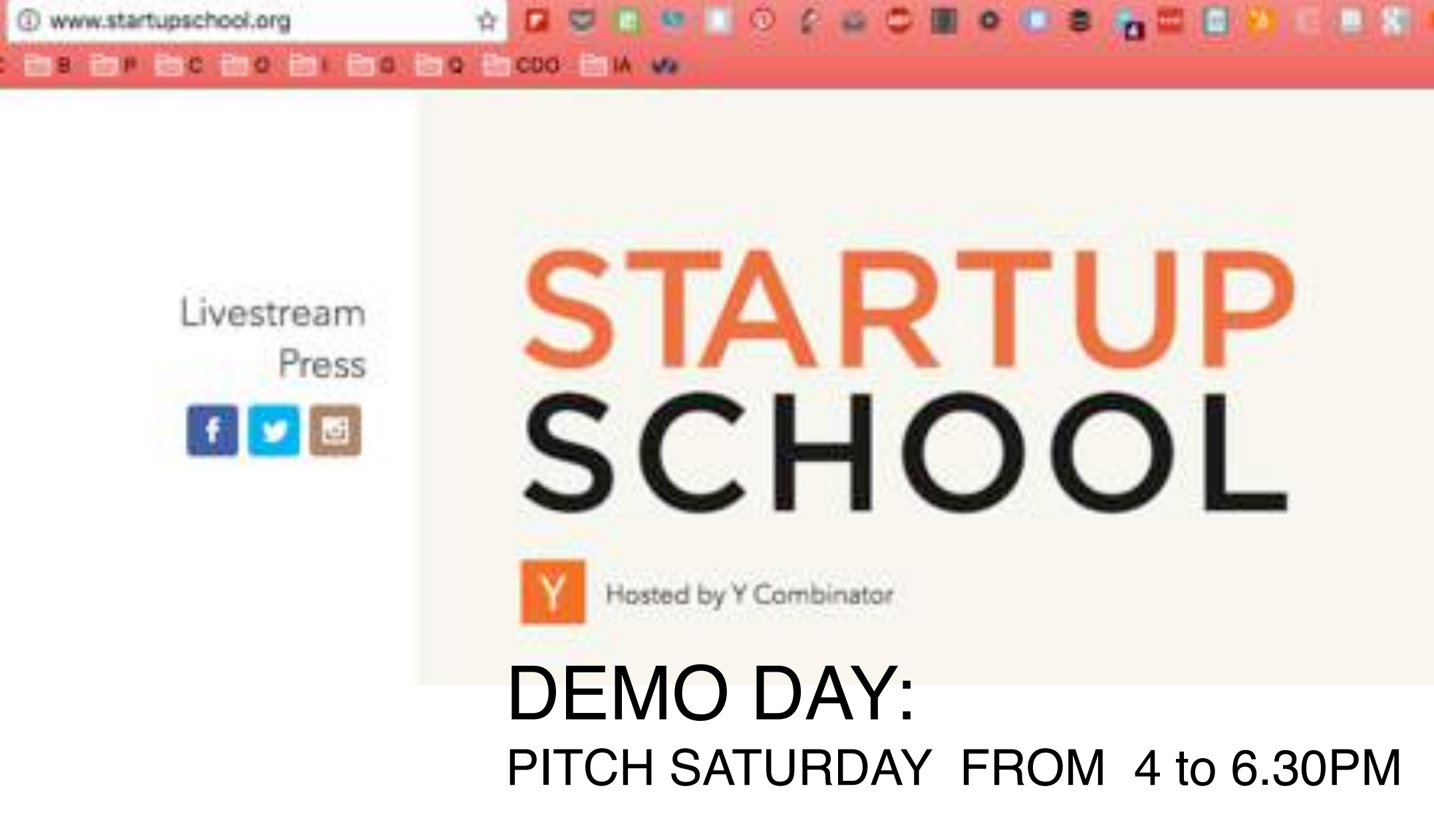
Y Combinator: startup school



Since **2005**, we've funded over **1,464** startups.

Y Combinator is a community of over **3,000** founders.

Our companies have a combined valuation of over **\$80B**.



Livestream
Press



STARTUP SCHOOL



Hosted by Y Combinator

DEMO DAY:
PITCH SATURDAY FROM 4 to 6.30PM

Join the ultimate innovation platform.

We connect the best technology startups and the world's largest corporations.

Boost your startup

Innovate your corporation



Learn More



What is Plug and Play?



Accelerator Programs

We run over 50 industry-themed accelerator programs a year in cities across the world.

[Get Boosted](#)



Corporate Innovation

We supercharge the innovation of over 250 industry-leading corporations.

[Get Innovative](#)



Venture Capital

We invest in over 250 companies a year and co-invest with the world's best VCs.

