THE 2020 ICSB ACADEMY

PARIS, FRANCE

SMALL IS BEAUTIFUL

JULY 5-10, 2020

THE 2020 ICSB ACADEMY

Small is Beautiful

The Role of Youth in Driving Entrepreneurial Small Firms Into the Global Economy

Since a quite long time now, our economic system started shifting from a capital and labor model to a knowledge model. New ways to develop economic activity have recently emerged inside the sharing economy, and the hybrid models of the social economy. Today, nonprofits are pursuing profits, and commercial firms develop social responsibility programs. All in this line, humane entrepreneurship positions itself as a new concept to study and develop.

The transformation of the economy has allowed the return of small and young firms. As the International Labor Organization says in its report from October 2019, small matters! Because small companies, self-employed, and micro-enterprises are the big contributors to employment and economic development. The new ways to do business come with new questions and inspiration is needed to find good answers to the challenges of the future.

The International Council for Small Business (ICSB) is excited to invite you to its 6th annual ICSB Academy in Paris. The successful bootcamp brings students from around the world for an intensive, week-long experience that will challenge, stimulate, and build entrepreneurial skills. Based on the philosophy that organizations, including businesses, exist to meet the needs of our communities and society, the Academy will emphasize the triple bottom line: profit, people, and planet, and it will be grounded on the United Nations 17 sustainable development goals.

Paris is at the center of a technological and entrepreneurial movement, and France is considered one of the most interesting destination in Europe for start-ups. This year, the ICSB Academy will allow participants to discover the French entrepreneurial ecosystem including visits to OECD and Station F, the biggest incubator in the world.

Next July, you will be able to discuss with policy makers, venture capitalists, entrepreneurs and a leading faculty, to find the answers to the challenges of tomorrow's society. You will find inspiration at the discussions, as it was at the Belle Epoque, when technological, scientific, and cultural innovations emerged in Paris and the arts flourished.

Let's invent the future together...

Academy at a Glance

A brief overview of the conference.

DAY 1 (WELCOME)

July 5

Students Arrival
Pizza Night

DAY 2 (IDEA INSPIRATION)

July 6

Core Courses on Creativity and Vision
When Magic Inspires Business
Crêpes Night in Paris

DAY 3 (THINKING BUSINESS)

July 7

Core Courses on Business Models and Value Proposition
Start up Market at Station F
Opening ICSB World Conference

DAY 4 (THE ECOSYSTEM)

July 8

OECD Sessions and Networking
Innovation Lab
Open Innovation Platform

DAY 5 (PARIS AT A GLANCE)

July 9

Walking City Tour in Paris
Opera Garnier Visit
Gala Dinner

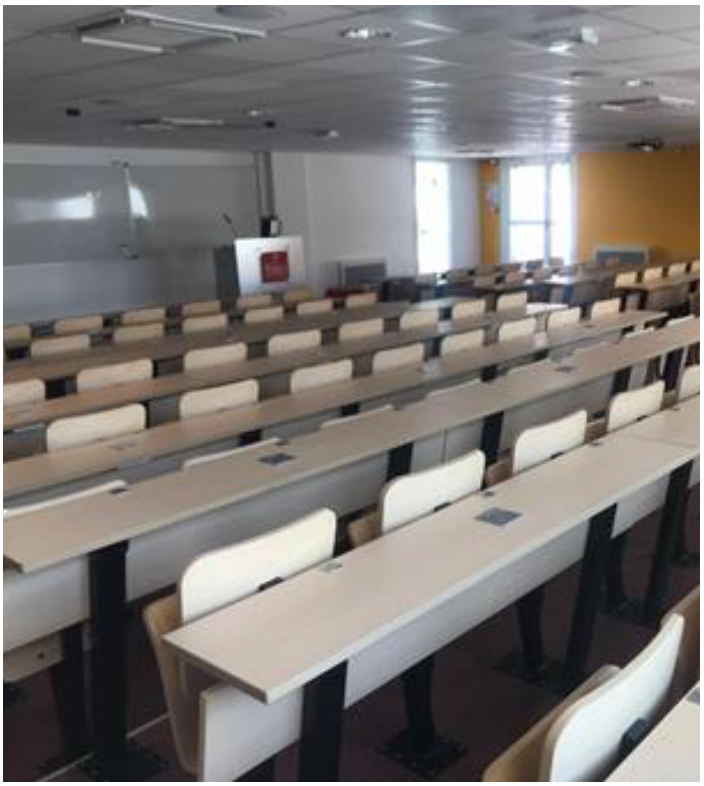
DAY 6 (PITCHING YOUR PROJECT)

