



**VISTA**  
BEAUVAIS

**Applied Master in Tech for Good  
Entrepreneurship & Innovation**



*Entrepreneurship at the service of  
people and planet*



# CO-CREATION FOR INNOVATION

Question: What happens when you mix the best business skills from an MBA, the best ideation skills of an incubator, as well as the best go to market skills of an accelerator?

Answer: you get VISTA! - a pioneering highly-practical Applied Master's in Tech for Good Entrepreneurship and Innovation. The idea is simple - help researchers, engineers, working professionals, PhDs and post-docs, as well as anyone who has a tech-based startup idea gain the confidence to make their project a reality!

This innovative program is the product of ecosystem actors coming together to serve a common mission: to seize the power of entrepreneurship, technology, innovation and sustainability to build a better tomorrow. Through a rich and ongoing collaboration, the founding partners merged their collective knowledge, skills, experience and ecosystems to build this one-of-a-kind program. These partners include, École des Ponts Business School, a leading business school; (RE)SET, a leading sustainable technology consultancy; the UNESCO Chair for the Future of Value, a leading think-and-do-tank; as well as the unique, cutting-edge, local ecosystem of the Beauvaisis region. Created for innovation, and through innovation, VISTA:Beauvais showcases that, more than ever, change does not happen in a vacuum.

Launching in Beauvais, in partnership with the Communauté d'Agglomération du Beauvaisis, VISTA:Beauvais is designed to help participants launch startups or innovation projects with a (non-exclusive) focus on the green- or bio-economy. By combining advanced technology management, lean innovation, and a strong commitment to sustainability, VISTA equips participants with the skills and insights needed to build impactful, technology-driven ventures that are battle-ready for tomorrow's challenges.





# FOUNDING PARTNERS OF VISTA:BEAUVAIS



## ÉCOLE DES PONTS BUSINESS SCHOOL

Founded as an offshoot of the prestigious and oldest civil engineering school in the world –École Nationale des Ponts et Chaussées, established in 1747– École des Ponts Business School has been offering business programs since 1987. The philosophy which underlies all of the programs at École des Ponts Business School is that of preparing participants to be global leaders who strive to have a positive impact on the world around us. Through VISTA:Beauvais, we are continuing this mission to help graduates gain the confidence lead tech for good ventures in a fast-changing world where people, purpose, and the planet are the key drivers of values.



## UNESCO CHAIR FOR THE FUTURE OF VALUE

The UNESCO Chair for the Future of Value builds on what the UN has called the essential competency for the XXI century: Futures Literacy. Futures Literacy is the capability of going beyond an incremental version of the past. It develops the leadership skills needed to imagine multiple and diverse futures, in order to see the present anew. To literally change the conditions of change themselves! Through VISTA:Beauvais, the UNESCO Chair for the Future of Value, is excited to bring the future(s) to the budding entrepreneurs of today as they set out to create a more responsible and equitable tomorrow.

## (RE)SET

### (RE)SET

(RE)SET is the first environmental and economic transition consultancy. Our mission: to diagnose, to reinvent products, factories, and business models, to plan investment and innovation policies in a world of scarce resources in need of decarbonization. Through VISTA:Beauvais, our ambition is to harness the power of dormant patents and innovative technologies from European research labs to drive the environmental transition forward. We strongly believe that bringing these technologies to market would be a huge opportunity in our fight against climate change. Our goal: to give aspiring entrepreneurs the potential to launch startups based on the most promising technologies in bioeconomy.



### COMMUNAUTÉ D'AGGLOMÉRATION DU BEAUVAISIS (CAB)

The city of Beauvais and its surrounding region offer a unique ecosystem for VISTA. It is one of the largest agricultural regions in France, home to several prestigious research and innovation centers specialized in bio- and ag-tech, as well as leading industrial actors such as ISAGRI, AGCO or LVMH. Just north of Paris and home to an international airport, it is also uniquely accessible. Moreover, over the past decade, the region has instituted an ambitious policy of public support for innovation, making it the first region in France to receive the European Start-up Village label. In this context, the regional council, the Communauté d'Agglomération du Beauvaisis (CAB), is an active partner of the program, ensuring that VISTA:Beauvais is fully integrated into the local ecosystem and development policy.