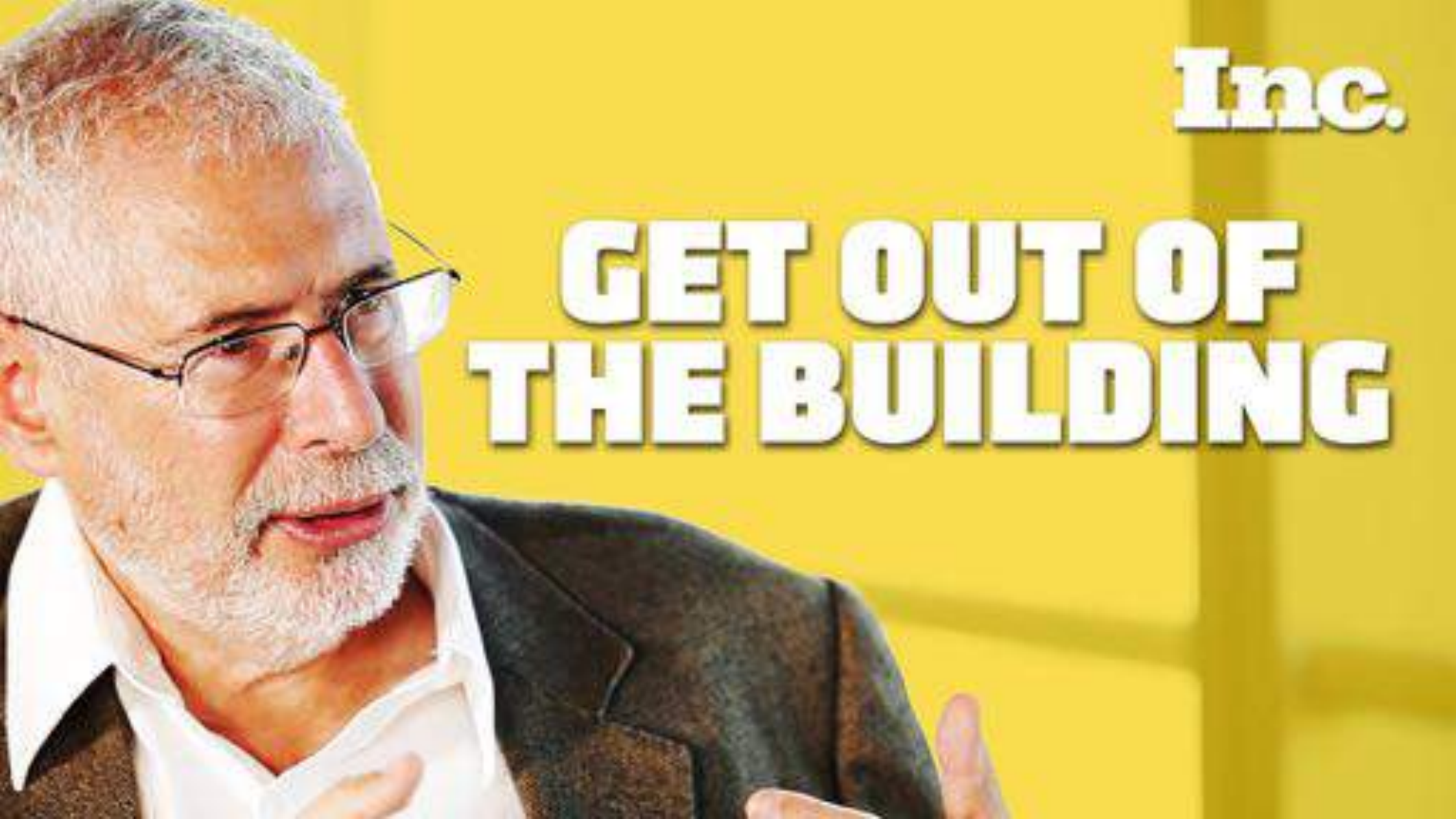
[Get Funded](#)





Get out of
the building

Steve Blank

A man with grey hair, a beard, and glasses is shown from the chest up, wearing a white shirt and a dark jacket. He is gesturing with his hands while speaking. The background is a solid yellow color.

Inc.

**GET OUT OF
THE BUILDING**



Make something people want.

-Paul Graham
Y-combinator, founder



Copyright © 2015 Mark Zuckerberg. All rights reserved.

Get out of the building

Steve Blank

Make something people want

Paul Graham

Culture Digitale



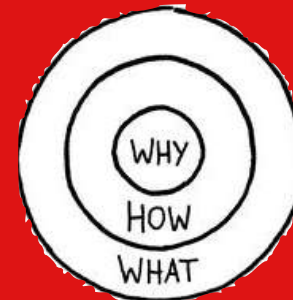
Valuable
Respectful
Lovable





Simon Sinek

WHY



THE HubSpot



CULTURE CODE

Creating a company we love.

