

# Business to Ideas presentation



2020

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# Introducing the concept

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Business to Ideas is a platform where we work hand in hand to connect students, Challenge Offerers and university professors to novel pursuits in marketplace innovation. The idea is to put students in competition, individually or in groups, in order to respond to a multiplicity of requests that can be submitted by a Challenge Offerer. Every student or team of students will be accompanied by a professor.

The main purpose of this platform is to connect existing needs in various professional tracks with ambitious innovators in order to both value the work and skill for the student, by providing equal opportunities to win a challenge through anonymization of their participation.

The rules are simple. The Offerer (company, association, administration, researcher, private individual, etc.) will post a challenge on the platform to get it solved by students. For example, a company needs a website to be translated into other languages. Students will need to meet the Offerer's need and provide the best performance.

Motivated and skilled students will be able to register and participate to challenges offered by this platform. The professor, on the other hand, is here to provide support to his/her student(s). S/He can either supervise his or her own students or students who may have sought his or her help from other universities.

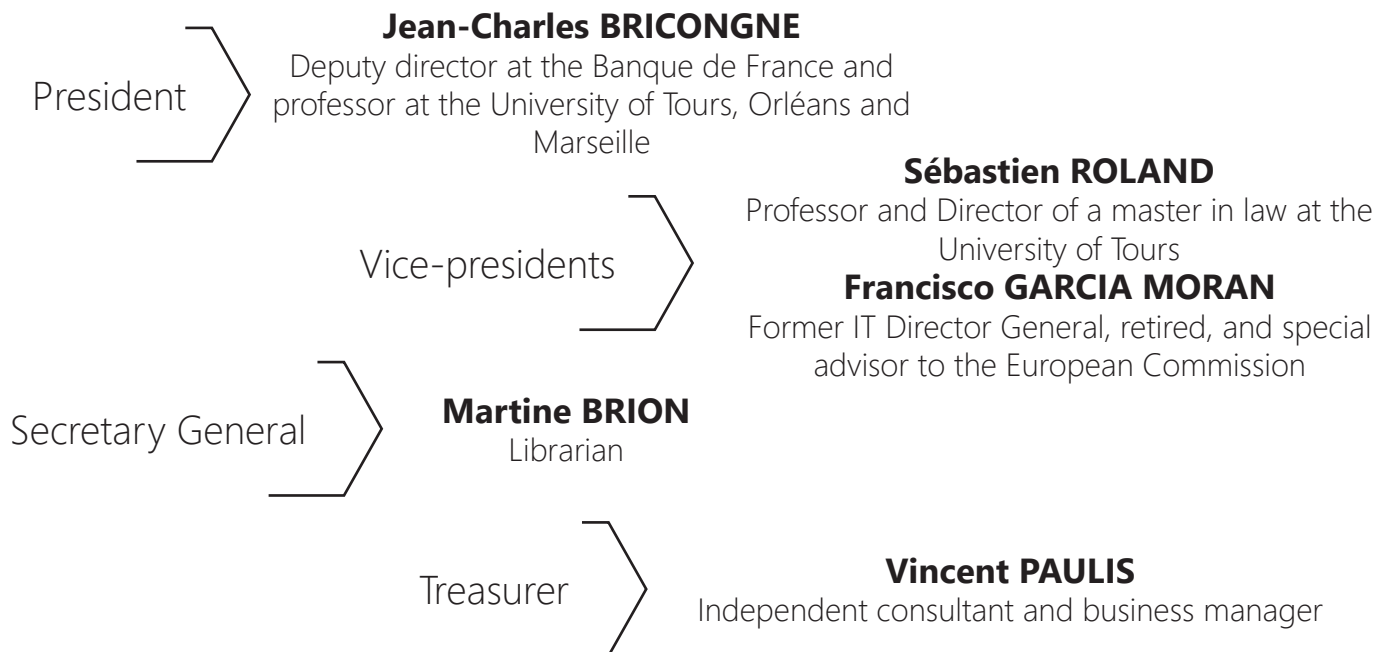
The Challenge Offerer will, according to his or her own discretion, reward the best student or the best team. Rewards could include but are not limited to internship offers, post-university job offers, monetary compensation, or having the challenge winner's name formally recognized for their contribution to the innovation, support, or goal in which they helped to meet.