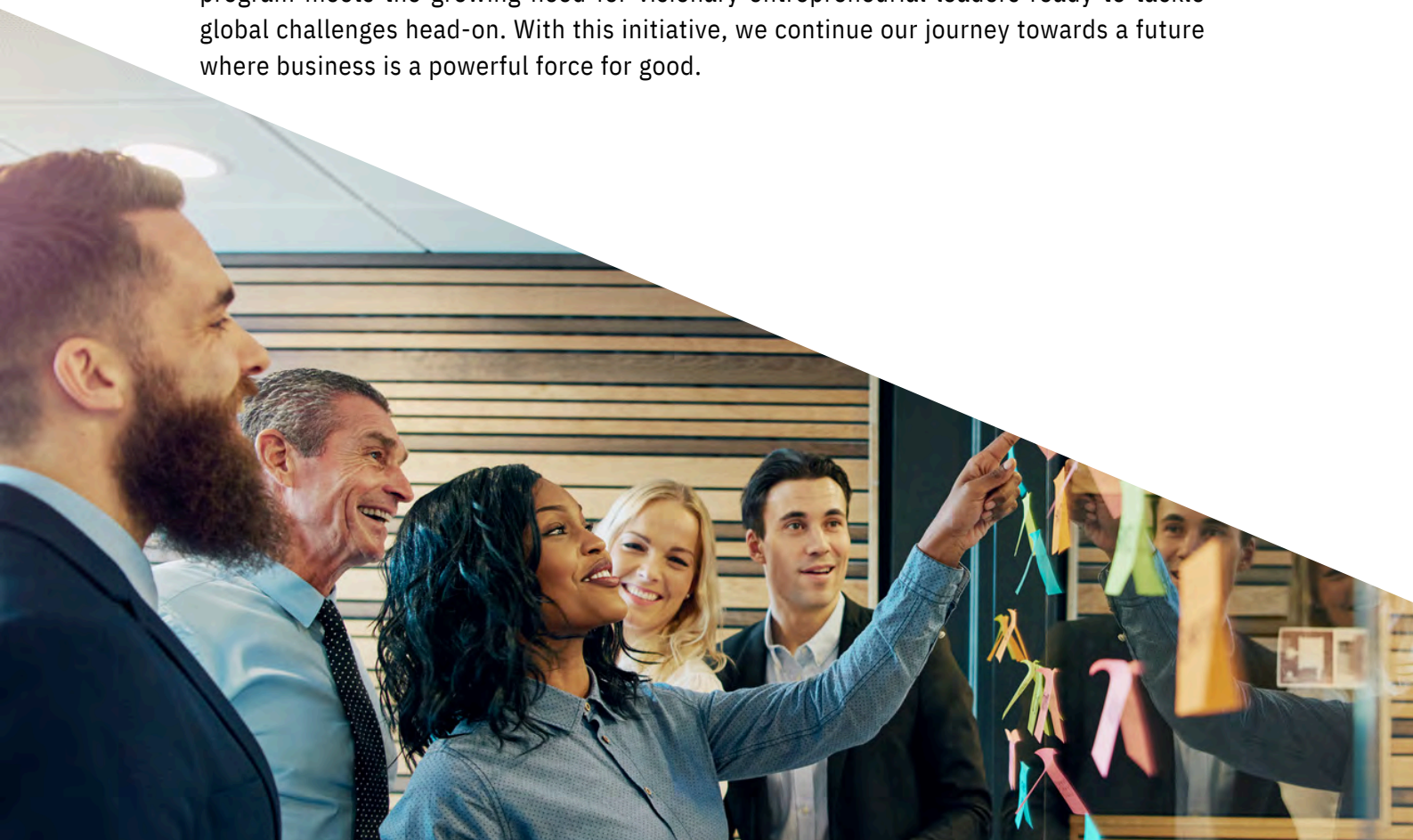
# EDUCATION THAT CHALLENGES THE NORM

## A HISTORY OF FUTURE-FORWARD EDUCATION

Founded on the values of entrepreneurship, innovation, sustainability, and impact, École des Ponts Business School has been at the forefront of business education since 1987. Inspired by our founder Célia Russo's motto, "in business to make a better world," our mission and vision have always aimed high.

From the start, we've integrated our core values into every program. In 1988, we led the way by incorporating Corporate Social Responsibility into our curriculum when it was still a novel idea. Launching the first English-speaking MBA in Paris was a bold move, but it opened our doors to global leaders and innovators and embedded intercultural awareness, communication, and respect into the École des Ponts experience. Our commitment to these principles was further solidified with the establishment of the Circular Economy Research Centre in 2018. The launch of our leadership and technology-centred Executive MBA during the global pandemic underscores our dedication to equipping leaders with the skills to navigate and influence a rapidly changing world.

The launch of VISTA, our Applied Master's in Tech for Good Entrepreneurship and Innovation, is the next exciting chapter for École des Ponts Business School. This program meets the growing need for visionary entrepreneurial leaders ready to tackle global challenges head-on. With this initiative, we continue our journey towards a future where business is a powerful force for good.