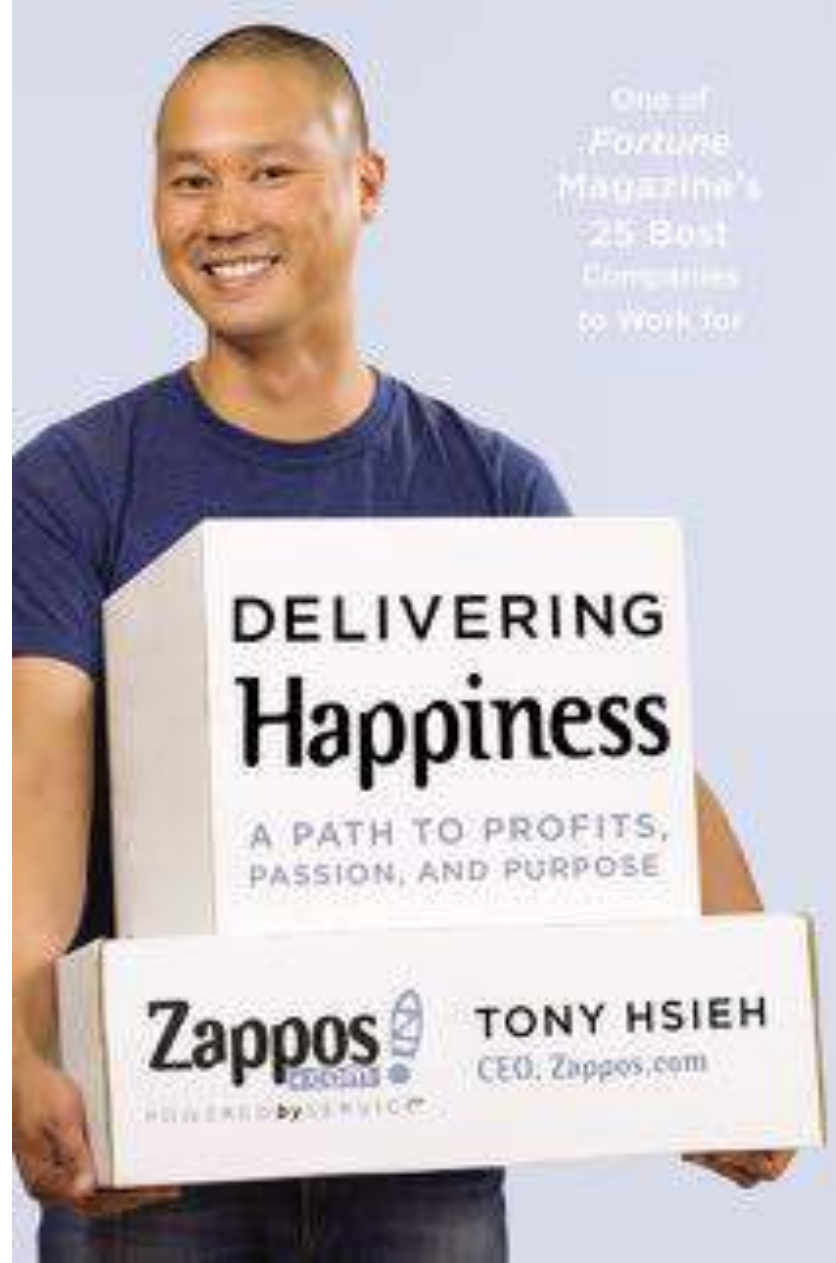


image
de FaberNovel

uber
paypal
skype
airbnb
alibaba
facebook

In 2015 Uber, the world's largest taxi company owns no vehicles, Facebook the world's most popular media owner creates no content, Alibaba, the most valuable retailer has no inventory and Airbnb the world's largest accommodation provider owns no real estate.

Zappos Delivering



Read Hasting



GAFA

MS

NATU

BE

BAT

XY

DNVB



Digital Native Vertical Brand

le slip français

made.com

maison standard

Michel Augustin

Dollar Save

Glossier

Casper

Jimmy Fairly

Veja

Tediber

Bergamotte

Sézane

Warby Parker

Bobbies





EXPOSURE

ENJOY 20

HAMMOND-Y

#BSU PEOPLE

Amazing #BSUsers throughout history

DEPARTMENT OF COMMERCE

BUREAU OF AIR COMMERCE

BSU

By #BSU RESOURCES
IN HUMANITY

MARCOM

By 2017 the CMO
will spend more on IT
than the CIO



New Philanthropic Model

1-1-1 Model

 [salesforce.org](https://www.salesforce.org)

1% Time 1.1M+ Service hours

1% Equity \$100M+ Grants

1% Product 27K+ Nonprofit organizations
\$250M Donated product

pledge1percent.org 500+ Companies pledge 1%

1-1-1

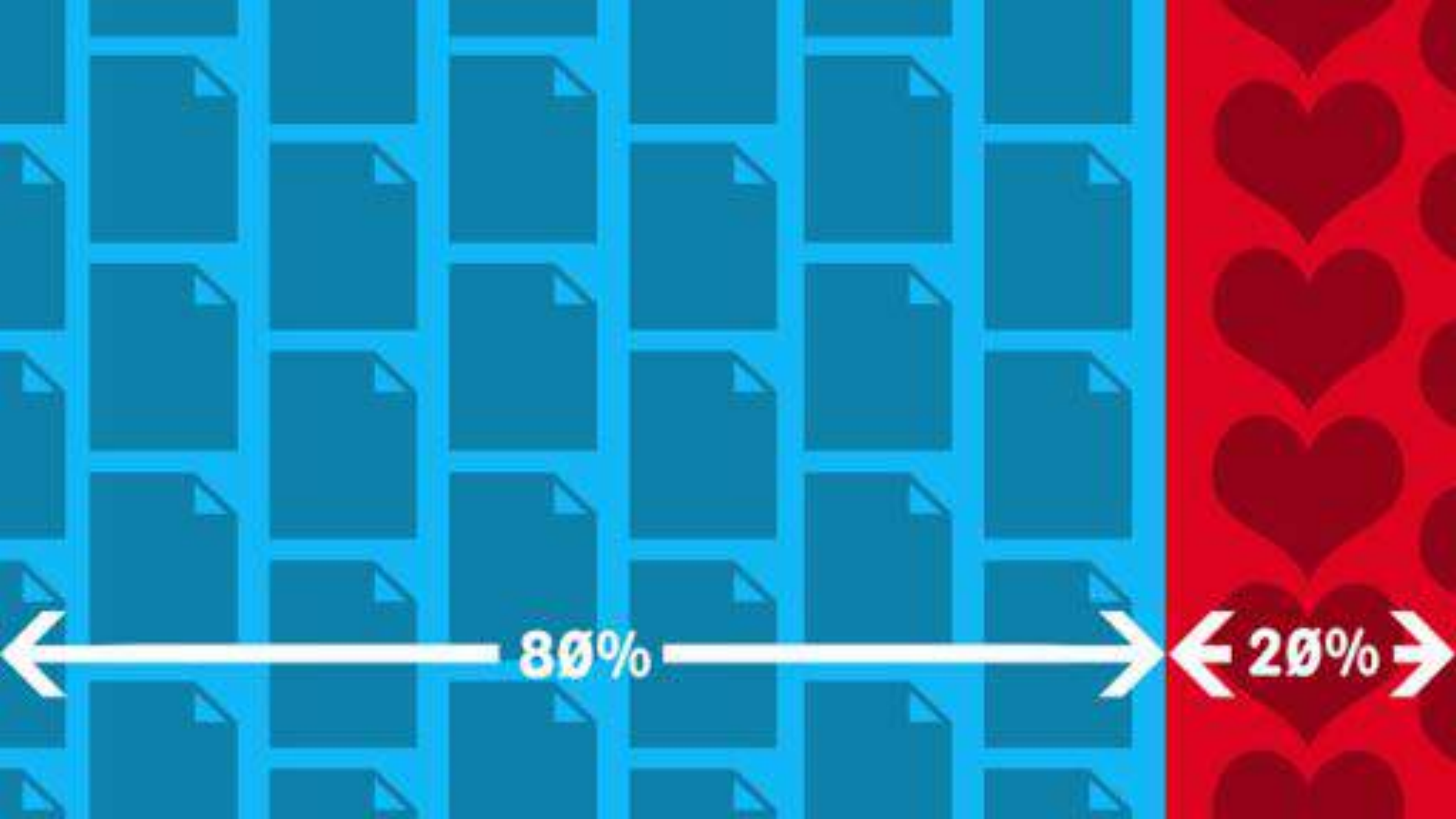
Model adopted by:



