

THINK INNOVATION WEEK



JULY 1-10, 2025

ORION
Osez la recherche !



UNIVERSITÉ
DE LORRAINE

COLLEGIUM LORRAINE
MANAGEMENT INNOVATION



UNIVERSITÉ
DE LORRAINE

DOCTORAT



PROGRAM FULLY TAUGHT IN ENGLISH.

3 POSSIBILITIES :

Apply only for **Block 1** or apply for **Blocks 2 and 3** or **Apply for all**.

BLOCK 1 : « 48 HOURS TO REVIVE DORMANT PATENTS »

July 1-3, 2025 - 2,5 days

- Team Building and presentation of research topics (3h)
- Technological watch and foresight (7h)
- Creativity and POC (7h)

LORRAINE
INP Ensgsi
NANCY

BLOCK 2 : « BUSINESS MODEL DESIGN FOR AN INTERNATIONAL MARKET »

July 7-8,9 2025 - 3 days

- Introduction to cross cultural marketing (3h)
- Building an entrepreneurial project (part 1) : Building a global scenario
- PEEL Incubator (7h)
- Building an entrepreneurial project (part 2) : Designing a winning strategy PEEL Incubator (7h)



IAE METZ
School of
Management



BLOCK 3 : « PROTOTYPING YOUR IDEAS »

July 10 2025 - 1 day

- Prototyping your Ideas
- Fab Lab (3.5h)
- Acceptability testing using eye tracking tools (3.5h)
- Fab Lab (3.5h)

LORRAINE
INP Ensgsi
NANCY

THINK INNOVATION WEEK



JULY 1-10, 2025

ORION
Osez la recherche !



UNIVERSITÉ
DE LORRAINE

COLLEGIUM LORRAINE
MANAGEMENT INNOVATION



UNIVERSITÉ
DE LORRAINE

DOCTORAT



PROGRAM FULLY TAUGHT IN ENGLISH.

3 POSSIBILITIES :

Apply only for **Block 1** or apply for **Blocks 2 and 3** or **Apply for all**.

BLOCK 1 : « 48 HOURS TO REVIVE DORMANT PATENTS »

July 1-3, 2025 - 2,5 days

Your objective ? To promote patents that have not yet given rise to an innovation.

During this workshop you will have the opportunity to apply your scientific skills for the benefit of your team. You will also use tools that will enable you to acquire skills in Monitoring and Forecasting.

LORRAINE
INP Ensgsi
NANCY

BLOCK 2 : « BUSINESS MODEL DESIGN FOR AN INTERNATIONAL MARKET »

July 7-8,9 2025 - 3 days

Patents and ideas need a business model to become a genuine opportunity to enhance value. In fact, everyday life is full of professional and personal projects... Do you want to test a method that can apply to any project? Do you want to make your dreams come true? Come and test the IDéO method to transform any idea into a valuable opportunity for a new start-up or an existing company.

- **July 7:** Building a global scenario – you will translate your idea into a project (what is the aimed need, what is the added value, to whom, in which history and in which context...)
- **July 8:** Designing a winning strategy – you will get deep inside an entrepreneurial mind (which partners do we need to mobilize, which marketing mix, how to build a competitive advantage, how to present the project...)
- **July 9:** Introduction to International Management

This introductory seminar focuses on three objectives:

- 1) understanding the strategic dimension of international management and its integration into company's strategy;
- 2) decoding the complexity of the international environment and the cultural differences between countries;
- 3) recognizing how culture may affect foreign customers' behaviour.



BLOCK 3 : « PROTOTYPING YOUR IDEAS »

July 10 2025 - 1 day

Based on the **FabLab** approach, we will present the importance of making an 'Intermediary object' in the innovation project development. Materializing an idea allows people to confront the reality in a first approach. This creates a shared language among stakeholders. Having feedback as early as possible in the design process is a key driver to mature an innovative concept. And also, this establishes the first step which is to evolve the idea, considering the perspectives of the different actors in the project.

LORRAINE
INP Ensgsi
NANCY

THINK INNOVATION WEEK



JULY 1-10, 2025

ORION
Osez la recherche !



UNIVERSITÉ
DE LORRAINE

COLLEGIUM LORRAINE
MANAGEMENT INNOVATION



UNIVERSITÉ
DE LORRAINE

DOCTORAT



SUBJECTS - « 48 HOURS TO REVIVE DORMANT PATENTS »

« A healthy mind for a healthy body »

High-level combat sports and high-risk professions: towards the integration of mental preparation in injury prevention.

« The dermatological avatar »

Contributing to the modernization of training for healthcare students and collaboration between healthcare professionals.

« Collecting clouds. »

Search for patents (devices and/or materials) capable of capturing water from the air in vapor form and condensing it into micro-droplets to hydrate ground.

LORRAINE
INP Ensgsi
NANCY