## RESEARCH WITH A PURPOSE

Research is a cornerstone of École des Ponts Business School's mission to shape the future of business. Our research centers dive into emerging trends at the crossroads of our core values: technology, innovation, impact, and sustainability. We focus on projects that directly influence the evolving business landscape, believing that pioneering research in sustainable business, disruptive technologies, and responsible management is vital for developing the next generation of leaders.

Our thematic research centers are at the forefront of finding and accelerating solutions to global challenges. Whether it's through the circular economy, Future's Literacy, innovation in emerging economies, or responsible technology, we explore how businesses can contribute to a better world. By creating dynamic research consortiums, we collaborate with corporate partners, policymakers, and international institutions to develop trans-disciplinary solutions that are fit for our increasingly complex world.

## RESEARCH CENTERS



The Circular Economy Research Center (CERC) leads research and designs multidisciplinary business models in the circular economy. We work alongside universities and businesses across the EU to embed the circular economy principles in society. These principles are already deeply embedded in all programs at École des Ponts Business School.



The ReTech Center is a community-driven and multistakeholder platform for technology leaders who are enabling the forthcoming Digitally Empowered Responsible Markets and Societies. The ReTech Centre is committed to Rethinking, Restructuring and Revamping technology to propel the Responsible transition to Industry 5.0.



The Center for Policy and Competitiveness (CPC), works at the intersection of business, technology and policy. CPC actively researches the strategies of firms, the vitality of economic clusters, and the quality of the business environment in which competition takes place. The CPC integrates policymakers and produces policy briefs inform decision-makers on competitiveness' most poignant tenets.



The Center for Advanced Studies of Enterprise in Emerging Markets (CASE DIEM) is a business case development and scholarly research center that focuses on seizing the learning opportunities that emerging markets and developing countries around the world can provide.



The INSPIRE Competence Lab in Paris focuses on advancing research and initiatives in cybersecurity, particularly for European SMEs. It aims to bridge technical, policy, and business aspects to address Europe's cybersecurity skills gap.





## MASTER'S IN TECH FOR GOOD ENTREPRENEURSHIP & INNOVATION

VISTA is your launchpad for turning emerging technologies into impactful ventures. This Applied Master's program, created by École des Ponts Business School, (RE)SET, and the UNESCO Chair for the Future of Value, focuses on technology transfer, sustainable innovation, transformative business models and entrepreneurial leadership to help you drive meaningful change.

Throughout the program, you'll engage with experts, professors, and entrepreneurs, gaining the hands-on skills needed to navigate bringing emerging technologies to market. You'll learn to build ventures that are both profitable and responsible, blending lean innovation with social and environmental consciousness.

As you develop your startup, you'll tackle real-world challenges, mastering how to create market-ready solutions in fast-evolving industries. With a strong focus on practical application, you'll gain the tools and network to lead with vision and seize new opportunities. By the program's end, you'll have the chance to pitch your project to investors, setting the stage for real-world success.

**Qualiopi**  
processus certifié

FR RÉPUBLIQUE FRANÇAISE

Quality certification was issued for the following category(ies) of action: training actions; validation of acquired experience



### MANAGING TECHNOLOGY

Create, monetize and launch technological solutions that are rooted in sustainable practices.



### LEADING INNOVATION

Create sustainable, profitable and responsible businesses through an agile and lean innovation process



### MAKING AN IMPACT

Lead solutions that take on pressing global challenges and grow as a leader in the process



# MANAGING TECHNOLOGY

## HARNESSING THE POWER OF TECHNOLOGY FOR GOOD

Through the VISTA:Beauvais program, participants master the management and optimization of an emerging sustainable technology. This unique program highlights how technology can drive meaningful change by addressing real-world challenges. Participants gain hands-on, insider knowledge from industry experts, empowering them to manage and launch sustainable, impactful and scalable technological ventures. The program ensures that the technology is not just groundbreaking but also practical, equipping participants to tackle the urgent issues of today and tomorrow.

## BRINGING SUSTAINABLE TECHNOLOGY TO MARKET

A standout feature of this program is its practical approach to 'technology transfer,' where participants learn to take cutting-edge research and transform it into market-ready, scalable ventures. It's not just about incorporating technology into business; it's about bringing breakthrough innovations to market and harnessing them to tackle urgent global challenges. This focus ensures that participants are not just developing technology, but actively shaping its impact on the world.

# LEADING INNOVATION

## CREATE YOUR OWN STARTUP

Throughout the VISTA:Beauvais program, participants will transform their entrepreneurial aspirations into reality, moving from pinpointing problems to pitching to seed investors. This hands-on journey lets them apply their theoretical and analytical skills to tackle real-world challenges. Whether flying solo or collaborating in teams, they'll gain invaluable experience in evolving an idea from a mere concept to a market-ready venture.

