INNOVATORS – ACTION

Accelerate and *De-risk* your Innovation Project with Business Design

A collaborative, hands-on training course to turn an innovative idea into a structured project validated in the field, and build a robust and convincing strategy to create value.

DURATION	FORMAT	GROUP	LANGUAGE	TYPE
3 training days + 4 hours of mentoring	In-person + remote	1 to 4 project teams	FR / EN	In-house training

Learning Objectives

1 Structure the project and align the team around a shared vision

Collaboratively build the most robust strategy to implement the project.

2 Identify risk areas

Identify critical assumptions and value drivers to de-risk the project at an early stage.

3 Ground the project in market realities

Challenge assumptions through exploratory interviews and move from intuition to a strategy validated in the field.

4 Build an operational action plan for the next stages of the project

Develop a coherent, shared roadmap aligned with the organization's strategic priorities.

Target Audience

Innovative idea holders, their project teams and all employees who can contribute to projects (experts, sales teams, etc.).

We make every effort to adapt our training courses to people with disabilities. Please contact our disability coordinator at j.marchetto@vianeo.com to explore possible accommodations together.

Prerequisites : Have an ongoing innovation project (technical, process, business, etc.) as a project owners or contributor.

Participant Satisfaction

100 %	100 %	100 %
TRAINING QUALITY	SKILLS DEVELOPMENT	PROJECT PROGRESS

Source: Post-training satisfaction surveys – 2025 and 2026 Reports – 11 responses from 14 participants.

Vianeo is Qualiopi-certified for its training activities, a quality certification officially recognized by the French government.

Training Program

Application of the Business Design methodology to participants' projects, supported by the Vianeo platform. 1.5 days of in-person training + exploratory interviews with 4 hours of remote mentoring per team over a period of approximately 2 to 3 months + 1.5 days of in-person training.

- **Frame · Lay the Project's Foundations: Legitimacy**

  Introduction to the Business Design method and the innovator's mindset. Legitimacy, the project's DNA: reflecting on the problem to be solved, the available means and the team's differentiating advantages at the starting point.

- **Explore · Analyze the Market: Desirability and Acceptability**

  Desirability, usage analysis: identifying needs to be met and benchmarking existing solutions. Acceptability, ecosystem analysis: mapping the stakeholders in place.

- **Challenge · Test Assumptions in the Field: Exploratory Research**

  Identify the key assumptions to validate. Prepare the field research (interview targets, interview guide, sharing of best practices) and practice interviewing. Conduct exploratory interviews with the trainer's support (mentoring) and update assumptions.

- **Design · Define the Offering and Business Model: Feasibility & Viability**

  Feasibility: design an offering that meets identified needs and develop the MVP (Minimum Viable Product). Viability: defining product market fit and the business model.

- **Act · Build an Operational Roadmap**

  Identify the remaining assumptions to validate and develop an action plan.

- **Pitch · Convince Stakeholders**

  Prepare the project pitch.

Testimonials

"I appreciated the workshop's clear and methodical structure. The Vianeo tool helped me reflect more deeply on my project and clarify my ideas."

INCUBATEUR DESCARTES
Champs-sur-marne
Participant 2025 session

"The holistic nature of the methodology and the generation of key information to understand where and how to move forward. A genuine project management tool."

INCUBATEUR DESCARTES
Champs-sur-marne
Participant 2026 session

"The methodology helped me step back from my project and articulate my value proposition more clearly."

INCUBATEUR DESCARTES
Champs-sur-marne
Participant 2025 session

Teaching Methods

Introduction to the Business Design methodology through a card game and a practical case study.
Application to participants' projects:

- Team brainstorming and synthesis exercises supported by the Vianeo platform, followed by sharing and discussion.
- Practice for interviews and pitch presentations.
- Roundtable discussions and participant feedback.

Assessment Methods

- The trainer assesses participants' progress through the practical application of the Business Design methodology to their projects on the Vianeo platform (completeness, production of deliverables), conducting exploratory interviews and presenting their pitch.
- Participants complete a final multiple-choice questionnaire at the end of the training to validate the skills acquired.

Enrollment Lead Time

In-house Training: The estimated lead time is 4 to 6 weeks from confirmation of the request (signed quotation). This timeframe primarily depends on coordinating the availability of participants and the trainer. It may be shortened or extended depending on the context and the desired level of customization.

Your Project Deserves to Be Validated Before It Is Funded.
Let's design a support program tailored to your challenges.
Request a Quote