www.1percentmodel.org



Foundation



open



LICENCE OUVERTE
OPEN LICENCE

Source
Média
Mind
Data

NBIC

Nano Tech

Biotech / Biomimetics

InfoTech IOT Blockchain

Cognitif / AI / ML



ed ag water
civic
food insur
mar TECH med
green
ad fin deep

GIG

economics

blue

expectation

micro sha | ring

macro

economy

barter

nudge

gift

market

offre

collaborative

neuro

attention

Harvard Business Review

Special Advertising Section
The Agile Enterprise
How to Create a Truly Flexible Organization
By David J. Patil and
Michael A. Cusumano

Managing the
New Age of
Innovation
By
Michael A. Cusumano
and
David J. Patil



AGILE AT SCALE

HOW TO CREATE A TRULY
FLEXIBLE ORGANIZATION

BY DAVID J. PATIL

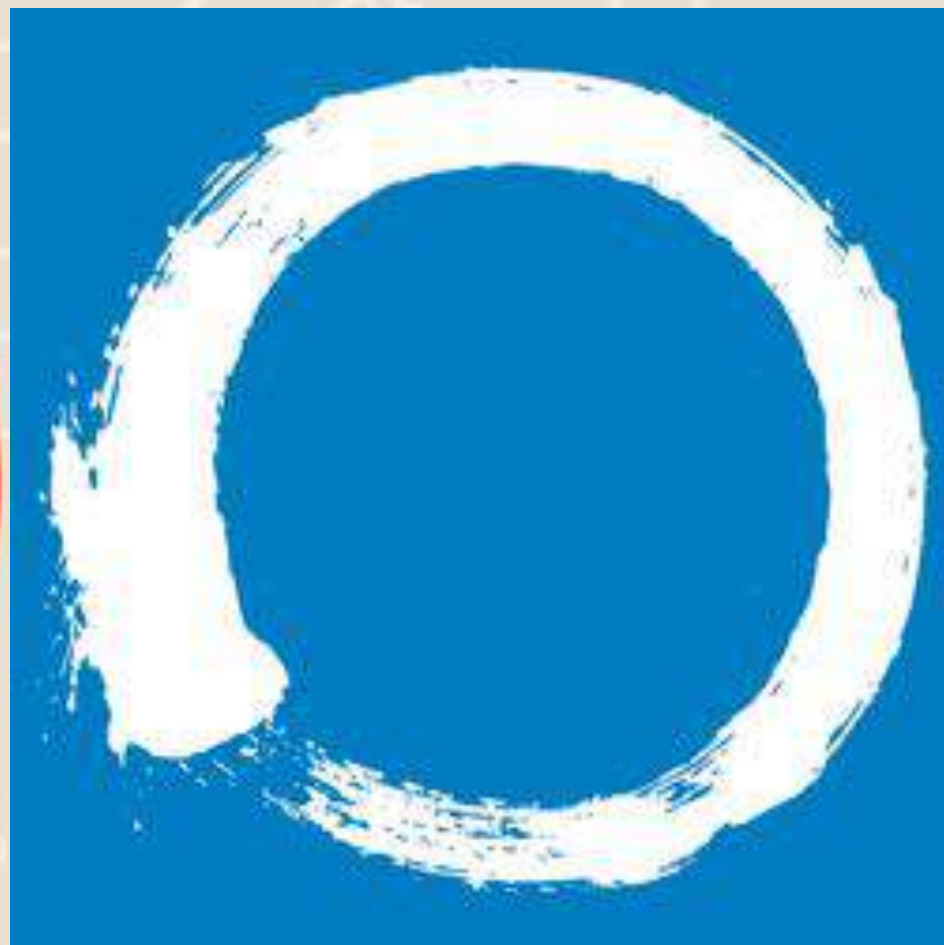


GRENOBLE
ECOLE DE
MANAGEMENT
TECHNOLOGY & INNOVATION



CCI GRENOBLE

THE
AGILE
Manifesto





THE LEAN STARTUP



How Today's Entrepreneurs Use
Continuous Innovation to Create
Radically **Disruptive** Businesses

ERIC RIES



**Lean
Startup
Conference**

agile



scrum



kanban



xp



lean

AGILE MARKETING 70:20:10

Principles behind the Agile Manifesto

Please read it at: agilemanifesto.org

We follow these principles:

Our highest priority is to satisfy the customer through early and continuous delivery of valuable software.

Welcome changing requirements, even late in development. Agile processes harness change for the customer's competitive advantage.

Deliver working software frequently, from a couple of weeks to a couple of months, with a preference to the shorter timescale.

Business people and developers must work together daily throughout the project.

Build projects around motivated individuals. Give them the environment and support they need, and trust them to get the job done.

The most efficient and effective method of conveying information to and within a development team is face-to-face conversation.

Working software is the primary measure of progress.

