

EMBA-2426-117-Corporate & Venture Strategy Lab		
Name of lecturer(s) & Email Bruno Wattenbergh bruno.wattenbergh@solvay.edu	Level/ Semester, Status, Timing Level 1 Compulsory Between DD-MM-YY and DD-MM-YY	ECTS*, CH & SDL** 9 ECTS 20 CH 250 SDL
Description of the course This course is designed to apply concretely the competencies, strategies, and methodologies seen previously in the EMBA-2426-111, Empowering Responsible Entrepreneurship.		
Course units 1. Start-up topic night : business idea pitch 2. Business plan structure and deliverables session (3 hours) 3. Four peer learning sessions (3 hours each total 12 hours) Optional: Pitch crash course: 4. Wrap-up and presentations (2 hours)		
Course Learning Outcomes (CLOs) 1. Understand the concrete differences between an idea and a business opportunity 2. Apply the Lean Canvas correctly to set a list of hypotheses/assumptions to test and validate for each of its blocks 3. Evaluate the first "idea rationally" and understand the best one can only be the best compared to tested options 4. Understand that "the market is always right" compared to the "marvelous world of theory" 5. Analyze and apply the integration of Digital and ESG challenges from the beginning of the entrepreneurial process 6. Understand the difference between a pretotype, an MVP, and a prototype 7. Synthesize the tests and learnings and realize that the startup pitch is a mathematical equation and a precise checklist		
Prerequisite (if any) Having successfully followed the course EMBA-2426-111, Empowering Responsible Entrepreneurship.		
Contribution to Programme Learning Objectives (PLOs)*** • Learning Objective 1.1: Mastery • Learning Objective 1.2: Mastery • Learning Objective 2.1: Mastery • Learning Objective 2.2: Reinforcement • Learning Objective 3.1: Mastery • Learning Objective 3.2: Mastery		Evaluation scale 0-20 / Pass-Fail / Non Applicable
Main Teaching methods used in the course Lecture, Interactive Lecture, Directed Discussion, Guided Instruction, Experiential Learning, Project-based learning, Role plays and simulation, Coaching		
Contribution to the Environmental, social and governance (ESG) Course Contribution to ESG: Yes Contact Hours are dedicated to ESG: 4 (BMC for ESG) Contact Hours containing climate solutions for how organisations can reach net zero: 1 Description of contribution: The course significantly contributes to Environmental, Social, and Governance (ESG) goals by equipping learners with the knowledge and tools to create businesses that align with sustainable practices (specific BMC integrating ESG). Students learn to develop and launch businesses that address pressing environmental and social challenges through understanding frameworks like the Golden Circle and Lean Startup. Moreover, by focusing on customer-centric prototypes and interpretation of feedback, the course encourages businesses to meet consumer needs ethically. The emphasis on storytelling for stakeholder engagement promotes transparent communication and fosters accountability, aligning with governance principles. This course empowers future entrepreneurs to drive positive societal impact while building successful ventures, directly supporting ESG objectives and the broader sustainability agenda.		

Notice: The information available in the course outline is subject to change. Please keep yourself informed at all times by regularly checking Canvas.

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Assessment methodology / Learners Use of Time and Load Assignment 1 : Group assignment "Identification of the starting hypotheses" -

*ECTS - European Credit Transfer and Accumulation System (1 ECTS = 30 hours of learning)

**CH - Contact Hours in class or online, SDL - Self-Directed Learning including readings, homework, group work, preparation to assessment, etc

***PLO - Programme Learning Objectives are available on the curriculum page

Weight 10% - Workload estimated = 5 hours - Due 28-09-25 - Guidelines : Provided real-time in class Assignment 2 : Group assignment "Problem – Solution FIT" - Weight 15% - Workload estimated = 25 hours - Due 28-09-25 - Guidelines : Provided real-time in class Assignment 3 : Group assignment "Solution - Market FIT" - Weight 15% - Workload estimated = 25 hours - Due 28-09-25 - Guidelines : Provided real-time in class Assignment 4 : Group assignment "Business Modelling" - Weight 15% - Workload estimated = 25 hours - Due 28-09-25 - Guidelines : Provided real-time in class Assignment 5 : Group assignment "GO2Market" - Weight 15% - Workload estimated = 25 hours - Due 28-09-25 - Guidelines : Provided real-time in class Final Assignment : Mix of the BP/FP & Presentation - Weight 20% - Workload estimated = 30 hours - Due 28-09-25 - Guidelines : Provided real-time in class Integration of ESG challenges in the Venture Project - Weight 10% Assignment one • weight 20% • workload estimated = 60 hours • due 17/06/2025 • <u>Guidelines:</u> See Canvas The final paper will first consist of a written business plan and a financial plan "ready to be financed" by BA of VC. Secondly, an oral presentation to BAs & VCs will be held in 12 minutes, followed by a Q&A of 8 minutes. Feedback will be provided later by the professor and the coaches. Assignment two • weight 80% • workload estimated = 30 hours • due 17/06/2025 • <u>Guidelines:</u>
Readings Required https://www.perlego.com/book/4377519/disciplined-entrepreneurship-24-steps-to-a-successful-startup-pdf Recommended "The Lean Startup" by Eric Ries - A staple for entrepreneurs, this book advocates for iterative design, rapid experimentation, and validated learning to develop businesses and products efficiently. https://www.perlego.com/book/1425741/the-startup-owners-manual-the-stepbystep-guide-for-building-a-great-company-pdf?queryID=9d1f7af0c5b287e4870e6437e3042256&index=prod_BOOKS&gridPosition=6&searchType=title https://www.perlego.com/book/1425736/the-four-steps-to-the-epiphany-successful-strategies-for-products-that-win-pdf?queryID=9d1f7af0c5b287e4870e6437e3042256&index=prod_BOOKS&gridPosition=8&searchType=title
Other Learning Materials See Canvas

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