

**TEMPLATE FOR  
RESEARCH AND ANALYSIS OF  
SIMILAR PROFILES  
AT NATIONAL LEVEL**

**INNOVATION MANAGEMENT AGENT (INMA)  
PROJECT**

REF: 2010-1-ES1-LE005-21047

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## TRAINING COURSES SIMILAR TO INMA PROFILE

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### RESUME

To benchmark the different trainings concerning innovation findable in France, we first took in count the 5 criteria describing innovation (the ones listed below)

We checked, in the training description content if those criteria were part of the training or not (according to the information we found on internet, leaflet, etc...).

Most of the sub criteria (e.g. “enterprise’s organization” or “team management” were findable pretty easily but others were rarely found or even not findable at all (like “emotional intelligence” which is perhaps more relevant for psychology trainings)

This allows us to make the table below. (Click on the hyperlink to go on the training description, but unfortunately most of the time it’s only in French).

- 1) **STRATEGIC MANAGEMENT** (Enterprise's organization)
- 2) **PEOPLE MANAGEMENT** (team management, training policies and plans)
- 3) **KNOWLEDGE MANAGEMENT** (information management, undertake innovation, integral control panel, intellectual management, learning organization, emotional intelligence, change management, internal marketing, )
- 4) **CORPORATE SOCIAL RESPONSIBILITY** (social responsibility, ethics and management systems)
- 5) **NEW TECHNOLOGIES** (introduction ITC and applications, internet in enterprise, from data to knowledge, ecommerce)

Among the different innovation institutions, some are academics (mostly engineer schools and business schools) and can provide short or long trainings, others are companies specialized in training on different items, including innovation topics.

n°	Type training duration language (if known)	Institution/ school	Training name	STRATEGIC MANAGEMENT  Enterprise's organization	PEOPLE MANAGEMENT  Team Management Training policies and Plans	KNOWLEDGE MANAGEMENT  information Managt undertake innovation integral control panel intellectual managt learning organizations emotional intelligence change management internal marketing	CORPORATE SOCIAL RESPONSABILITY  social responsibility ethics and Managt system	NEW TECHNOLOGIES  introduction ITC and app internet in entreprise from data to knowledge ecommerce
1	engineer school 1 year french	Art et Métiers Paris tech  (Pôle Méditerrané en de l'Innovation)	<a href="#">Mastère spécialisé Management Stratégique du changement par l'innovation</a>	yes	yes	yes	yes	yes
2	engineer school 1 year french	Art et Métiers Paris tech	<a href="#">Mastère Spécialisé Intégration des Systèmes de Management Qualité, Hygiène, Sécurité et Environnement</a>	yes	yes		yes	
3	engineer school	Art et Métiers	<a href="#">executive MBA (leading business,</a>					

	1 year	Paris tech	<a href="#">people and innovation</a>	yes	yes			
4	business school 1 year	IAE d'Aix en Provence	<a href="#">MBA Change&amp;Innovation</a>	yes	yes		yes	yes
5	business school 1 year	IAE de Lyon	<a href="#">Master Management de l'Innovation</a>	yes		yes		yes
6	business school 1 year french/english	SKEMA Business School (Sophia Antipolis)	<a href="#">Master of science</a>	yes		yes		yes
7	engineer school 1 year	Polytech Nice Sophia	<a href="#">Master Management de Projets Innovants</a>		yes			yes
8	engineer school complete engineer training = 5 years	Polytech Montpellier	<a href="#">Ingénieur Informatique et gestion</a>	yes	yes			yes
9	IP training institute	Institut Européen	<a href="#">cycle diplômant complet</a>					