July 10

Pitch Training
Pitch Competition

Venue

ESSCA School of Management

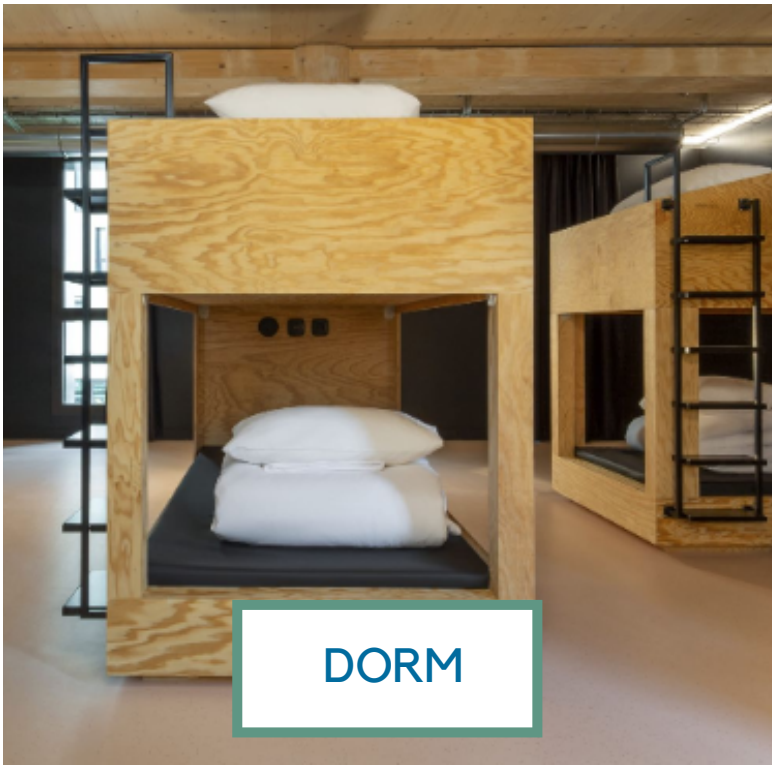


Accomodations

Jo & Joe Paris - Gentilly

Housing

Jo & Joe (Paris Gentilly)



2 TYPES OF ACCOMMODATION

Dorms (houses up to 12) **42€**

Cabins (for 1 person) **55€**

Tax Included

Dorms include space (common), bathroom (common), kitchen (common)

Cabins include space (private), bathroom (common), kitchen (common)

Equipment: Bed & sheets provided, USB socket & port, Bedside Lamp, Laundry, Shared Kitchen, Lounge, Screen

Includes: WiFi and Breakfast

PROGRAM FLOW

The schedule of events for each day during the conference.

DAY 1 | SUNDAY

17:00 Welcome, Pizza Party, and Flying Planes at Jo & Joe

DAY 2 | MONDAY

09:00 Coffee at ESSCA

09:15 Innovation & Creativity course

10:30 Starting with a Vision course

12:00 Lunch with entrepreneurs

14:00 When Magic Inspires Business actiity

17:00 Evening Crêpes in Paris

PROGRAM FLOW

The schedule of events for each day during the conference.

DAY 3 | TUESDAY

09:00 Coffee at ESSCA

09:15 Business Models & Value Proposition course

10:30 The Evil Panel activity

12:00 Lunch with entrepreneurs

14:00 Work in Groups with Coaches

17:00 Start-up Market at Station F

19:00 Opening ICSB conference at Station F

DAY 4 | WEDNESDAY

09:15 Plenary Sessions at OECD

12:00 Lunch at OECD

14:00 Innovation Lab visit

17:00 Open innovation platform visit

PROGRAM FLOW

The schedule of events for each day during the conference.

DAY 5 | THURSDAY

09:15 Walking City Tour in Paris

12:00 Lunch in Paris

15:30 Opera Garnier Visit

19:00 Gala Dinner at Le Pré Catelan

DAY 6 | FRIDAY

10:30 Pitch training with coaches

12:00 Lunch at ESSCA

14:00 Pitch Competition, Closing and Awards

END

ICSB Academy 2019

Pictures of Cairo, Egypt

Our Team

INÉS GABARRET

Inés Gabarret holds a PhD in Management Science, with a specialization in Entrepreneurship.

With international experience as a manager for large multinational groups, she worked for several years in Brazil and Argentina before joining France in 2004. Since 2016, she has held a Higher Doctorate (H.D.R.).

In her career, she has also been a business creator, which allows her to combine theory and practice in her teaching and research. She publishes research articles in internationally recognized journals and regularly participates in academic events.

She is the Associate Dean of the Faculty and Research at ESSCA Paris and Head of the Master of Entrepreneurship.

MARÍA FERNANDA ANDRÉS

María Fernanda Andrés is the Business Director of Litoral Accelerator, a business accelerator of scientific startups of Argentina.

She is a University professor and Researcher of Universidad Nacional del Litoral and Universidad Nacional of Rafaela.

She is the President of the Argentine branch of the International Council of Small Business (ICSB).

For more than 20 years she has been accompanying entrepreneurs and academics to develop their startups.

HARTMUT MEYER

Hartmut Heinrich Meyer is Director of Studies of Entrepreneurship and Small Business Management at the Fachhochschule für Ökonomie and Management (FOM) Germany.

As researcher his points of interest are entrepreneurial, eco-systems, entrepreneurship in innovation driven countries, tourism and rural areas.

Apart from own consultancy activities, he is board member of various organisations within Germany supporting SMEs and Entrepreneurship.

In particular, he on the board of directors of the German SME consultants association and responsible for the training of SME consultants.