

Perspective of CIP «Competitiveness and Innovation Programme »

Living Labs of Nancy for his Incubator activity application

The initiative is coming from Promotech – technopole of Nancy-France

Promotech EC BIC European Community Business and Innovation Center since 1980
Member of the EBN Network based in Brussels with 160 members from all countries of Europe.

Competences in the start ups companies process (500 created companies).

Because =

80% of the failure of young companies are due to the bad coherence with the market.



Thematic domain of interest :

Start ups companies process

(nursery and incubateur)

« How to focus the process for start up companies on the Living Labs approach »

a users focus approach in the process of bulding a business planning.
using a panel of users during the faisability study, the validation phase,
at the creation of the company and during the live of the company.

An interactive process of co-creation of the services or products between
Users and young entrepreneurs.



Promotech can contribute :

29 years of know how in academic spin off,
new companies initiated by young graduates,
500 companies created.

local network with University (faculties, school of ingenieurs)
Entrepreneurship,
binômes students-entrepreneurs,
professors involved in the process.

We need :

methodology in panels management,
for involving students and entrepreneurs.

cooperation with other Innovation Centers using Living Labs
methodology : open the panel of users at the european dimension
for an european dimension of the youg companies and an aces
to the unique market.