	1 year	Entreprise et Propriété Intellectuelle		yes		yes		
10	engineer school 69 days (mastère)	CESI ENTREPRISES	<a href="#">Management de projet et innovation</a>	yes	yes	yes		yes
11	engineer school 10 months	CESI (HRM)	<a href="#">Management des ressources humaines</a>		yes		yes	
12	engineer school 68 days (mastère)	CESI (industrial performance s)	<a href="#">organisation et performances industrielles</a>		yes			yes
13	engineer school 132 days (mastère)	CESI (TIC)	<a href="#">Mastère Spécialisé Management de Projets Informatiques</a>	yes				yes
14	engineer school 65 days mastère security, quality environment	CESI (security, quality environment )	<a href="#">Management sécurité, qualité, environnement</a>			yes	yes	
15	technology	CRITT Chimie	<a href="#">formations</a>					

	transfert  duration is depending of training			yes	yes			
16	engineer school  about 1 year (specialization)	Polytech Marseille	<a href="#">ingénieur microélectronique et télécom</a>					yes
17	engineer school  spread over 3 years	Centrale Marseille	<a href="#">ingénieur Centralien</a>					yes
18	engineer school  spread over 3 years	école des Mines de Saint Etienne CMP Gardanne	<a href="#">ingénieur ISMIN</a>	yes	yes			yes
19	school engineer  1 year (mastère)	école des Mines de Saint Etienne à Saint Etienne	<a href="#">Mastère Spécialisé Management de l'innovation Ecole des Mines de St Etienne Rhône Alpes</a>	yes	yes	yes	yes	yes
20	engineer school  over 3 years	école des Mines d'Alès	<a href="#">ingénieur entrepreneur</a>	yes	yes			yes

21	engineer school 1 year (mastère)	école des Mines de Paris	<a href="#">Mastère ALEF (Alternative pour l'Énergie du Futur)</a>	yes		yes		yes
22	technolgy transfer in agronomy	CRITT agro- alimentaire	<a href="#">support fort innovation</a>	yes	yes			yes
23	business school	EUROMED	<a href="#">WorldMedMBA</a>	yes	yes			
24	business school	EUROMED HRM	<a href="#">Gestion des ressources humaines</a>		yes			
25	business school	EUROMED team mangt	<a href="#">leadership et management d'équipe</a>		yes			
26	private company 8 days	CEGOS	<a href="#">Responsible innovation</a>	yes	yes			yes
27	Management school 1 year (mastère)	TELECOM ECOLE DE MANAGEME NT	<a href="#">Mastère de management de l'innovation Intrapreneuriat et Entrepreneuriat</a>	yes				yes

28	business school 1 year (mastère)	ESSEC Paris	<a href="#">Mastère Spécialisé Management de Projets Technologiques</a>	yes	yes	yes		yes
29	engineer school over 3 years	ISTIA (Angers)	<a href="#">ingénierie de l'innovation</a>	yes	yes	yes		yes
30	engineer school 2 days	ECOLE CENTRALE LYON	<a href="#">Gestion de l'innovation et stratégie d'entreprise</a>	yes		yes		
31	engineer school 1 year	ESIEE PARIS	<a href="#">Mastère Spécialisé ( MS ) Innovation technologique et management de projet</a>	yes	yes			yes
32	business school 1 year (mastère)	ESC TOULOUSE	<a href="#">MASTERE MANAGEMENT DE L'INNOVATION ET DE LA TECHNOLOGIE</a>	yes	yes	yes		yes
33	innovation	PACA	<a href="#">different</a>	yes	yes	yes	yes	may be



	<b>network in PACA area (for consultant working in BIC and clusters)</b>	<b>Innovation</b>	<a href="#">trainings , all linked to innovation</a>					
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Once this list was done, we sorted the most relevant innovation trainings by selecting the ones who got at least 4 criteria out of 5.