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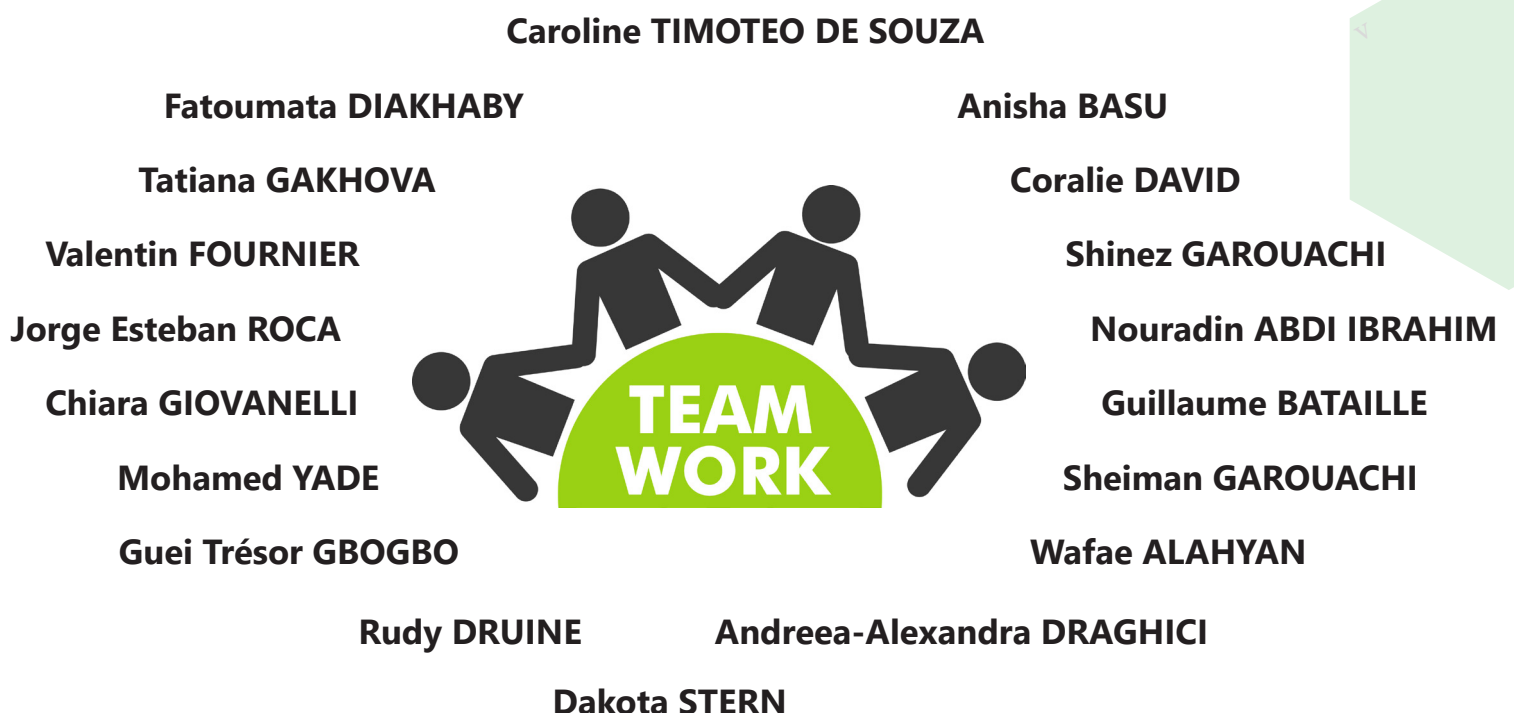
# Introducing the Team

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Business to Ideas is a platform and also a non-profit association under the French 1901 law, bringing together in its office several university professors and professionals:



The Team of volunteers is made up of students from different universities and professionals:



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# The Student

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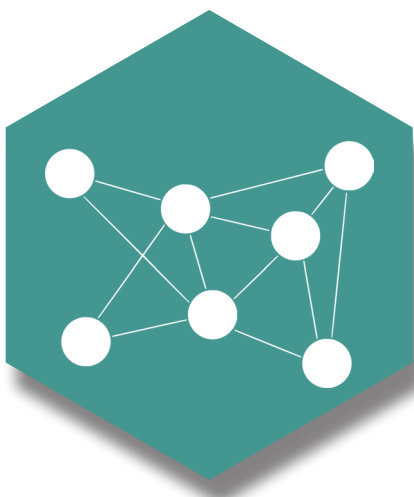


Business to Ideas is a platform open to the general public. Students must be of age, either they belong to high school or superior schools.