## A SAFE SPACE FOR INTRA/ENTREPRENEURSHIP

This program offers an exciting space to dive into both entrepreneurship and intrapreneurship, highlighting the crucial role of innovation in every setting. Participants will hone the skills to spark change, whether within established companies or by launching their own ventures. With hands-on project work, expert mentorship, and networking opportunities, the program equips participants to lead boldly and drive innovation, wherever their path takes them.



**EXPERIENCE IN  
ENTREPRENEURIAL  
PROJECT MANAGEMENT**



**CREATIVE PROBLEM-  
SOLVING SKILLS**



**APPLICATION OF LEAN  
INNOVATION TOOLS  
AND PRINCIPLES**







# MAKING AN IMPACT



## LEADERSHIP

The VISTA:Beauvais program cultivates entrepreneurial mindsets through immersive leadership modules that will challenge participants to embrace change, navigate complexity, and learn from failure. Participants will build resilience, self-awareness, and a growth mindset crucial for success. The focus on leadership will empower them to confidently tackle challenges, seize opportunities and will gear them up to thrive throughout their entrepreneurial journeys.



## FUTURES LITERACY

With a strong focus on Futures Literacy, VISTA:Beauvais trains participants to build ventures that serve today and tomorrow. Futures Literacy enables participants to grasp the significance of using the future to strategize, plan, and engage with the complexities and shifts in our societies. This approach encourages participants to anticipate and adapt to future challenges, enhancing their ability to innovate, pivot, and thrive in dynamic entrepreneurial environments.



## PEER AND MENTOR SUPPORT

Peer learning is a cornerstone of our approach to developing entrepreneurial skills. Throughout the program, participants dive into collaborative sessions, exchanging insights, giving feedback, and leveraging each other's diverse expertise. These interactive environments enable participants to move beyond competition so they can foster the strategic alliances essential for sustainable business growth. In VISTA:Beauvais participants learn from both instructors and peers, gaining valuable perspectives and refining their strategies through collective knowledge and shared experiences.



# LEARNING PROFILES

The success of a new venture is inherently linked to the strength of its team. A strength that is often found in bringing together a diverse set of talents and points of view. VISTA:Beauvais has been designed to bring together diverse learning profiles to form start-up teams for the duration of program, and maybe even into the launch phase of an exciting new business.

## INNOVATORS

Participants in this track are researchers, engineers, or scientists who bring a promising emerging technology that they're eager to develop into a tech for good venture. Innovators are focused on refining their technology, gaining business insight, and learning how to transform their innovations into real-world solutions, with a focus on serving the triple bottom line.

## BUSINESS BUILDERS

This track is designed for individuals with a passion for new business strategies and a desire to learn how to bring tech for good innovations to market. Business Builders may have some experience in areas like product development, commercialization, or entrepreneurship, but are looking to deepen their knowledge and skills in working with emerging technologies and supporting tech-driven ventures on their path to success.

## IMPACT EXPLORERS

This track is designed for recent graduates and early-career professionals with a technical background who are eager to explore the entrepreneurial potential of tech for good innovations. Impact Explorers are curious about innovation and want to strengthen their business acumen while learning about entrepreneurship, commercialization and international expansion of emerging technologies.

# VENTURE CREATION

Through the VISTA:Beauvais program, participants will form teams to develop tech for good ventures by assessing a technology's market readiness, ability to be commercialized and attractiveness to potential investors. Each intensive immersion week is an opportunity to apply lessons from our world-class faculty directly to the growing venture.

Between immersion weeks, teams will work directly with experts from [\(RE\)SET](#) to gain sector-specific insights on their tech-readiness and the potential markets they can tap into. These curated sessions are game changers for early-stage tech ventures to avoid costly errors. Beyond these support sessions, teams will also develop their venture through interviews, testing and pitches with potential clients and collaborators in their sector.

In Beauvais, participants will have access to the growing ecosystem that specializes in ag-tech and biotechnology. With access to regional incubators, such as [iTerra](#) and Startlab, and the world-class facilities of our partner [UniLaSalle](#), time spent in Beauvais is an opportunity to tap into the wealth of expertise and potential in this innovation-driven region.

## BEAUVAIS INNOVATION ECOSYSTEM

(RE)SET

UniLaSalle  
Institut Polytechnique



Start lab

iTerra  
TERRE D'INNOVATIONS



# PROGRAM DESIGN

The learning experience of VISTA:Beauvais is delivered in the three phases of early venture development: Inspiration, Ideation and Implementation. As participants go through each phase, they will be challenged to analyze their budding venture from different angles, finding opportunities and challenges along the way.



**INSPIRATION:** During the inspiration phase, participants will explore their potential problem areas, understand key stakeholders' needs, and assess current solutions. This phase focuses on building a strong understanding of the problem and its context, ensuring that future solutions are aligned with real-world needs and opportunities.



