framatome VIANEO

WE ASSISTED A CORPORATE TEAM *in managing their innovative project*

WHO IS FRAMATOME?

An international leader in nuclear energy, Framatome specializes in the design and supply of equipment, services, and fuel for nuclear power plants.

Present in 20 countries, the company plays a key role in the safety and performance of the global nuclear fleet.

SECTOR	Energy – Civil Nuclear (engineering, equipment, services, and fuel)
REVENUES	€4.676 billion (for the year 2024)
WORKFORCE	Around 20,000 employees worldwide
COMMISSIONING DEPARTMENT	Innovation direction (linked to the transformation and valorisation of internal initiatives)

THE CHALLENGE

Framatome internally developed scientific calculation codes to visualize a product throughout its entire lifecycle — from design to end of use.

It emerged that these high-value assets might also be of interest to other sectors such as nuclear, energy, aerospace, automotive, and defense.

The project team launched an exploration phase to assess possible technical solutions to build a commercial offer.

The project team has initiated an exploration of potential technical solutions with the aim of building an offering, starting with:

- Validating market assumptions,
- Onboarding a new project manager and contributors,
- Aligning all stakeholders around a shared vision.

framatome VIANEO

VIANEO'S *mission*

Vianeo was brought in to help the project team structure its business case, focusing on the crucial market exploration phase.

Using its proven Business Design methodology, combining systemic analysis, strategic coaching, and collaborative tools, Vianeo supported the team:

- Qualify and formalize hypotheses on value and usage;
- Assess market potential and cross-sector opportunities;
- Identify the priority target and the most relevant use cases;
- Define a clear value proposition and a coherent business model.

This mission laid the foundations for a robust project trajectory focused on impact and value creation.

STRATEGIC *objectives*

ALIGN THE PROJECT TEAM AROUND A SHARED VISION

Share and formalize the project vision within the team, agree on the project's "why" and define the exploration scope.

VALIDATE MARKET NEED TO CONFIRM POTENTIAL

Explore market needs through interviews with potential targets.

Ensure the existence of "must-have" needs justifying the project's deployment.

CO-DESIGN AN OFFER MATCHING MARKET EXPECTATIONS

Challenge the proposed technical solution against expressed needs. Identify missing features, agree on an MVP, and define a development roadmap.

DECIDE ON A GO/NO-GO BASED ON OBJECTIVE CRITERIA

Provide management with factual elements on market potential, ROI, and strategic alignment.

framatome VIANEO

BUSINESS DESIGN *workshops*

WORKSHOP DAY 1

Exploration of project potential and market analysis.

Workshops on legitimacy, desirability, and acceptability.

Identification of key hypotheses to validate.

WORKSHOP DAY 2

Updating hypotheses based on collected data; Defining the offer, market strategy, and scenarios.

Workshops on feasibility and viability.

Action plan creation.

DELIVERABLES

Collection of market and usage data, structured through the collaborative platform;

Deliverables on legitimacy, desirability, and acceptability (project purpose, available resources, market opportunity table, ecosystem map);

Interview plan and guide to validate hypotheses.

DELIVERABLES

Updated project on the Vianeo platform;

Deliverables on feasibility and viability (MVP and development roadmap, Business Model Canvas);

Full report with project pitch deck;

Project roadmap and next steps.

VALIDATION OF HYPOTHESES

Validation through interviews conducted by the project team, with regular follow-ups and market feedback analysis.

PROJECT *stakeholders*

PROJECT LEADER
Chef de projet senior spécialisé sur la simulation numérique.

INNOAVATION TEAM
Facilitator and visionary referent.

DOMAIN EXPERTS INVOLVED IN THE PROJECT
Research engineers specialized in physics.

COMMERCIAL TEAM

BUSINESS DEVELOPERS IN CONTACT WITH CLIENTS AND PROSPECTS.

PROSPECTS

TECHNICAL TEAM
Software engineers responsible for designing and developing the solution.

TESTIMONIALS *of our clients*

Matthieu GUILLO,
EAS-Y Project Manager

"Beyond the technical feasibility of the EAS-Y product — a well-mastered aspect at Framatome — Vianeo enabled us to fully grasp the importance of desirability and acceptability for potential clients. These elements were quantified through interviews following Vianeo's methodology."

Mickael GAY,
Head of Digital
New Business Development

"Thanks to Vianeo's Business Design methodology, we were able to evaluate the market potential of our solution and make strategic decisions within Framatome. The method proved its value and will be applied to other innovative projects before market launch."

Alexandre MULLER
Product Manager

*"The Vianeo method allowed us to anchor the project in market reality, structuring our thinking around the '**why**' of innovation. It provides a methodological framework, strengthens our credibility with solid foundations, and effectively paces the project's early stages."*

framatome VIANEO

KEY LEARNINGS *& added value*

Market-anchored approach forcing teams to question customer needs before developing a solution

Collaborative approach fostering vision sharing and stakeholder engagement

Support tool to validate hypotheses and enable informed, objective decision-making

The methodology allows factual justification for a stop/freeze decision based on tangible information from interviews — with the decision owned by the project team before management confirmation

The platform serves as a project reference throughout its lifecycle, enabling relaunches based on capitalized insights

Replicable approach integrated into the group's training catalog to professionalize innovation capabilities across teams

VIANEO
www.vianeo.com
contact@vianeo.com