The challenge to which the student will have to respond is an intermediary between the “classic” academic evaluation and an internship without the work being carried out on the premises of the professional.

The challenges offered consist of interactive and educational experiences, which aim to achieve various innovative goals by facilitating meaningful collaborations across different disciplines and schools (not only on a national scale but also on the international one) to provide student participants with access to internships and employment and Challenge Offerers with solutions to their problems. In this way, this platform encourages its participants to develop effective, professional skillsets that will make them increasingly more competitive in any number of burgeoning job markets.

An equal opportunity facilitator, this platform does not condone any manner of discrimination and works to safeguard its participants from possible biases by anonymizing student profiles until the challenge has been won. There can be as many challenges as university specialties: design, IT, law, languages, economics, music, biology, logistics, trade, engineering sciences, and many more.



Business to Ideas works to offer this chance to practice to each student wishing to leave her/his “comfort zone”, passionate for knowledge, and who feels the need to surpass themselves. Anonymizing student participants until a decision has been made, makes it possible to achieve evaluative parity, giving everyone an equal opportunity regardless the lack of experience, or its origins (social, religious, political, academic...).

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# The Student

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The individual experiences and backgrounds of each student contributes to the rich diversity of this platform. Affording a meaningful blend of (especially within the same team) different experiences and methodologies for solving problems raised by the Challenge Offerer, this platform ultimately intentions itself on offering an inclusive work environment, connecting students with a diversity of professional industries, where radical steps toward problem solving has the potential to produce groundbreaking achievements in a number of marketplaces, such as in the fields of science and technology.

Like in professional life, students respond freely to a challenge (using documents, other adapted means, etc.), while respecting a certain ethic (see terms and conditions of use) in order to achieve their goal.



This platform differs from other existing competitors in several points: the won/lost challenges will take part in the student's education and can appear on his/her resume. Students can also obtain a certificate with an evaluation, at the end of their participation to a challenge. Challenge Offerers agree to provide a professional reference. In addition to the enlargement of the network, they especially allow for the gain of professional experience with great flexibility and without having to go through a more formal internship, which has the likelihood of being a more time-consuming process altogether.

When registering on the platform, the student accepts to respond to surveys made by Offerers without exceeding one hour in the year if any accepts to affiliate at least one other student during the year. The formula is completely free for students.

Every student has a personalized profile, visible to other users, with all his/her challenges achieved. The challenges lost by the student and the associated comments can be deleted by the student himself/herself if s/he feels the need. However, the number of challenges achieved will remain visible on the platform in order to ensure a minimum of objectivity.

# The Challenge Offerer

For the Challenge Offerer, this platform offers an opportune set of benefits from which progressive solutions to meaningful problems in a multitude of marketplaces can find effective resolve. It allows him/her to satisfy a professional need at lower cost by submitting it to motivated students innovators eager to practice in the field of their choice. This platform can thus be (for newly created companies for example) a vehicle for positive communication, driving new successes, opening a variety of doors referent to advantageous market-integration.

The idea that several teams challenge each other guarantees a diversity of proposals, offering material to compare and criticize, which will contribute to an operable problem-resolution paradigm.

The platform also serves as a way to increase the reliability of external services. Verification of a document, for example, by a professional, without competing with it, can constitute a challenge, or even potentiate an error in fishing a computer program.

Business to Ideas is an exceptional alternative for Challenge Offerers, especially those who are just starting out, and who do not yet have all the resources or funds necessary to achieve their short or long-term goals. Bonuses are also offered, such as free surveys, which can be answered by those students registered on the platform or those who have access to other profiles for human resources.

The role of the Offerer is to launch a challenge which meets a need, with a counterpart which is the reward (freely chosen at the discretion of the Offerer) for the student or the team of students, who will have provided the best work accompanied by a rating for each team or individual student.

At the discretion of the Offerer, the deadline for the challenge can be extended, but in no case advanced. The three parties can communicate using the OpenSpace to answer questions that arise during the completion of the challenge.

Using the platform can be as beneficial to Offerers as to students. It can also be a means of collaborating between companies, or with schools and accessing an existing network.