**IDEATION:** Throughout the ideation phase, participants will design their solutions using leading innovation and business frameworks. They will learn how to continuously iterate different aspects of the solution, including the user experience and business model, to ensure it can evolve from a strong product/service into strong venture.



**IMPLEMENTATION:** During the implementation phase, participants will focus on building the foundation of their venture, such as financial planning, human resources, legal frameworks, and cultivating team dynamics. At the same time, participants will continue iterating and refining their solutions, ensuring that both the venture and the solution are aligned for sustainable growth and market readiness.

# PROGRAM SNAPSHOT



## INSPIRATION PHASE: BECOMING A PROBLEM EXPERT

Harvard Business Essentials Certificate

Venture Support: Project Scoping and Tech Readiness Assessment

Week 1: Market-Led Problem Solving



## IDEATION PHASE: CREATING A SUSTAINABLE SOLUTION

Week 2: Turning Problems Into Solutions

Week 3: Creating A Triple Bottom Line Business

Venture Support: Market Research and Solution Convergence



## IMPLEMENTATION PHASE: BUILDING YOUR VENTURE FOUNDATIONS

Week 4: Getting Growth Ready

Week 5: Getting Market Ready

Week 6: Getting Team Ready

Week 7: Getting Investor Ready

Venture Support: Solution & Business Model Iteration







# THE VISTA:BEAUVAIS EXPERIENCE

The program features a modular and hybrid structure centred around seven intensive immersion weeks held in Beauvais, France. These weeks serve as focused business development sprints where participants work closely with experts, mentors and professors to apply lessons directly to their entrepreneurial projects.

Outside of immersion weeks, participants create their entrepreneurial projects, have access to networking events and are supported by individualized mentorship. This flexible approach allows participants to deeply engage with their entrepreneurial initiatives, providing the necessary framework and flexibility to effectively bring their ventures to life throughout the program.

# PROGRAM SCHEDULE

2025

2026

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June							July							August						
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September						
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Remote Program Preparation						
Immersion Weeks						
Venture Development & Support Sessions						





# CREATING & INNOVATING IN BEAUVAIS

Located one hour north of bustling Paris, [Beauvais](#) is steeped in a rich history. The city is surrounded by the rolling hills of Northern France and is rapidly emerging as a hub for biotechnology. What sets Beauvais apart is its unique blend of agricultural heritage and cutting-edge biotech innovations. Amidst picturesque renaissance castles scattered throughout the countryside, the city also boasts thriving business parks at the forefront of sustainable business practices. Many well-known brands, like LVMH, Nestlé and Massey Ferguson, have also chosen Beauvais for their operations.

This juxtaposition creates a dynamic environment where participants can explore centuries-old architecture alongside modern advancements in biotechnology, making Beauvais an ideal setting for academic and cultural immersion. This program is officially supported by the forward-thinking [Communauté d'Agglomération du Beauvaisis \(CAB\)](#), which champions entrepreneurship for economic and sustainable growth. The CAB openly invites participants to embark on a transformative educational journey in a region poised for innovation and growth.



# FROM PREPARATION TO PRACTICE - BEGINNING YOUR ENTREPRENEURIAL JOURNEY

## INSPIRATION PHASE

### KICK STARTING YOUR ENTREPRENEURIAL JOURNEY

In preparation for VISTA:Beauvais, participants will gear up their entrepreneurial projects via personalized remote sessions and interviews with experts from [\(RE\)SET](#). Those with business or tech ideas will work initially to define their project's scope and potential. Participants without a pre-defined project will be guided into emerging teams and map out their unique journey for the program and hit the ground running from day one.

### BUSINESS ESSENTIALS WITH HARVARD ONLINE COURSES

Upon enrolment, participants will be able to dive into the Business Essentials Course pack on the Harvard Business School Publishing platform. This course pack, with a wide array of business essentials from accounting and finance to giving and receiving feedback, lays the essential groundwork, prepping them for the VISTA:Beauvais program. With this solid foundation, all participants will begin with a unified understanding of key aspects of business, ensuring they maximize their learning and collaboration during the immersion weeks and venture creation stages. As a bonus, participants completing the course pack successfully will receive a Certificate co-signed by Harvard Business Publishing.





# MARKET-LED PROBLEM SOLVING

## INSPIRATION PHASE

During the first immersion week, participants will gain a deeper understanding of how all successful entrepreneurship and innovation projects begin with a “good problem to solve”. To solve a problem in a way that the market is willing to pay for, it is crucial to start by elaborating hypotheses that need to be tested and to challenge the assumptions you have made. Using the lenses of Futures Literacy, lean innovation, and disruptive technologies, this intensive first week will help participants grasp the needs of their market and uncover opportunities.

