



STARTUP WORKSHOP

“Understanding early how to innovate and become an entrepreneur”

As part of our continual objective to prepare our students for the world of tomorrow, all the students of 3ème (Year 10 in the UK, 9th grade in the US system) have participated in the Startup workshop as part of their EMC (civic and moral education) classes.

They make the most of the “Entrepreneurial Seeds” programme, which develops the aspirations of young people to innovate and develop an entrepreneurial mindset through simple yet effective tools to put into place their projects.

Coached from A to Z by business people and teachers, the students undertake each step in the creation of an enterprise, giving them a global view of what this entails: brainstorming, finding a gap in the market and developing a product to fill this need, creating and testing their product along with their business model and sales pitch. From an idea, to a project, from a project to its creation!

This fun project, called “Graines d’Entrepreneurs” in French, helps students to develop the necessary skills and mindset to be able to transform their creative ideas into real entrepreneurial actions. These key skills underpin the personal development of young people, encouraging an active role in the community and simplifying the transition towards their working lives.

Inspired by the best Swiss teaching practices, this programme has been developed from tools such as “Value Proposition design” and “Business Model Canvas” which were conceived at the university of Lausanne by Alex Osterwalder and Yves Pigneur, who sponsor this programme and whose tools are used in similar programmes throughout the world, including in Silicon Valley.