Agile processes promote sustainable development. The sponsors, developers, and users should be able to maintain a constant pace indefinitely.

Agile Manifesto .org

12 principles

Work & Life is a FUN game

PIVOT

The 12 agile principles*

1 Satisfy the **customer**



2 Welcome **change**



3 Deliver **frequently**

April 1	April 2	April 3	April 4	April 5
shiny	shiny	shiny	shiny	shiny
shiny	shiny	shiny	shiny	shiny
shiny	shiny	shiny	shiny	shiny

4 Work **together**



5 Trust and **support**



6 Face-to-face **conversation**



7 Working **software**



8 Sustainable **development**



9 Continuous **attention**



10 Maintain **simplicity**



11 Self-organizing **teams**

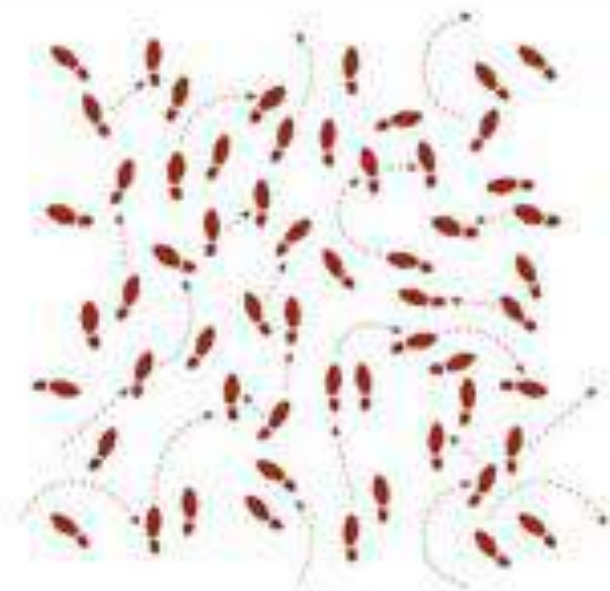


12 Reflect and **adjust**



AGILE MARKETING

HOW TO INNOVATE FASTER, CHEAPER
AND WITH LOWER RISK



ANTHONY FREELING

**Fail early, Fail fast,
Fail cheap**

FAIL : First Attempt In Learning

Test and Learn

continuous delivery
welcome change



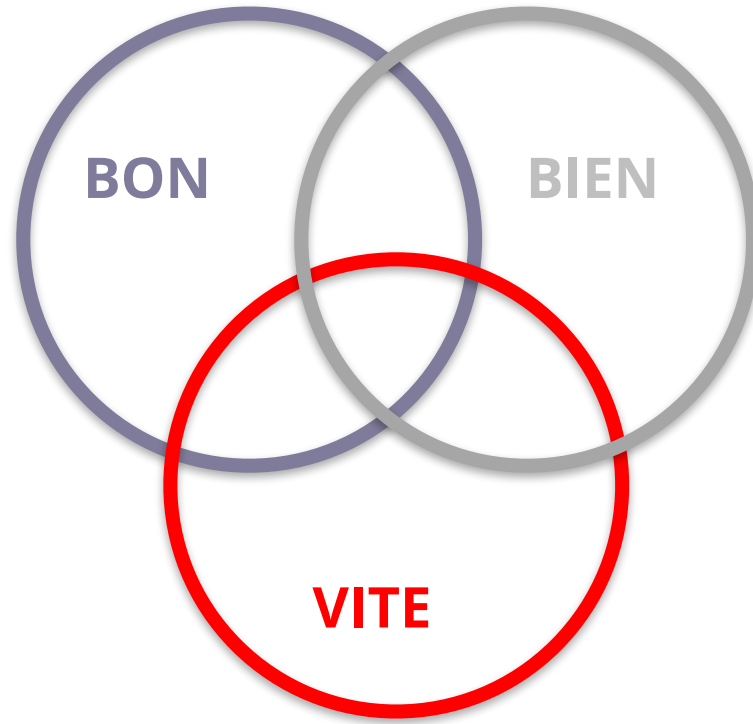
LA VITESSE D'ITÉRATION
BAT LA QUALITÉ D'ITÉRATION



