

***Under the patronage of Günter Verheugen,
Commissioner of the European Union,
in charge of enterprises and industry***

Monday 17th March 2008

Cocktail reception at the CCIRE – Salle Bertrand de Mun

By personal invitation only

Part of the 3rd "Research & Business" Forum

Tuesday 18th March 2008

Morning

9am-9.30am ***Opening session***

The "Entrepreneurs' College"

9am - Entrepreneurs' College Reception

10am-10.30am - Introduction by **François LAINEE**, Partner, Auriga Partners

10.30am-12.30pm - **Marketing-sales module: How can you position your company effectively in the market and sell its products? - (self) assessing the company's sales and marketing performance**

Presented by Yves PEYNAUD, consultant Tykya

With Ramin CHAYBANI, Managing Partner Novoptim and Patrick BEDIGIS, CEO OPEN CS, Serge DUGAS, VP Sales EMEA Bizanga

Le Grand Plateau

11am-12pm – The best of Benchmarking : Unseen presentation "2nd generation fuels: where are we?" - Grand Plateau

Facilitator: Eric ROUBERT, editor, *Innovation* magazine

Speaker: Christophe LECANTE, President Tecknowmetrix

International benchmarking for studies and patents on second generation organic fuels and geo-location of the most advanced labs in this theme, publications and patents, R&D trends and markets

The "Good Practice" workshops

9.30am - Launching your project: How to get the most out of all the start-up assistance available? *Honour loans, input from Business Angels, bridging loans, priming funds, OSEO assistance, public/private funding, etc. There have never been so many measures to encourage business creation, nor as much public and private funding available to get started. But how can you identify and implement these measures under the right conditions? This workshop will provide answers to these main questions and guide you towards the specialists available in the Finance Info Village*

With Claude RAMEAU, President France Angels; Nathalie BULCKAERT-GREGOIRE, OSEO Champagne-Ardenne Regional Director

10.30 - Getting the right assistance and finding the best support to confirm the basics for your company. *Technopoles, business incubators, nurseries, accompaniment networks, and so on. There are a vast number of accompaniment structures available to help you get going and develop while staying "on target"! These supports operate both directly and indirectly by putting people with projects in contact with the right resources at the right time: financiers, local relay points, skills centres, experts. This assistance is vital in overcoming the "loneliness of the entrepreneur"*

With Philippe LE CAM, Deputy General Director, Paris Développement

11.30am – ERDF funding *The new funding provided by the ERDF, the European Regional Development Funds (2007-2013 plans) with actions concentrated on competitiveness, innovation, sustainable job creation and growth that respects the environment. This Fund helps to finance productive investment, infrastructures, technical assistance and other development initiatives such as services to businesses or guarantee funds.*

With Nicolas FOURRIER, Temporary Chief of Industrial Development Department at DRIRE ; Vanessa PY, in charge of communication for SGAR European funds.

Afternoon

The "Entrepreneurs' College"

2pm-4pm - Management module - leadership: How to run an innovative young company effectively: (self) assessment for your CEO skills - Salle 5

Presented by François LAINÉE, Partner, Auriga Partners

With Jérôme MALAVOY, Trace One, Jean-François BENSAHEL, DSO Interactive, Jacques SOUQUET, President Supersonic Imagine, François LAINÉE, partner Auriga Partners, Béatrice SEILLE, associate director of Eurh ea Conseil, Patrick RICHER, Neovian Partner

4pm-4.30pm - Coffee break - Exhibition

4.30pm-6pm - Funding module: funding your business effectively - good practices and eligibility criteria - Salle X

Presented by Didier TRANCHIER, President Adelit

With Gilles MORO, Ticket Surf, Michel SEBIS, Manager Senso Telecom, Jacques SOUQUET, President Supersonic Imagine, François LAINÉE, partner Auriga Partners, Cyril ROLLINDE, Associate Director, Scientipole Initiative, Jean-Michel YOLIN, Ministry of Economy, Finance and Employment

Le Grand Plateau and Salle Clovis

2pm-3.30pm – Opening conference: Do YIE have a future in Europe?

Many innovative businesses created in Europe will be developing abroad. Others have been sold to foreign companies: is this unavoidable? How can we keep these growing businesses and these technologies of the future in France and Europe, especially after we have supported and funded them? What role do major groups have to play?