### NAVIGATING THE FUTURE

Use Futures Literacy capacities to think differently about the future and discover new ways to define, test and challenge your assumptions about your target market.

### FRAMING PROBLEMS AND CUSTOMER DEVELOPMENT

Learn to reframe challenges, identify pain points, and validate problems using lean innovation techniques, all while engaging with prospects from the very start of the innovation process.

### FINDING A TECH PROBLEM FIT

Dive deeper into problem exploration by exploring diverse applications of technological solutions and uncovering how different technologies can address various market opportunities.

### EMPATHY AND CUSTOMER-CENTRICITY

Learn to build empathy with prospects to ensure your solution meets their needs AND that they would be willing to pay for it.

### ENTREPRENEURIAL PRESENCE - MAKING FIRST IMPRESSIONS COUNT

Develop your entrepreneurial presence by mastering the art of making strong first impressions and engaging effectively with stakeholders.

# TURNING PROBLEMS INTO SOLUTIONS

## IDEATION PHASE

In the second immersion week, participants will transform problems into tech-driven solutions the market actually wants. An intensive leadership module will challenge them to explore the larger impact they aim to make as entrepreneurs and confront the mindsets holding them back. Building on their knowledge of the problem area, participants will learn what it takes to market a tech venture that fits customer needs and market dynamics. The week will culminate in a rapid design sprint that will bring a first draft of their solution to life. Coming out of this second immersion week, participants will be ready to shape and advance their solutions through meaningful conversations with their target market.

### VALUES-DRIVEN LEADERSHIP

Develop your leadership skills and self-awareness through Values-Driven Leadership, identifying the missions that drive you and the mindsets that are holding you back.

### TECH VENTURE MARKETING

Learn the basics of B2C and B2B marketing, analyze competitive markets, and develop strategies to stand out, all while avoiding the common pitfalls of greenwashing in sustainable businesses.

### MARKET PROBLEM FIT & TECH READINESS

Develop a technological solution that aligns with market opportunities by exploring multiple applications of disruptive technology and assessing technical maturity.

### PRODUCT DEVELOPMENT

Follow a lean innovation process to identify the core value proposition that distinguishes your solution from the competition and design a solution that delivers on that unique value.





# CREATING A TRIPLE BOTTOM LINE BUSINESS

## IDEATION PHASE

In the third immersion week, participants will focus on creating a Triple-Bottom-Line (TBL) business that maximizes good for people, planet, and profit. They will learn to integrate sustainability authentically into their business model, moving beyond common greenwashing traps to build genuine environmental and social impact. With expert guidance, participants will explore strategies to ensure their ventures deliver positive results across all TBL dimensions. By week's end, they'll be ready to develop and present a sustainable business model that balances financial performance with social and environmental responsibility, poised to make a genuine difference.

### THE REGENERATIVE BUSINESS

Reimagine business models by challenging conventional assumptions and designing ventures that authentically serve people, planet, and profit.

### RESPONSIBLE TECHNOLOGY & TECH FOR GOOD

Discover the impact of responsible technologies that are driving innovation and the transition to Industry 5.0.

### OPTIMIZING CONVERGING TECHNOLOGY

Leverage converging and disruptive technologies to create solutions that responsibly serve people, planet, and profit.

### DYNAMIC BUSINESS MODELLING

Using a lean innovation approach, you will design a feasible and sustainable business model for your solution that is actually a detailed prototype of your innovation project.

### ENTREPRENEURIAL PRESENCE - STORYTELLING

Now that you have a prototype for your project, you will learn to use the art of storytelling to effectively explain it to potential customers, partners, advisor-experts and investors.

## GETTING MARKET READY

### IMPLEMENTATION PHASE

In the fourth immersion week, participants will shift into the implementation phase where they will be transforming their ideated solutions into demonstrable prototypes. They will explore what it takes to run a business, including operations and sustainable value chains, all while cultivating a test-and-learn mindset. With a focus on creating a compelling proof of concept, participants will refine their solutions and be pitch ready by the end of the week.

### LEARNING THROUGH FAILURE: CREATING A TEST AND LEARN CULTURE

Embrace failure as a learning opportunity and develop a test-and-learn mindset to drive personal growth and innovation.

### MARKET ENTRY: PROOF OF CONCEPT AND MINIMUM VIABLE PILOTS

Learn how to create a proof of concept and how to bring your solution to market through agile minimum viable pilots.

### AI AND DATA FOR STARTUPS

Radically enhance your business through AI and data to keep ahead of the competition.

### RAPID PROTOTYPING

Rapidly prototype your solution by focusing on the most essential aspects and practice continuously testing and iterating on your business ideas.

### OPERATIONS MANAGEMENT & VALUE CHAINS

Create agile and sustainable operations and value chains for your tech venture.