unlearn
unmarketing
unselling
unpodcast

Scott Stratten

AGILE LEAN : bon bien vite



source : product owner job youtube.com

1 startup = disruption

2 startup = croissance

3 startup = incertitude

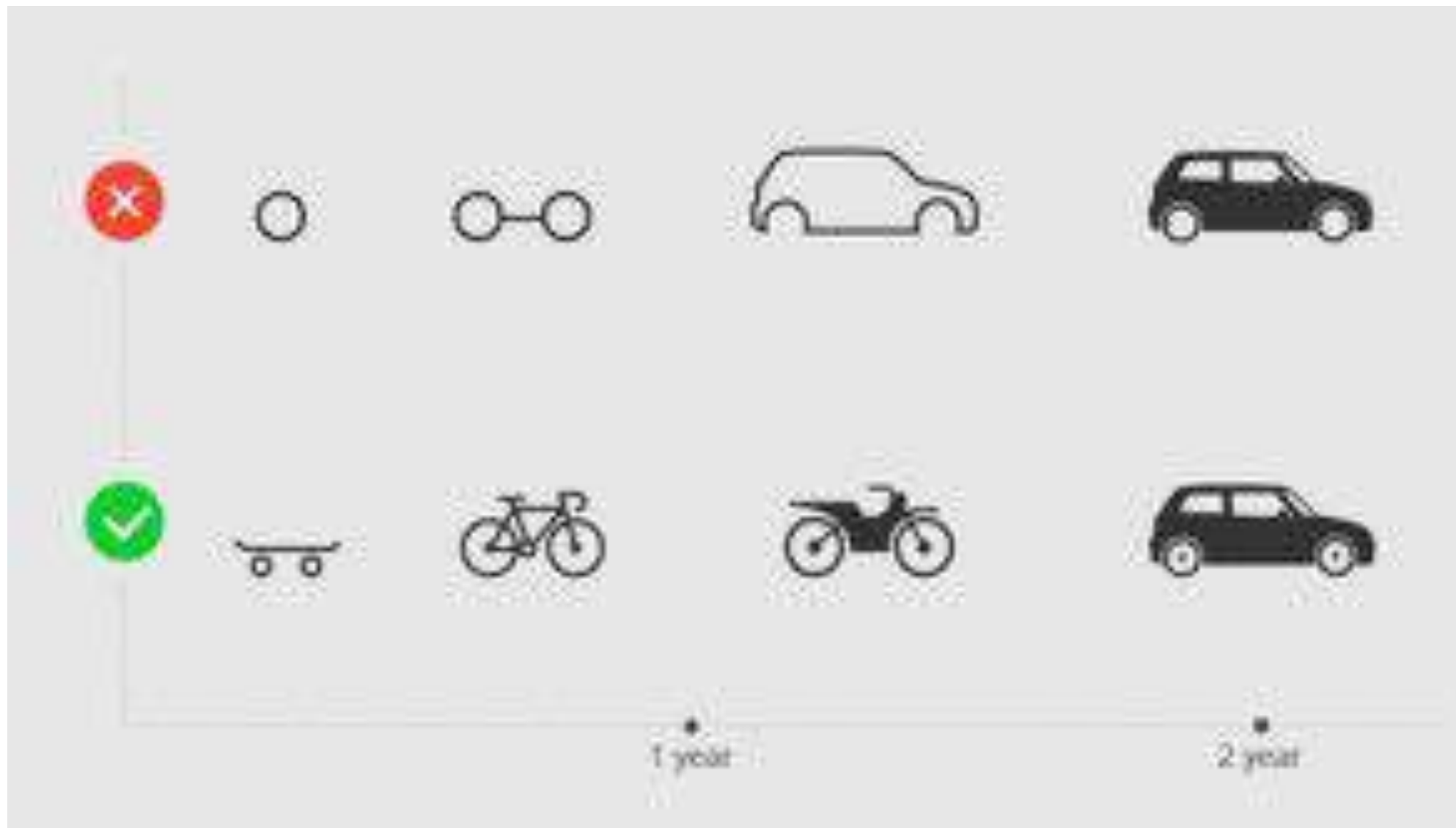


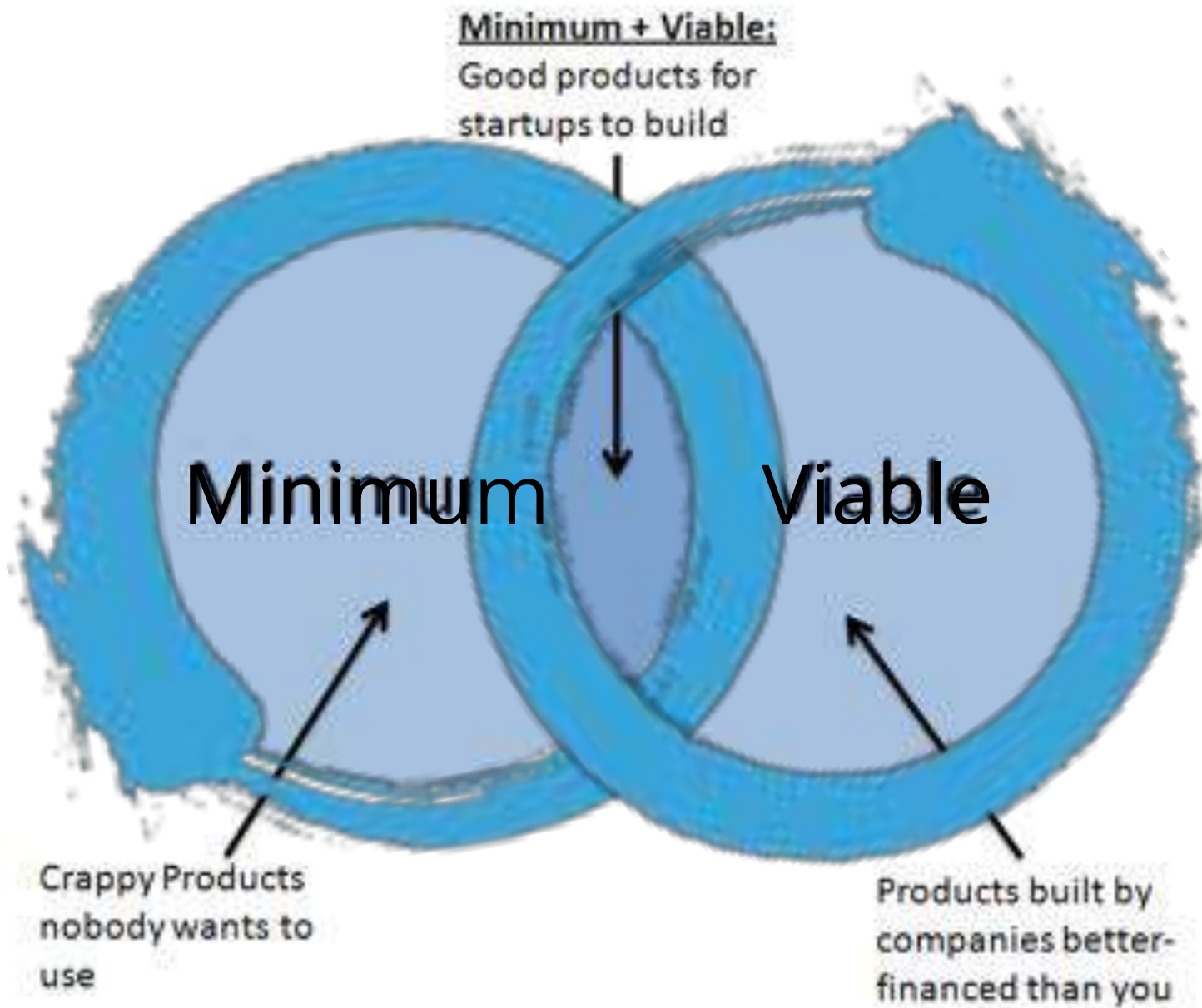
MVP

minimum viable product

**première version visible et
distribuable d'un produit
utile pour les tests et choix des
fonctionnalités à ajouter / enlever
utile pour pivoter**

