

# HEC Paris

## Spring 2024 Entrepreneurship Program

A unique partnership between NYU Stern and HEC Paris

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### 1. What?

This program is sponsored through the generosity of the Cagni Foundation - in partnership with NYU Stern and HEC Paris. The program only takes place in the Spring semester, and *up to* three NYU Stern Undergraduate students are accepted each year. French language experience is strongly encouraged but not required.

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### 2. Program Components & Credits

The HEC Entrepreneurship program consists of two components – the HEC Startup Launchpad and the HEC Incubator (Station F) - for a total of 16 NYU credits for the semester. The program runs from mid-January to the end of May. Students who participate in the HEC Entrepreneurship program will need to dedicate all of their time to the program and will not be able to take other HEC courses.

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### 3. Program Location & Housing

The entire Entrepreneurship program will take place in Paris – not on the HEC campus. Students will live in downtown Paris for the duration of the program. Students will find and confirm their own housing - there is no on-campus housing available.

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### 4. Stipend

A limited number of stipends will be awarded each year (stipend amount varies and is determined annually by the Cagni fund). Stipends are awarded via check to the recipient and are subject to applicable tax deductions.

### HEC Entrepreneurship Timeline

#### Mid-January

Arrive at HEC – program orientation

#### Early February - March

[Participate in the Startup Launchpad](#) –

Nine week program – work with a startup and other students & take classes focused on Entrepreneurship.

#### End of March – Early April

Two students per team may be selected to go to London for one week to present ideas and see if their project is selected to develop further. At the end of the Launchpad all students present their final project during Demo Day.

#### April – End of May

[Participate in the HEC Incubator \(Station F\)](#)

If your Launchpad project is chosen you will work on that in the Incubator. If not, you will join another Incubator project. Either way, you will also complete a Field Action Project final paper that wraps up your experiences.

#### Requirements – You Must...

- Apply to the IBEX program and be accepted to go to HEC for a Spring exchange semester
- Have a strong academic record at NYU and be in good judicial standing
- Be able to commit to the full HEC Entrepreneurship program timeline and requirements
- Have a passion for Entrepreneurship; be very motivated and interested in being an engaged and interactive member of a team; be a good team player and eager to work hard, share ideas and form partnerships

#### How to Apply

- You are strongly encouraged to meet with a past Stern HEC Entrepreneurship participant to learn more about the program before applying. [Email the IBEX team](#) to be connected with an IBEX Ambassador.
- If you are interested in applying please select HEC on the IBEX application and explain your interest and qualifications in detail in your essay.

[www.stern.nyu.edu/ibex](http://www.stern.nyu.edu/ibex)



## 5. What will I actually be doing as part of this HEC Entrepreneurship Program?

**Part I: Participate in the Startup Launchpad** - a nine week program that runs from mid-January through March and will count for 20 ECTS credits (12 NYU credits)

- During the January orientation you will meet with startups and other students to see what you are interested in working on. The program will then officially start with the Design Sprint - a four-day process that uses design thinking to answer critical business questions through design, prototyping, and testing ideas.
- The Startup Launchpad projects change each year, and a wide array of project ideas go through the Launchpad. More information can be found on the [program website](#).
- You might not find out about the type of project you will be working on until you arrive in Paris. Launchpad projects are chosen in December to join the Startup Launchpad in the Spring. If possible HEC will try to share topics with Stern students in December before they arrive – but cannot guarantee this.
- The whole point of the Startup Launchpad is to learn by doing – and to use the accelerated process to launch a company in nine weeks. The topics learned in the Startup Launchpad are tailored to keep up with the changes in the market and the changing information/skills needed to launch a business. Students will be actively engaged all day each day, Monday through Friday.

The Startup Launchpad schedule is broken up into:

- Courses
- Special Topic Sessions
- Workshops
- Pitch Sessions
- Debriefs
- Team Work Time

The Startup Launchpad program consists of four sequences:

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| <p>1. Value Proposition – Develop and Validate the Idea</p> <ul style="list-style-type: none"> <li>• Design Thinking/Design Sprint</li> <li>• Market Analysis</li> <li>• Strategic Marketing</li> </ul> | <p>3. Commercial Strategy/Product Development</p> <ul style="list-style-type: none"> <li>• Strategic Communication</li> <li>• Sponsor Confidence</li> <li>• Commercial Strategy/Sales</li> </ul> |
| <p>2. Product Design</p> <ul style="list-style-type: none"> <li>• Brand Creation</li> <li>• Social Media</li> <li>• Business Models</li> </ul>  | <p>4. Ready for Launch</p> <ul style="list-style-type: none"> <li>• Web Analytics</li> <li>• Digital Innovation</li> <li>• The Relationship Between Tech &amp; Business</li> </ul>               |

- Deliverables are due to project mentors at the end of each week. Teams also have access to experts who provide information and resources, but also challenge the teams. Teams must complete each sequence in order to move to the next. Teams must also pitch their ideas in front of professionals every two weeks to refine their concepts.
- The Startup Launchpad will go to London beginning of March. 40 students will be selected to go to London (4 days) to pitch ideas to investors who are in industries associated with the startup idea. The costs are covered for students who are selected to go. If additional students want to go, they must pay their way (hotel, train, food ...approximately 1000-1200 Euro).
- Students who do not go to London stay in Paris to prepare the final pitch when they show off their final product for the Demo Day event that wraps up the program.

**Part II: Participate in the Incubator HEC Paris (Station F)** – an eight week program that runs from the second week of April until the end of May (option to stay until end of June if you want to stay on and keep working until the official end of the Incubator cycle) and will count for 6 ECTS credits (4 NYU credits)

- The purpose of the Incubator is to accelerate new companies and help them achieve in three months what might normally take one year. Work space is provided, and experts from various fields work with the Incubator and assist teams with connecting to resources. There are 150 startups in the Incubator. The Incubator programs are tailor made to the needs of each startup. They are also flexible which allows startups to choose the resources they want to use. It also allows for cooperation among teams and the space to share ideas and knowledge.
- Students will be active members of a team, and the hours and workload will vary according to the needs of the team/project. Students will have a high level of autonomy, so they need to be mature, responsible and accountable to their teammates.
- Students will be matched according to their interests, sector and type of mission for the incubator. Every two weeks the teams will meet with their mentors to review their progress. Teams will also have many options to meet with other experts during their time in the Incubator.
- In addition, workshops on various topics are regularly offered at Station F and are open to all students.
- Students are required to complete a final paper that summarizes their experience.

[www.stern.nyu.edu/ibex/hec](http://www.stern.nyu.edu/ibex/hec)