## DETAILED INFORMATION

**1 NAME OF THE TRAINING:** Mastère Management Stratégique du Changement par l'Innovation (Arts et Métiers PMI)

**REFERENCE (REF):** 1 (listed as 1 in the table above)

<b>GENERAL AIM</b>	strategic management for change by innovation
<b>SPECIFIC AIMS:</b>	high tech industry, health industry, agribusiness for services and products
<b>DETAILED TARGET:</b>	it's a bac + 5 training . Positions targeted : innovation re manager, project manager in innovation, R&D manager, IP consultant, start up owner
<b>DETAILED CONTENTS:</b>	creativity methods, from idea to product, innovative product management, HR management, HR management, company development by innovation
<b>DURATION:</b>	1 year (master)
<b>WEBSITE:</b>	<a href="http://www.pole-innovation.fr/index.php/formations/ms-management-innovation/programme">http://www.pole-innovation.fr/index.php/formations/ms-management-innovation/programme</a>
<b>CONTACT:</b>	<a href="mailto:info@pole-innovation.fr">info@pole-innovation.fr</a> Stéphane mercier 00 33 4 42 94 30 91
<b>WHY YOU CHOOSE IT:</b>	training dedicated to innovation conduct

**2 NAME OF THE TRAINING:** MBA Change and Innovation (IAE Aix en Provence)

**REFERENCE (REF):** 2 (4 in the table above)

<b>GENERAL AIM</b>	business education, lead innovation management
<b>SPECIFIC AIMS:</b>	more oriented business than technics
<b>DETAILED TARGET:</b>	experience professionnal
<b>DETAILED CONTENTS:</b>	HR and magement
<b>DURATION:</b>	1 year (master)
<b>WEBSITE:</b>	<a href="http://www.iae-aix.com/fr/iae/formations-programmes/mba/mba-change-innovation/word-of-the-director/">http://www.iae-aix.com/fr/iae/formations-programmes/mba/mba-change-innovation/word-of-the-director/</a>
<b>CONTACT:</b>	<p><b>Carolina Serrano</b></p> <p><a href="mailto:info(at)iae-aix.com">info(at)iae-aix.com</a></p> <p>+33 (0)4 42 28 08 08</p>
<b>WHY YOU CHOOSE IT:</b>	good reputation but expensive (22k€)

**3 NAME OF THE TRAINING:** Management de projet et innovation (CESI)

REFERENCE (REF): 3 (n° 10 in the list above)

<b>GENERAL AIM</b>	Manage innovative project
<b>SPECIFIC AIMS:</b>	engineer school
<b>DETAILED TARGET:</b>	project management oriented with
<b>DETAILED CONTENTS:</b>	product conception, innovation and TQM, HRM management, quality, project management method
<b>DURATION:</b>	1 year (master)
<b>WEBSITE:</b>	<a href="http://www.cesi-entreprises.fr/domaine-management-de-projets-et-innovation.asp">http://www.cesi-entreprises.fr/domaine-management-de-projets-et-innovation.asp</a>
<b>CONTACT:</b>	00 33 825 06 9000 or Joel STRIFF 00 33 4 42 97 14 41
<b>WHY YOU CHOOSE IT:</b>	include many criteria required

**4 NAME OF THE TRAINING:** Mastère Spécialisé Management de l'innovation (école des Mines de Saint Etienne)

REFERENCE (REF): 3 (n° 19 in the above table)

<b>GENERAL AIM</b>	innovation management
<b>SPECIFIC AIMS:</b>	technical, financial, HRM aspects
<b>DETAILED TARGET:</b>	engineer
<b>DETAILED CONTENTS:</b>	position targeted at the end of the training: innovation pilote
<b>DURATION:</b>	1 year (master)
<b>WEBSITE:</b>	<a href="http://www.kelformation.com/formation/formation-mastere+specialise+management+de+l+innovation+ecole+des+mines+de+st+etienne+rhone+alpes-166668.htm">http://www.kelformation.com/formation/formation-mastere+specialise+management+de+l+innovation+ecole+des+mines+de+st+etienne+rhone+alpes-166668.htm</a>
<b>CONTACT:</b>	<b>École Nationale Supérieure des Mines de Saint-Étienne</b> 158, cours Fauriel - 42023 Saint-Étienne cedex 2 Tél. +33 (0)4 77 42 01 23 - fax. +33 (0)4 77 42 00 00
<b>WHY YOU CHOOSE IT:</b>	master from one french top schools