Facilitator: Eric ROUBERT, editor, Innovation magazine

Speakers:

- Francis BECARD, President – Retis
- Philippe BERNA, President & CEO – Kayentis
- Daniel CHRISTIAEN, President & CEO – Alimage
- Jean-François GALLOUIN, Partner – AGF Private Equity
- Geneviève GELLY, head of innovative technology company creation – Ministry of Higher Education and Research
- Zaneta JAUNZEME, Vice-President – CCI of Latvia
- Emmanuel LEPRINCE, General Secretary - Comité Richelieu
- Jean REDIS, Professeur Associé à L'Université Paris Est / ESIEE Management ; auteur du rapport "*Financement et trajectoires de développement des start-up françaises de T.I.C. (1998-2005)*", Communication présentée à la 9ème Journée d'Etude de l'Académie de l'entrepreneuriat, « Finance entrepreneuriale », ESIEE Management, 1er juin 2007
- Jean-Pierre ULASIEN, service de la politique de l'innovation et de la compétitivité de la DGE / MINEFE

INNOVATION
L'ÉCONOMIE DE LA CROISSANCE

4pm – Inauguration and official addresses

In the presence of Luuk BORG, General Secretariat Director and manager of the Eurostars European funding programme – Eureka ; Paul-Dominique WARNIER, project manager for Luc Rousseau –General Director of "Direction générale des entreprises"- representing Christine LAGARDE, Minister of Industry, Economy, Finance and Employment ; Jean-Paul BACHY, President of the Champagne-Ardenne Regional Council; René-Paul SAVARY, President of the Marne District Council, Marie-Annick ROGER, Deputy Mayor of Reims, etc..

5pm - European Innovation Hopeful Award ceremony

The European Innovation Hopefuls panel meets on Tuesday morning to decide on the 3 winners from the 30 European students-entrepreneurs and finalists in the competition. These young innovators have already been invited to exhibit their projects at Innovact. The 3 winners will receive their cheques of €3000 for 1st prize and €1500€ for 2nd and 3rd prizes from Luuk BORG



Commission Européenne



In partnership with the European Commission, the AEF and l'Étudiant magazine

By Luuk BORG, Eureka General Secretariat Director and manager of the Eurostarts European funding programme

6pm-7.30pm – Major Debate The L’Atelier-BNP Paribas Workshop "Innovative creators - How and why are they enterprising?" – Salle Clovis

Having an innovative idea is not sufficient ! This entrepreneurs had the most original idea of this century, but how did they become talented ones ? What compeled them to transform this idea in a young innovative enterprise ? Their competences and know-how ? Their need for acknowledgment ? Their constitution ? Their network ? Their models and experience ?... We'll try to have a beginning answer on Innovact on March, 18th at 6PM!

Facilitator: Jean de CHAMBURE, editorial and watch manager,
BNP Paribas Workshop



Speakers:

- Philippe BERNA, President of KAYENTIS -an editor, integrator and operator of professional digital writing and notarisation solutions - and administrator of the Comité Richelieu - French association of innovative SMEs;
- Laurent EDEL, associate of GOODFUTUR - entrepreneur coaching company, author of *Le monde est à nous : Le tour du monde des nouvelles idées de business*
- Olivier MEVEL, President of VIOLET - a company which develops and designs, communicating, live and emotional objects, like the Nabaztag rabbit
- Béatrice SEILLE, associate director of Eurh ea Conseil
- Renaud VAILLANT, President of CRYOLOG - a biotechnology company that provides innovative traceability solutions

The “Good Practice” Workshops

2pm – 10 tips to help you build your Business Plan. *The Business Plan: THE project bible and the tool no entrepreneur can do without. What are the best practices? What should you put in it? Market, customers, technology, business, teams, partners, etc? How much information should you provide? What arguments should you put forward to make your project credible and consistent and convince your future partners? What do investors want to see above all?*

With Yves PEYNAUD, Associate, Tykya

3pm – Research Tax Credit and measures to encourage young innovative enterprises... How to get the most out of them? *While public authorities have further strengthened incentive measures (loi Dutreil, strengthened research tax credit, Young Innovative Enterprise status, favourable fiscal status for Business Angels, etc.), the significant decisions you take when you create your company will have a serious impact on your ability to benefit from all these measures. These are essential opportunities that you mustn't let go by!*

With Christian ORFILA, Research Tax Credit division manager, Ministry of Research

4pm - The founder survivor kit. *"The cobbler's children have no shoes" Founders have to think of themselves too: legal, fiscal, social, managerial and asset protection. How can you anticipate risk? What protection resources are available? Learn a few key elements of family and business law and what the loi Dutreil provides to give you peace of mind and let you concentrate on your business.*

With Me Christophe BONHOMME, Cabinet Juridique Lorette et Associ es

And also

All day

Exhibition area

Business Meetings

Finance Info Village with Multeam, France Angels, Oséo, Champagne-Ardenne Region, Minefe, Ministry of Higher Education and Research, ERDF, etc.