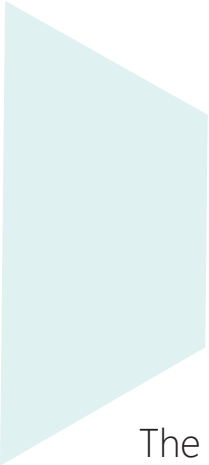
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# The Professor

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The Business to Ideas platform requires the participation of supervising teachers. The professor's role is to validate, through active mediation, the participation in the challenges provided in order to avoid any unnecessary or otherwise careless application.

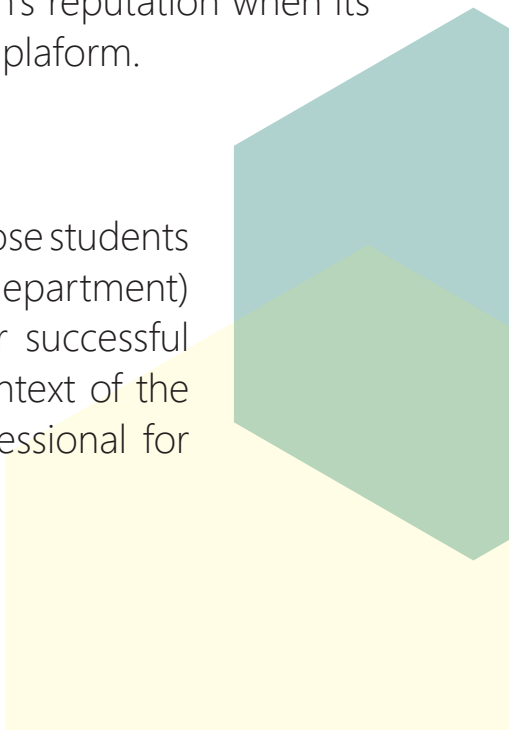
The professor supervises the student(s) or student group(s) in the competition. He/she accompanies this individual or group from the beginning to the end of the challenge. S/he can offer guidelines or provide continuous help in the case difficulties beyond the students' capabilities or experiences arise. S/he has the right to indicate the respective contribution of each student and his/her own.



Of course, professors can create challenges on their own, but they will then be considered as Offerors, and should register as one.

The investment of professors in any such project would have the potential to encourage exchanges between professionals and students. The visibility of the university or university department taking part also have the likelihood of being increased due to the success(es) of all student participants. In this way, there is a foreseeably positive impact on the academic institution's reputation when its students undertake any given challenge provided in this platform.

The platform also represents a point of motivation for all those students in proximate or distal relationship to the university (department) in which any number of challenges are undertaken for successful resolution. The professor, regarding the content and context of the challenge, can support the real-time needs of the professional for whom the challenge takes place.



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# Partnerships

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Ambitious and innovative projects will benefit the student through a professor-partner relationship in order to optimize the student's real-world, professional experience, while also ensuring that the Challenge Offerer's needs are met. In this way, collaboration can be defined as this platform's most basic unit of measurement from which any number of solutions to a particular problem can be successfully achieved. Collaboration between all challenge participants - students, professors, and Challenge Offerers - thus reinforces student autonomy, while it also provides a necessary model of support for a challenge to be effectively fulfilled in the time allotted.

Business to Ideas aims to collaborate with schools, the *grandes écoles* of France, universities and professionals all over the world.

Members of the following institutions have already registered on the platform: the European Commission, the Banque de France, the University of Tours, the University of Orléans, the University of Caen, the *grande école* of engineers ESILV and ENSIMAG, the Lab'O d'Orléans (a digital incubator for startups), the VUB (Vrije Universiteit Brussel), the Autonomous University of Barcelona, the University of Luxembourg, the NEOMA Business School, the ESCM in Tours, the University of Toulouse, the Aix-Marseille School of Economics, and we will keep on expanding.



# Contact

For more information about challenges, please register on the platform **[www.b2ideas.eu](http://www.b2ideas.eu)**

To become a partner or a volunteer of the Business to Ideas association, or if you have question, contact us on:

**[contact.b2ideas@gmail.com](mailto:contact.b2ideas@gmail.com)**

Contact for companies:

**[entreprises.b2ideas@gmail.com](mailto:entreprises.b2ideas@gmail.com)**

For all other contact, suggestion or requests:

**[info@b2ideas.eu](mailto:info@b2ideas.eu)**

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Professional integration  
at your fingertips!



Business  
to Ideas