**5 NAME OF THE TRAINING:** Management de l'innovation et de la technologie (ESC Toulouse)

**REFERENCE (REF):** (n° 32 in the above list : Toulouse business school)

<b>GENERAL AIM</b>	Innovative Technological project management
<b>SPECIFIC AIMS:</b>	business
<b>DETAILED TARGET:</b>	for scientific students or managers. Position : project manager, marketing engineer, IP specialist
<b>DETAILED CONTENTS:</b>	project management, financial aspects, IP, HRM,
<b>DURATION:</b>	1 year (master)
<b>WEBSITE:</b>	<a href="http://www.esc-toulouse.fr/fr/p388_183/formation/mastere-specialise/management-de-l-innovation-et-de-la-technologie.html">http://www.esc-toulouse.fr/fr/p388_183/formation/mastere-specialise/management-de-l-innovation-et-de-la-technologie.html</a>
<b>CONTACT:</b>	ESC Toulouse, 20, bd Lascrosses - BP 7010 - 31068 Toulouse Cedex 7 - France Tél + 33 (0)5 61 29 49 49 - Fax +33 (0)5 61 29 49 94 - Courriel : <a href="mailto:info.esc@esc-toulouse.fr">info.esc@esc-toulouse.fr</a> - <a href="http://www.esc-toulouse.fr">http://www.esc-toulouse.fr</a>
<b>WHY YOU CHOOSE IT:</b>	training content fulfills the required criteria

**6 NAME OF THE TRAINING:** Ingénierie de l'Innovation (ISTIA)

**REFERENCE (REF):** (N) 29 in the above table)

<b>GENERAL AIM</b>	train engineers to create and manage innovative services or products
<b>SPECIFIC AIMS:</b>	position : advisor, technical in industry, IP
<b>DETAILED TARGET:</b>	engineer school option
<b>DETAILED CONTENTS:</b>	design, HRM management,
<b>DURATION:</b>	last year option
<b>WEBSITE:</b>	<a href="http://www.istia.univ-angers.fr/fileadmin/Documentation/Plaquettes_de_formation/FicheOptionII.pdf">http://www.istia.univ-angers.fr/fileadmin/Documentation/Plaquettes_de_formation/FicheOptionII.pdf</a>
<b>CONTACT:</b>	Hervé CHRISTOFOL <a href="mailto:herve.christofol@univ-angers.fr">herve.christofol@univ-angers.fr</a>
<b>WHY YOU CHOOSE IT:</b>	meets 4 required criteria

**NAME OF THE TRAINING:** Mastère spécialisé Management de projets technologiques (ESSEC)

**REFERENCE (REF):** (n° 28 in the above table)

<b>GENERAL AIM</b>	steering innovative projects
<b>SPECIFIC AIMS:</b>	business
<b>DETAILED TARGET:</b>	100% engineers
<b>DETAILED CONTENTS:</b>	administration, technology, HR
<b>DURATION:</b>	1 year (master)
<b>WEBSITE:</b>	<a href="http://www.essec.fr/programmes/masteres-specialises/management-de-projets-technologiques/programme/le-contenu.html">http://www.essec.fr/programmes/masteres-specialises/management-de-projets-technologiques/programme/le-contenu.html</a>
<b>CONTACT:</b>	<a href="#">ESSEC Info</a>   Tél : +33 (0)1 34 43 39 90
<b>WHY YOU CHOOSE IT</b>	ESSEC is a famous french business school. This training seems to be be a high level one. In partnership with TELECOM Paris tech (technological famous school)

**NAME OF THE TRAINING:** Innovative training provided by PACA INNOVATION \* (see explanations below the table)

**REFERENCE (REF):** see N°33 in the above table

<b>GENERAL AIM</b>	Goal is to train consultant and project development manager on different aspects of innovation (marketing of innovation, finance, etc...)
<b>SPECIFIC AIMS:</b>	
<b>DETAILED TARGET:</b>	people from incubators, technology transfer office, funds raiser, etc...
<b>DETAILED CONTENTS:</b>	see the training portfolio put in place for 2011 in the file attached
<b>DURATION:</b>	depending of the training (from 1 to few days by topics)
<b>WEBSITE:</b>	<a href="http://www.pacainnovation.com/index.php?id=125">http://www.pacainnovation.com/index.php?id=125</a>
<b>CONTACT:</b>	<a href="mailto:uhlmann@mediterranee-technologies.com">uhlmann@mediterranee-technologies.com</a>
<b>WHY YOU CHOOSE IT:</b>	we are trained for companies support purpose