# GETTING GROWTH READY

## IMPLEMENTATION PHASE

In the fifth immersion week, participants will get growth-ready by building the essential foundations needed for scaling their ventures. They'll lay the groundwork for growth by diving into the essentials of startup finance, legal frameworks, sales strategies, and data governance. This week is all about equipping participants with the crucial knowledge and processes needed to chase sales and land investments. With insider information from industry experts, they'll be ready to catapult their ventures to the next level!

### VENTURE CAPITAL FINANCE: INSIDE THE MIND OF AN INVESTOR

Understand startup valuations and venture capital expectations at various investment stages, and what it takes to position your venture for pre-seed, seed, Series A, B, C, and beyond.

### STARTUP LAW

Understand the legal frameworks and processes founders need to know to create a company and ensure a smooth and transparent shift from launching a pilot to growing a business.

### MEASURING IMPACT & DATA GOVERNANCE

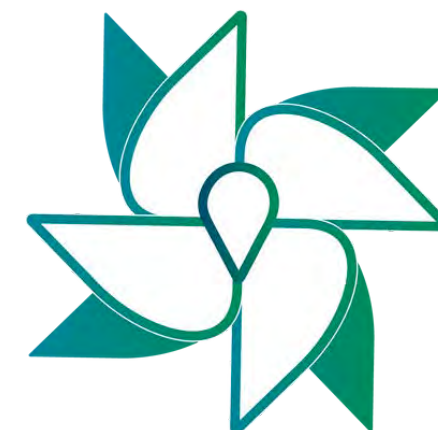
All startups need data! Create tactical and strategic data pipelines that generate impactful insights. Learn to navigate the regulatory landscape of data governance, including ESG reporting and cybersecurity.

### TECH MONETIZATION STRATEGY

Develop a comprehensive strategy for monetizing technology by optimizing your tech stack and creating sustainable revenue streams that enhance your business model.

### SALES STRATEGY

Most tech ventures are B2B. Thus it is vital to develop an effective sales strategy to align your efforts with your venture's short-term needs and long-term vision.







# GETTING TEAM READY

## IMPLEMENTATION PHASE

In the sixth immersion week, participants will evolve from founders to leaders by addressing key challenges in role expansion and shifting team dynamics. They will delve into the strategic elements of human resources such as recruitment, founding team creation, talent management, and fostering a team culture. Additionally, the module will explore external growth factors, including building the partnerships and alliances essential for venture expansion. By the end of the week, participants will be equipped with the skills to lead a growing team and cultivate a network that supports sustainable growth.

### CULTIVATING TEAM DYNAMICS

Use your awareness of your own working and leadership style to cultivate collaborations within diverse teams that build upon strengths and mitigate weaknesses.

### FINDING THE RIGHT TALENT

Learn the nuances of strategic recruitment to ensure you are attracting and building the right talent for your team. Learn where to find the right team members, how to manage your personal and professional networks, how to define incentive plans and the art of interviewing.

### BUILDING A LAUNCH-READY TEAM

Building out a team is a high-risk, high-reward process in a new venture's growth. This course will teach you to think strategically about the roles you hire first and how to balance bootstrapping and anticipating growth in your team lifecycle.

### KNOWING WHEN AND HOW TO PIVOT

Very few tech ventures go as planned. Learn when and how to pivot by understanding early customer feedback and emerging trends and maintaining an agile mindset throughout your entrepreneurial journey.

### PARTNERSHIPS & ALLIANCES

Identify and cultivate the strategic partnerships and alliances essential for your venture's growth, and learn how to become a key player in business ecosystems.





# GETTING INVESTOR READY

## IMPLEMENTATION PHASE

In the final immersion week, participants will gear up to dazzle investors with polished presentations and masterful win-win negotiations during a Demo Day. By the week's end, they'll be primed to captivate investors, secure crucial funding, and demonstrate the standout pitching prowess and leadership skills they've honed throughout their journey. As participants prepare for the next chapter of their entrepreneurial journeys, they will celebrate how far they have come and all the learning and growth that will still come their way.

### ENTREPRENEURIAL LEADERSHIP

Continue to develop your entrepreneurial leadership skills to stay agile and to continue to transform challenges into opportunities throughout your career.

### NEGOTIATING WIN-WIN CONTRACTS

Learn the art of negotiating win-win contracts by positioning yourself as a solution-driven founder and learning the techniques to craft agreements that benefit all stakeholders.

### ENTREPRENEURIAL PRESENCE - INVESTOR PITCHING

Develop compelling investor pitches by crafting targeted presentations that highlight your venture's potential and capture the interest of potential investors.

### DEMO DAY

Pitch your venture to potential investors, collaborators and customers and showcase the personal and professional growth you have experienced through the program.