European Technology Exchange - Non-food uses of raw renewable materials and industrial by-products – Salle 10

2pm-5pm – "Enterprise Generation" Meetings

8pm – Gala dinner – Centre des Congrès

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PROGRAMME AND SPEAKERS

Subject to modification

Wednesday 19th March

Morning

The "Entrepreneurs' College"

Entrepreneur Mirrors – Self-assessment and customised (by registration and selection)
(Salle 10)

The "Good Practice" workshops

9am – The Young Innovative Enterprise in practice. *YIE is a special, incentive status that offers fiscal and social advantages within a secure framework. Listen to an entrepreneur talk pragmatically about this opportunity with its advantages and difficulties and outline the fundamental points, such as: how to put this status in place? How important is tax exemption? How to deal with your different contacts: URSSAF, tax administration, Ministry of Research, accountants, etc.*

With Estelle JOAN, Development and taxation manager, Alma Consulting Group and Florence Joseph, Taxation technical manager, Alma Consulting Group

10am – Choosing the status for your innovative business. *You have decided to create your business but you've not made your mind up between an SA, an SAS, an SARL or an SNC? What legal framework should you adopt, not just to get you started but to enable you to develop your project under the best conditions according to your objectives, the nature of your activity, whether or not you want to team up with someone else, your asset organisation, your financial needs and your credibility with partners (banks, customers, suppliers, etc.). An important choice that you need to get right from the start.*

With Olivier COGNARD, Kahn & Associés

11am – The shareholder agreement, an essential document when new financial associates come onboard. *Why do you need a shareholder agreement? What is it for? What are the most essential and most usual clauses? The pitfalls to avoid? The clauses that are unnecessary? The ones that are never actually used in practice? How can you negotiate the agreement, draft sensitive clauses safely and anticipate the future with a document where no-one feels left out?*

With Jean-Denis CORNILLOT, Associate Director, Founder Acta Finance

12pm – An informed entrepreneur in the hand...: the 10 critical points you need to know before you get started and even afterwards. *Vision, strategy versus tactics, value creation and differentiation, team management and quality of execution... Combining research AND business... Dare to "make" your own luck... Know how to capitalise on your success, bounce back from adversity, get round any pitfalls and keep your teams motivated at all times... Real problems facing the manager. It's a real assault course... Feedback from entrepreneurs who have already "been there".*

With the testimony of an entrepreneur

And also

10.30am – EUREKA presentation - Grand Plateau

With Rémy RENAUDIN, National Coordinator EUREKA and Arnaud HACQUART, CEO YouSAAS

11am - Signing the "Participatory Priming Loan Complement" - Grand Plateau

With Jean-Paul BACHY, President of the Champagne-Ardenne Region and Nathalie BULCKAERT-GREGOIRE, OSEO Regional Director

ICT and SME prize awards and presentation of the YIE winners

Afternoon

The "Good Practice" workshops

2pm - Protecting intellectual property during the first stages of life of a business *Getting to grips quickly with the stakes related to IP, Industrial Property and acting as soon as possible to protect it in all its dimensions: creations, innovations, brands, patents, etc... This is an essential management act to which all entrepreneurs must pay careful attention. Especially as managers must predict their future developments to pre-empt the rights that will be vital to them for their development and expansion and enable them to add even more value to their business. What key questions need to be asked? What protection options are possible? What is the level of investment required?*

With Maître Béatrice CORNE, DS Avocats

3pm – Presenting your business in 5 minutes, a real challenge. *Five minutes to present your business, its objectives, its value proposal, etc. A real challenge! But first and foremost an essential sales tool! Short and sweet to sell the essence of your project and "hook" a prospect or investor. Make sure you get the right message across... A few good practices to combine vision, mission, the ability to sum up, the ability to listen, adaptability and strength of conviction.*

With Emmanuel LIBAUDIERE, Associate Directory Mar-Tech & Finance

4pm – Presentation of European Biotech projects; Match2BioSME, InDeCS-H and Lifecompetence.

With Alexandre CUSTAUD, Europabio European Project Co-ordinator

Le Grand Plateau

4.30pm-5pm - INNOVACT Trophy Award ceremony In partnership with Biscuits Fossier, Multeam and les Petites Affiches Matot Braine



The young innovative enterprises present at Innovact as exhibitors are eligible for the Innovact Trophy, with which they can win a grant of **€6000** and consulting days to help them build their business plan.

The members of the panel study their application before the forum and may visit them at their stand at Innovact.

And also

All day

Exhibition area

Business Meetings

Capital Forum