Few words to define PACA Innovation function:

[PACA Innovation](#) , name of the RRI (stands for Réseau Régional de l'Innovation –Regional Innovation Network in english-) is the network including most of the partners involved in the different aspects of innovation in PACA area, so about 68 members (network building isn't completely finalized yet).

Click on the link [PACA Innovation](#), then you can browse to select a one of the 68 members to get more info about it.

The RRI can be divided in 4 bodies called 'colleges':

- Incubators (support –fund provider and adviser- for technological project) and CEEI (offices renting and support and adviser for start up), Intellectual properties valorization
- Private support for technological companies (CCI, Funds, technology transfer)
- Clusters (group or companies working in a specific field)
- Private support for non technological companies (Business Angels, training companies, PI)

The PACA Innovation animator is called MT, stands for Méditerranée Technology.

MT is currently putting in place an innovation training portfolio. It started in 2010 but it really became important in 2011.

All those trainings are focused on the different topics concerning innovation :

Financial aspects, marketing of innovation (with the ISMA method), legal aspects, technology transfer, innovation management, HRM aspects, etc...)

You'll find attached the complete MT training portfolio.

Many sessions are already planned and others will be set up later on. So far, we have the schedule for first semester of 2011 only.

## PROFESSIONAL PROFILES WITH SIMILAR ACTIVITIES TO THOSE DEFINED WITHIN INMA PROFILE

### RESUME

REF	POST <sup>1</sup>	FUNCTIONS <sup>2</sup>	PROFILE <sup>3</sup>	ENTERPRISE / ORGANIZATION <sup>4</sup>	CONTACT
1	Knowledge Angel	Technological intelligence expert	Engineer	National Multimédia Incubator	<a href="mailto:michele.verite@belledemai.org">michele.verite@belledemai.org</a>
2	CEO (owner)	strategy, management	engineer + business school	<a href="#">genesis</a>	<a href="mailto:patrick.boussard@genesis.fr">patrick.boussard@genesis.fr</a>
3	General Manager		Phd in science	<a href="#">Pole Pegase</a> (PRIDES : aeronautic cluster)	<a href="mailto:jean-yves.longere@pole-pegase.com">jean-yves.longere@pole-pegase.com</a>
4	CEO	HRM and network people	Art school + software training	<a href="#">GTV</a>	<a href="mailto:fred@generation-tv.com">fred@generation-tv.com</a>
	CEO	strategy	software (bac+2) + business school + MBA (international and HR management)	<a href="#">Bittle</a>	<a href="mailto:csuffys@bittle-solutions.com">csuffys@bittle-solutions.com</a>
	CEO and founder	strategy and management	business school and Product and Marketing Director experience	<a href="#">Nheolis</a>	<a href="mailto:nordine.haddjeri@nheolis.com">nordine.haddjeri@nheolis.com</a>
	agent innovation functions are really splitted and dispatch to several positions	see repartition below in more detail table	various but mainly scientific (engineer degree, PhD)	<a href="#">Helion</a>	<a href="mailto:lydie.tchicaya@helion-fuelcells.com">lydie.tchicaya@helion-fuelcells.com</a>

#### Pole de compétitivité (clusters) and PRIDES :

In the “Poles de compétitivité” (clusters for a specific field, usually some of them at national or international level, others for a bunch of administrative regions, e.g. Risk, Solution Communiquantes Sécurisées, EuroBiomed), ... or PRIDES (which are present only in PACA region) some people hold position implying tasks that can be compared to the ones of innovative agent. It's most of the time not for internal purpose but to support their companies members on different aspects, some of them linked to innovation and thus referring to the 5 criteria.