MVP





Apprenons à nous tromper

**Beter donne
than perfect ***

Better done than perfect

** sans faute c'est mieux*





Scrum Master
VP Tech
VP Sales
VP Network

VOTRE PROJET



2ème SPRINT

BM



Quel business Model ?

3ème SPRINT

USER IDENTITÉ



Quel user ?

Persona

Quel PERSONA ?

Quel besoin ?

User Stories

John



« *QUOTE : happy to be an entrepreneur in IOT* »

Description: funder of an IOT company

9 employees

7 millions euros turnover

29 clients with 650 shops

Name

Age

Live

With

Education

Resumé

Company 2012

Products:

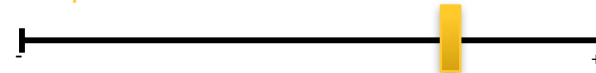
Revenus



Ville



Fréquences



Niveau Technique



Usage mobile



Know How



user stories / use cases

MUST

As ...

I Want ...

For ...

En tant que

En tant que

En tant que

En tant que...

Je veux ...

Pour ...

SHOULD

As ...

I Want ...

For...

En tant que

En tant que

En tant que

En tant que...

Je veux ...

Pour ...

COULD

As ...

I Want ...

For...

En tant que

En tant que

En tant que

En tant que...

Je veux ...

Pour ...

Naming

Logo

PunchLine
TagLine
SLOGAN



3^{ème} SPRINT

Brand Content Contenu de marque

WebSite

InfoGraphie

App

ChatBot AI

UNITAG

Unitag GÉNÉRATEUR ET API TARIFS CONTACT

Générateur de QR Code Lecteur de QR Code Guide / Données marché API

Générateur de QR Codes

🌟 Gratuit et immédiat ✨ Personnalisation facile ⌚ Durée de vie illimitée

1 Type de QR Code

Web & réseaux sociaux

Autres types

Entrez votre URL

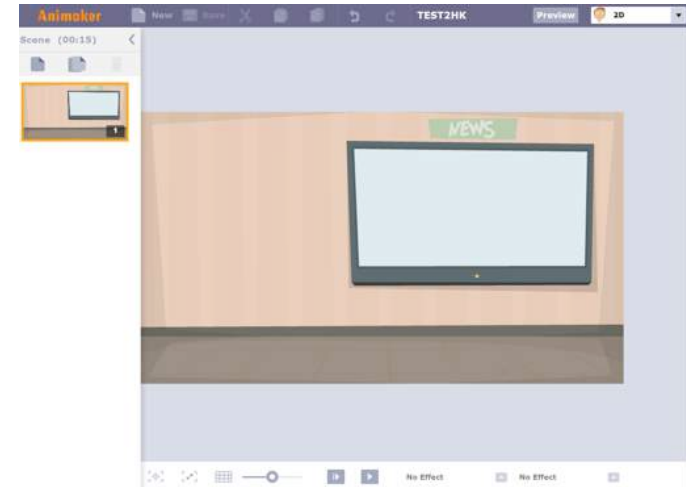
http://

VALIDER

Votre QR Code



PowToon ou AniMaker



Vertical Video





TIME
TEXTE
IMAGE



TIME
TEXTE
IMAGE



TIME
TEXTE
IMAGE



TIME
TEXTE
IMAGE



TIME
TEXTE
IMAGE



TIME
TEXTE
IMAGE



TIME
TEXTE
IMAGE



TIME
TEXTE
IMAGE



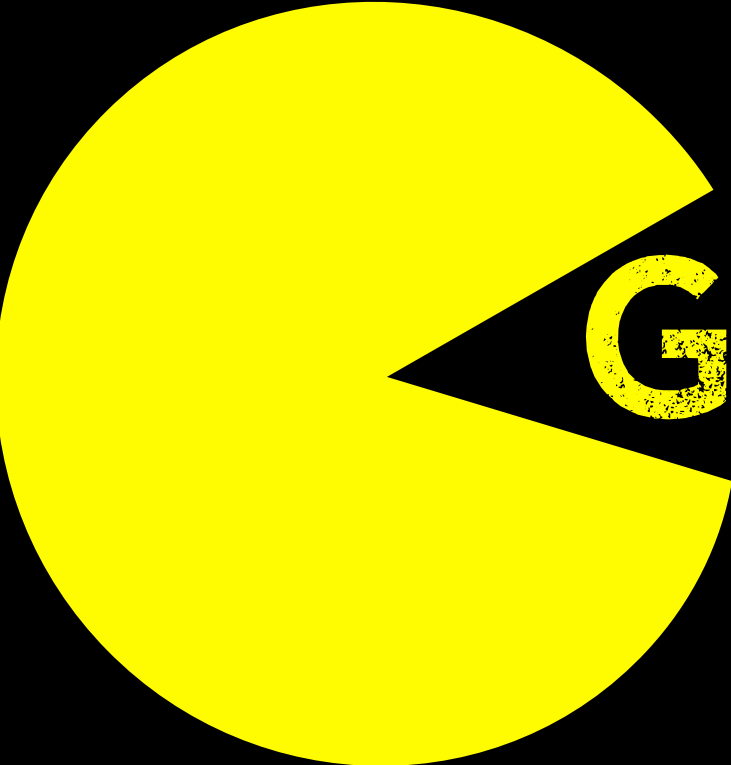
TIME
TEXTE
IMAGE



NPS

Net Promoter Score





GAMIFICATION



4^{ème} SPRINT UX BM

Quelle UX ? Quel parcours ?