### DEBRIEF AND CLOSING

Reflect upon your transformative learning experience and prepare the next chapter of your entrepreneurial journey.



# ADMISSIONS

## DO YOU HAVE WHAT IT TAKES?

Our admissions process aims to select well-rounded candidates who will not only succeed in the program, but become effective innovators and leaders after graduation. Our participants are for those who would like to become entrepreneurs or innovators but are lacking some of the business, innovation and technology management skills and confidence necessary to take the first step. Contact [vista@pontsbschool.com](mailto:vista@pontsbschool.com) if you have any questions.

## Are you eligible to join the program?

- ✓ You have a Bachelor's or equivalent degree in any discipline.
- ✓ You have a minimum of three years of work/research experience.
- ✓ You are proficient in English - All courses are taught in English and all coursework must be submitted in English.
- ✓ You have the ambition to be an effective innovator and leader in your field of interest.
- ✓ You have the ability to work in teams and to motivate others.
- ✓ You are agile, have a growth mindset and are able to adapt to new circumstances effectively.
- ✓ You have the ambition to be a proud ambassador of positive impact and "business for good and for-profit".
- ✓ You are motivated and able to be present and engaged for 7 intensive immersion weeks in Beauvais, France (spread out over a 12-month period)
- ✓ You are motivated and able to invest your time and effort in creating an entrepreneurial/intrapreneurial venture throughout the duration of the program

*Please note: We are an equal opportunity institution and welcome candidates from all industries, backgrounds, ages, genders and nationalities.*

## ADMISSIONS PROCEDURE

During the process, a member of our admissions team will reach out to you to get to know you, check your eligibility and accompany you in the process. This is also your chance to ask any questions you may have.



### ONLINE APPLICATION

Complete your application online so that we can learn more about where you have been and where you would like to go.



### CRITICAL REASONING ASSESSMENT

Complete a general skills test to demonstrate that you are up to the challenge.



### INTERVIEW WITH ADMISSIONS FACULTY

Tell us more about your short-term and long-term goals and how the VISTA:Beauvais program will bring you closer to reaching them.

## ADMISSIONS TEAM

Our admissions team is here to help you with your application



**SARAH MCRAE**

École des Ponts Business School

*Welcome to your entrepreneurial journey with VISTA:Beauvais. This one-of-a-kind program was made for people with big dreams, and I can't wait to hear yours!*

*A bit about me: I was born and raised in rural Canada where forests and lakes were a pivotal part of my childhood. I left Canada after my studies in the pursuit of adventure and found myself across the planet working in Financial Technology in Madagascar. After calling Madagascar home for several years, I moved to France in 2017, where I started working hand-in-hand with entrepreneurs from around the world looking to set up impact ventures in Paris.*

*I am thrilled to continue my work in enabling impactful and sustainable entrepreneurship through VISTA:Beauvais and with YOU!*

*We are looking forward to learning more about your personal story, professional achievements and how this program can help you reach your goals. Welcome to the first steps of this transformative journey - it will be a pleasure to guide you through it!*



**ANNE LAURE BORSOTTO**

*Hi there! As a member of the admissions team, I look forward to discovering your projects and supporting you in creating positive change through entrepreneurship!*

*With a background in business management and a passion for sustainable innovation, I've focused on leveraging environmental strategies to combat climate change. From Paris to Milan and a few years in Lille, my journey has always been driven by this mission.*

*Over the last three years at (RE)SET, I've discovered hundreds of fantastic technologies with the potential to drastically accelerate the environmental transition. However, I've been frustrated to see many of these innovations remain unused in the IP portfolios of European research labs.*

*VISTA Beauvais offers a unique opportunity to bring impactful projects to life and launch startups based on the most promising technologies in the bioeconomy.*

*We are not just looking for students; we are looking for changemakers who will shape the future!*

**[BEGIN YOUR ONMINE APPLICATION TODAY](https://pontsbschool.com/vista-beauvais-online-application/)** <https://pontsbschool.com/vista-beauvais-online-application/>



# TUITION

€25 000

## TUITION INCLUDES:

- Program tuition for VISTA:Beauvais, an Applied Masters in Entrepreneurship and Innovation Course materials
- Online preparatory course pack and any further online modules that are mandatory
- Coffee breaks during immersion weeks
- Project and personalized support & mentorship from (RE)SET and other industry experts
- Access to libraries and digital resources
- Access to networking and alumni events

## TUITION DOES NOT INCLUDE

- Travel costs to/from Beauvais
- Accommodation and meals during immersion weeks
- Personal learning materials such as laptop, recommended or further reading

**Participants may choose from a variety of installment options, ranging from a discounted upfront payment to 5 or monthly installments. Speak with the admissions team for more details.**



**VISTA**  
BEAUVAIS