All “Poles de compétitivité” (9 in PACA) are also PRIDES (see the [list of PRIDES](#))

<sup>1</sup> What is the post of that person within the organization?

<sup>2</sup> What are the functions that person does within the organization?

<sup>3</sup> Which is the profile (training / education / background) of that person? Which is supposed to be the one the organization considered as needed for that post

<sup>4</sup> Kind of organization (public / private), size and name



According to the PACA region instructions, goals for the PRIDES are to support the SME's by acting on the 5 following levers ([see here](#))

- Innovation,
- ICT
- International,
- training
- CSR (corporate social responsibility)

PRIDES are thus training providers for their own members, trainings are done by selected training specialists identified by each PRIDES. (see for instance [Pole Risk training portfolio](#))

For instance [http://www.ea-ecoentreprises.com/rubrique.php3?id\\_rubrique=606](http://www.ea-ecoentreprises.com/rubrique.php3?id_rubrique=606) (Innovation et PME at the PRIDES EA-éco entreprise)

PRIDES ICI Industries de la Créativité et Innovation ([www.pole-ici.org](http://www.pole-ici.org))

**DETAILED INFORMATION****POST:** KA**REFERENCE (REF):** 1

<b>DETAILED PROFILE:</b>	Knowledge Angel – National Multimédia Incubator Technological intelligence expert and consultant in strategy and prospective
<b>DETAILED FUNCTIONS:</b>	Its mission is to assist the incubated projects during their maturation phase in developing their strategy, and to early integrate a intelligence function within the companies. She is a high level expert specializing to one or more technology, which provides the future entrepreneur a "vision" in the medium and long term. This profile can be assimilated as a strategic consultant who has an ability to step back vis-à-vis the company, and place it in his potential markets, but also to imagine other positioning and opportunities of development. In the specific context of the incubator, she is remunerated by it, which asks for the specific needs of projects.
<b>FROM WHEN:</b>	2 years
<b>ENTERPRISE:</b>	Independent status (auto-entrepreneur and professor)
<b>WEBSITE:</b>	<a href="http://www.belledemai.org">http://www.belledemai.org</a>
<b>CONTACT:</b>	<a href="mailto:michele.verite@belledemai.org">michele.verite@belledemai.org</a>
<b>WHY YOU CHOOSE IT:</b>	Because we consider her profile as the closest to the one researched by the INMA project : facilitator, strategic vision, prospective, technologies awareness

**POST:** CEO**REFERENCE (REF):** 2

<b>DETAILED PROFILE:</b>	The position including the 5 criteria is hold by Mr BOUSSAR, who is the owner and the CEO. (Strategy task is the one he doesn't dispatch). However, 2 people (one engineer and one Phd in science) are also in charge of Knowledge management and New technologies)
<b>DETAILED FUNCTIONS:</b>	Chief executive Officer. Decides the strategy and all HRM related issues. With the help of his team (2 people mentioned above) put in place/dispatch tasks related to Knowledge Management and New technologies (dispatch mainly the operational aspects)
<b>FROM WHEN:</b>	Created din 1996 but around 2004, when the team size allowed to dispatch some tasks
<b>ENTERPRISE:</b>	GENESIS
<b>WEBSITE:</b>	<a href="http://www.genesis-acoustics.com/">http://www.genesis-acoustics.com/</a>
<b>CONTACT:</b>	<a href="mailto:patrick.boussard@genesis.fr">patrick.boussard@genesis.fr</a>
<b>WHY YOU CHOOSE IT:</b>	It's a 15 employees company. Genesis was in our incubator and is an innovative company ("all dimensions of sound")