Quel business Model ?

Quelle value
proposition ?

One more thing...



CULTURE

TOOLS





XMind 8
The Most Popular Mind Mapping Tool

10th ANNIVERSARY
2006-2016

© 2006-2016 XMind Ltd. All Rights Reserved.

coggle

coggle.it

INSPIRING IDEAS AND TALENT
TECHNOLOGY & INNOVATION

QrCode



**GRENOBLE
ECOLE DE
MANAGEMENT**

UNIVERSITY OF MANAGEMENT



ACT THINK IMPACT







WeChat



ACT THINK **IMPACT**



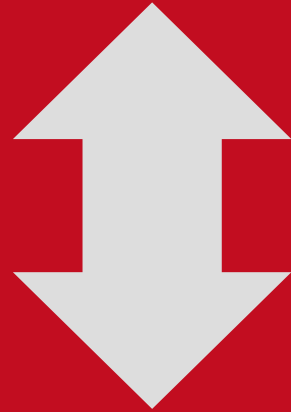
微信支付
WeChat Pay



Tencent 腾讯

QrCode : phygital

Lien analogique/physique



digital



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MANAGEMENT
TECHNOLOGY & INNOVATION

Partenaire

 CCI GRENOBLE



1

UNITAG pour encoder avec action



2

UNITAG pour lire sur mobile



Générateur de QR Codes

★ Gratuit et immédiat ✏️ Personnalisation facile ⌚ Durée de vie illimitée

1 Type de QR Code

Votre QR Code



Important

Tout QR Code n'est pas forcément lisible.
Testez votre QR Code en taille réelle avant toute utilisation.

TELECHARGER LE QR CODE

Votre QR Code

Important

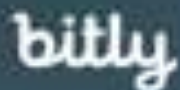
Tout QR Code n'est pas forcément lisible.
Testez votre QR Code en taille réelle avant toute utilisation.

TELECHARGER LE QR CODE



ACT THINK IMPACT

URL shortener

[LINK MANAGEMENT](#)[ENTERPRISE](#)[RESOURCES](#)[BLOG](#)[LOGIN](#)[SIGN UP](#)[GET ENTERPRISE](#)

HARNESS EVERY CLICK, TAP AND SWIPE.

Brand, track and optimize every touchpoint with Bitly, the world's leading link management platform. [Learn More →](#)

[SHORTEN](#)[GET STARTED FOR FREE](#)[or Go Beyond the Basics →](#)

ACT THINK **IMPACT**

SLIDO.com #esg

Audience Interaction Made Easy.

Live Q&A and Polls for your Meetings & Events

esg

JOIN

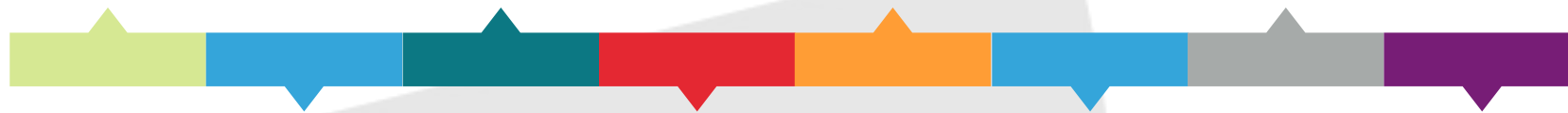
or

+ CREATE EVENT

[request a demo](#)



A



B



C



MOI



Mosaïque de temporalité

digital

Frais

mat 1ere

formation

Cash

Douane

usine

compliance

amortis
sement

Frais

fournisseur

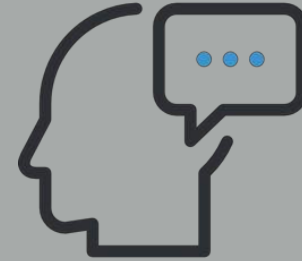
projets

AMF

CAC

consolidation

G&A







slack

Reactor Prep - 

 kratbuff

All Unreads

All Threads

Channels 

 _orientation

 announce_completion

 general

 mod0_diagnostic

Direct Messages 

 slackbot

 kratbuff (you)

Apps 

#general









 9:53 | 22 | Program-wide announcements and general chat about anything. For questions, ask

Sunday, June 24th

Monday, June 25th

 alex.hinton 8:04 PM

 @channel As some of you may have experienced, we have had an issue with our SSL certificate. Our IT Team has identified the issue and will be making a repair today, we are not expecting this to cause any disruption to your access, but wanted to give you a heads up in case something doesn't go according to plan, in which case you might experience a 20-minute disruption in your access to prep.hackreactor.com. Thanks in advance!

 1

 Mac 9:08 PM

joined #general along with 3 others.

Tuesday, June 26th

 Benna 2:25 AM

hey guys I have a question. I saw this line of code that read:

```
for (var i = 0; i < 10; i++) {
  console.log(i);
}
```

 3 replies · Last reply 6 days ago

 Benna 2:28 AM

What does adding ++ at the end of the i variable do?

 CBABY 2:37 AM

joined #general.

 Badri_narayan 3:13 AM

It adds to the value stored every iteration
2+1, then 3+1 etc

 Danna 3:24 AM

hi there, I'm trying to join the cohort for today's prep class? which channel should I join for the zoom info link?








Key TakeAways

ce qu'il faut retenir



Agile
=
User



MBAESG

#DigitalMarketing

social|data|mobile|code|startup|search

FIN