

Program

Disruptive technologies commercialization



EXHIBITORS AREA

Open 1 hour before conferences and workshops begin and 1 hour after they finish

NOVEMBER 2

THE INNOVATIVE START-UP OR THE COCKTAIL OF DEATH

Translation: French to English

Sherbrooke - 10h15
Rennes - 16h15
Arizona - 8h15

▶ Opening of the event

Sherbrooke - 10h30
Rennes - 16h30
Arizona - 8h30

▶ The "Cocktail of death" a mixture of creation and innovation

Sherbrooke - 11h00
Rennes - 17h00
Arizona - 9h00

▶ Mainstream marketing's "Operations" approach at odds with innovation requiring "Exploration" thinking

Sherbrooke - 11h20
Rennes - 17h20
Arizona - 9h20

▶ The danger with "market studies"

Sherbrooke - 12h00
Rennes - 18h00
Arizona - 10h00

▶ BREAK

Sherbrooke - 12h30
Rennes - 18h30
Arizona - 10h30

▶ **TERRITORY CONFERENCE :** Sherbrooke, Québec's Entrepreneurial Ecosystem
(By Josée Fortin, Executive Director, Sherbrooke Innopole)

Sherbrooke - 13h00
Rennes - 19h00
Arizona - 11h00

▶ Speech from **Stratéys**, PLATINUM partner

Sherbrooke - 13h15
Rennes - 19h15
Arizona - 11h15

▶ Customers' difficulty expressing their needs

Sherbrooke - 13h45
Rennes - 19h45
Arizona - 11h45

▶ A few innovative solutions to innovate

NOVEMBER 3

MARKETING INNOVATION

Translation: French to English

Sherbrooke - 8h30
Rennes - 14h30
Arizona - offline

▶ Innovation marketing

Sherbrooke - 9h00
Rennes - 15h00
Arizona - offline

▶ Fundamental notions of marketing investment

NOVEMBER 3

MARKETING INNOVATION (CONT'D)

Sherbrooke - 9h30
Rennes - 15h30
Arizona - offline

- ▶ Principles of introducing an innovation into the market: Enrichment, segmentation, focus

Sherbrooke - 10h00
Rennes - 16h00
Arizona - offline

- ▶ **BREAK**

Sherbrooke - 10h30
Rennes - 16h30
Arizona - 8h30

- ▶ **TERRITORY CONFERENCE :** Surprise and Tucson, Arizona's Entrepreneurial Ecosystem (By Jeanine Jerkovic, Economic Development Director, City of Surprise, and Carol Stewart, Associate Vice President, Tech Parks Arizona)

Sherbrooke - 11h00
Rennes - 17h00
Arizona - offline

- ▶ Speech from **Robic**, PLATINUM partner

Sherbrooke - 11h15
Rennes - 17h15
Arizona - offline

- ▶ Principles of introducing an innovation into the market: Enrichment, segmentation, focus (part 2)

Sherbrooke - 11h30
Rennes - 17h30
Arizona - offline

- ▶ The importance of segmentation for innovative start-ups

Sherbrooke - 11h45
Rennes - 17h45
Arizona - offline

- ▶ Segmentation positioning in exploratory marketing studies

NOVEMBER 4

PRESENTATION OF A METHOD FOR DESCRIBING FUTURE MARKETS: SEGMENTUITION™

Simultaneous interpretation: (English only)

Sherbrooke - 13h00
Rennes - en différé
Arizona - 11h00

- ▶ Introduction to segmentation and principles of a segmentation method that is perfectly consistent with the entrepreneurial approach

Sherbrooke - 14h00
Rennes - en différé
Arizona - 12h00

- ▶ Segmentation principles

Sherbrooke - 14h30
Rennes - en différé
Arizona - 12h30

- ▶ **BREAK**

Sherbrooke - 15h00
Rennes - 21h00
Arizona - 13h00

- ▶ **TERRITORY CONFERENCE :** Rennes, Bretagne's Entrepreneurial Ecosystem (By Daniel Gèrges, Executive Director, Le Pool and Jean-François Kerroc'h, Executive Director, Destination Rennes)

Sherbrooke - 15h30
Rennes - en différé
Arizona - 13h30

- ▶ Speech from **Destination Rennes**, PLATINUM partner

Sherbrooke - 15h45
Rennes - en différé
Arizona - 13h45

- ▶ The segmentation matrix

Sherbrooke - 16h15
Rennes - en différé
Arizona - 14h15

- ▶ Segmentation and marketing strategy of an innovation and in particular its pricing strategy

▶ All sessions will be recorded and made available to all participants following the event.

NOVEMBER 6

CASE STUDY AND EXPERT PANEL

Translation: French to English

Sherbrooke - 10h30
Rennes - 16h30
Arizona - 8h30



Case study: Calogy Solutions

(Introduction by Élisabeth Brière, Liberal MP for Sherbrooke at the House of Commons and Parliamentary Secretary to the Minister of Economic Development and Official Languages)

Sherbrooke - 12h00
Rennes - 18h00
Arizona - 10h00



BREAK

Sherbrooke - 12h30
Rennes - 18h30
Arizona - 10h30



Speech from **Université de Sherbrooke**, PLATINUM partner

Sherbrooke - 12h45
Rennes - 18h45
Arizona - 10h45



Business presentations and expert panel

Presentation of businesses from Rennes, Bretagne (Klaxoon) and from Arizona (coming soon)

Sherbrooke - 14h15
Rennes - 20h15
Arizona - 12h15



Closing remarks

END OF THE EVENT



A world-renowned speaker

Paul Millier is professor of innovation marketing and management at emlyon business school where, as business advisor, he has supervised more than a hundred exploratory marketing studies on technological innovations for companies of all sizes and in particular startups in sectors as varied as biotechnologies, materials, microelectronics, services, software, geostatistics, the environment, etc.

He has been conducting research in the marketing of technological innovation since 1982 and was, for 20 years, in charge of the Specialized Master of Technology and Innovation Management at emlyon business school.



Paul Millier, MBA



SHERBROOKE RENNES ARIZONA

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