**POST:** General Manager

**REFERENCE (REF):** 3

<b>DETAILED PROFILE:</b>	Scientific PHD.
<b>DETAILED FUNCTIONS:</b>	<p>Strategy and management He decides, with the President, the strategy and managed employees on the operational applications, and then employees are in charge of specific tasks. The Deputy director is in charge of Knowledge management (he got an engineer degree) One person is specifically in charge of the HR part (employment, training needs for members, competencies) Her background is à Business school + a master in organization management for SME. (interview was done with this person <a href="mailto:elvira.caspers@pole-pegase.com">elvira.caspers@pole-pegase.com</a>)</p> <p>Another one , an engineer, is dedicated to ICT</p>
<b>FROM WHEN:</b>	
<b>ENTERPRISE:</b>	PRIDES PEGASE (cluster for aeronautic)
<b>WEBSITE:</b>	<a href="#">Pole Pegase</a>
<b>CONTACT:</b>	<a href="mailto:jean-yves.longere@pole-pegase.com">jean-yves.longere@pole-pegase.com</a>
<b>WHY YOU CHOOSE IT:</b>	<p>It's a15 employees cluster for aeronautic companies. The aim of PRIDES is to promote innovation, training, ICT, CSR. to their members. Thus there are some similarities between the innovation agent expertise and what PRIDES has to promote to their members. But trainings done (on CSR, ICT, innovation,...) by the PRIDES aren't not for a specific position (when it is for the innovative agent), but can be for people coming from different companies 'departments (HRM, Marketing, etc...)</p>

**POST:** CEO (HRM and networking tasks)

**REFERENCE (REF):** 4

<b>DETAILED PROFILE:</b>	art school + trainings in techniques (software)
<b>DETAILED FUNCTIONS:</b>	<p>innovative agent functions spread over 4 positions</p> <ul style="list-style-type: none"> <li>- strategy and people management (including CSR) : HRM tasks and in charge of external relationships and network (education : art school +software trainings)</li> <li>- strategy and knowledge management : sales and marketing manager (education : engineer + business school)</li> <li>- New technologies: web master(education : graphic art school ° technical degree) and technical director (degree in hard and soft + a lot of experience). But on a lot of fields, people can back up their colleagues to a certain level. People in charge of HRM and network can also work on technical aspect up to a define level</li> </ul>
<b>FROM WHEN:</b>	
<b>ENTERPRISE:</b>	Generation TV
<b>WEBSITE:</b>	<a href="http://www.generation-tv.com/contacts">http://www.generation-tv.com/contacts</a>
<b>CONTACT:</b>	<a href="mailto:fred@generation-tv.com">fred@generation-tv.com</a>
<b>WHY YOU CHOOSE IT:</b>	it's an innovative company located in CEEI incubator (6 people)

**POST:** CEO

**REFERENCE (REF):** 5

<b>DETAILED PROFILE:</b>	software (bac +2) and business (bac+5) education level
<b>DETAILED FUNCTIONS:</b>	<p>innovative agent functions spread over 2 positions</p> <ul style="list-style-type: none"> <li>- Strategy and HRM issues (including CSR) : CEO (education bac+2 in software then Business school then MBA (for international and HR management purposes)</li> <li>- Knowledge management : CEO and R&amp;D manager (education of R&amp;D director : software school –MIAGE-)</li> <li>- New technologies : R&amp;D manager</li> </ul>
<b>FROM WHEN:</b>	2009
<b>ENTERPRISE:</b>	BITTLE
<b>WEBSITE:</b>	<a href="http://Bittle">Bittle</a>
<b>CONTACT:</b>	<a href="mailto:csuffys@bittle-solutions.com">csuffys@bittle-solutions.com</a>
<b>WHY YOU CHOOSE IT:</b>	(9 people). Located in CEEI incubator and thus innovative (it's a prerequisite)

**POST:** CEO and founder

**REFERENCE (REF):** 6

<b>DETAILED PROFILE:</b>	business school (IAE)
<b>DETAILED FUNCTIONS:</b>	<p>innovative agent functions spread over 4 positions</p> <ul style="list-style-type: none"> <li>- Strategy and management : done by CEO (bac+5 business school IAE) but strategy is also done by a strategic advisor, Marc LASSUS, previously Founder and former CEO of GEMPLUS (education : engineer) Note CSR isn't really implemented in Nheolis</li> <li>- Knowledge management : done by Sales Manager (background : experience as Business Development and Marketing Director at eServGlobal, a multi-national software vendor, education not known)</li> <li>- TIC : done by Chief Technical Officer (technical master degree and Technical Director at Cybernetix for 23 years)</li> </ul>
<b>FROM WHEN:</b>	2005
<b>ENTERPRISE:</b>	NHEOLIS
<b>WEBSITE:</b>	<a href="http://www.nheolis.com/NHEOLIS_Team-8-4.php?lang=en">http://www.nheolis.com/NHEOLIS_Team-8-4.php?lang=en</a>
<b>CONTACT:</b>	<a href="mailto:serge.elenga@nheolis.com">serge.elenga@nheolis.com</a> (interwieved person for this survey and currently project manager at Nheolis)
<b>WHY YOU CHOOSE IT:</b>	Innovative company in the renewable energy (wind turbine). 17 people enterprise

**POST:** CEO

**REFERENCE (REF):** 7

<b>DETAILED PROFILE:</b>	CEO for the strategy. He supervises the road map application
<b>DETAILED FUNCTIONS:</b>	<p>innovative agent functions are spread over 5 positions :</p> <ul style="list-style-type: none"> <li>- CEO : strategy (education = engineer top school (Polytechnique + Mines Paris), experienced in R&amp;D and engineering)</li> <li>- People Management : Head of project (education : scientific PhD)</li> <li>- Knowledge management: Innovation technology manager (Helion and even Areva includes a specific department called "Innovation technology"). Education : process engineer + PhD</li> <li>- Corporate Social Responsibility : quality, security and environment manager (engineer education and experience in this field)</li> <li>- New technologies : Network administration, engineer in ICT</li> </ul>
<b>FROM WHEN:</b>	



<b>ENTERPRISE:</b>	Helion –is an Areva subsidiary
<b>WEBSITE:</b>	<a href="http://www.helion-hydrogen.com/">http://www.helion-hydrogen.com/</a>
<b>CONTACT:</b>	<a href="mailto:lydie.tchicaya@helion-fuelcells.com">lydie.tchicaya@helion-fuelcells.com</a>
<b>WHY YOU CHOOSE IT:</b>	it's an innovative enterprise (fuell cell) around 70 people enterprise

## PERSONNAL OPINION

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**1. Have you seen any content which is not included in INMA profile but could be of interest to include it? If YES, please say which one (from where and what specific content) and explain your reason**

- 1) Pretty deep knowledge in Intellectual property management to be able to choose the good solution (secret, patent)
- 2) Knowledge of the current financial solutions for innovative project

**2. From all those you have found, do you think any of them could be competitors of our own profile? If YES, please say which one and explain your reason**

If we consider as a competitor the trainings responding to the 5 criteria, the following trainings are competitors  
The following training done by the engineer school Arts et Métiers (it's a master)

<http://www.pole-innovation.fr/index.php/formations/ms-management-innovation/programme>

Seems to fulfill all the required fields need for the innovative agent skills

**3. From all those you have found, do you think any of them could be updated / complemented with our own profile? If YES, please say which one and explain your reason**

All the trainings not responding to the 5 criteria, can be updated (for the missing criterion/criteria) by a training module from INMA on the specific missing part.

**4. If you had to choose one from those you have found, as the most complete one answering the needs you have detected in the NATIONAL Innovation research document, which one will you choose and why?**

Regarding the trainings, we don't consider one of them as complete as the INMA one, and are optimistic in the opportunity of integrating (through e-learning like envisaged) modules in existing courses. Our doubt concerns the opening mind of the training centers, especially in South of France.

Concerning the profile, the *knowledge angel* is obviously so closer to 1. the INMA description and 2. one of the issues of the innovation report, which shows that externalization is a success key factor of the most brilliant innovative start-ups. This trend towards a higher level of requirement of entrepreneurs is confirmed by both satisfaction surveys of the CEEI Provence, and also feedbacks of the national innovation networks.