

Unleashing Students' Entrepreneurial Potential

— Case Study

ESSCA School of Management's Masters in Entrepreneurship and Design Thinking enriched its entrepreneurship program by partnering with Bridge for Billions to help students incubate their business ideas and learn entrepreneurship methodology. Students work both in class and online on Bridge's platform to advance their business projects through a learn-by-doing approach.

 Multi-Sector

 4 editions (2017-2019)

 France

 Type: Educate

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Challenge

Innovating a curriculum for future innovators

It's difficult to find convenient experiential learning tools for students, so educators often spend hours creating formats, piecing together solutions, and designing documents rather than focusing on the content of assignments or quality contact with students. While professors try to be as available as possible to counsel students, establishing themselves as mentors can often be complicated to coordinate and extremely time consuming.

When it comes to entrepreneurship in a classroom context, university students want practical assignments that connect to "the real world" and help develop their professional skills beyond understanding theory. On the flip side, educators need to be able to track and evaluate work in real-time and contribute personal feedback to many different projects. Another major challenge is having a comparable format for projects without boxing students into a template and limiting their creativity.

Solution

ESSCA School of Management energizes its entrepreneurship masters

In 2017 ESSCA chose Bridge for Billions to bring its Entrepreneurship & Design Thinking Masters program to the next level. Our 8 online business tools and initial ideation session with the students were the perfect complement to ESSCA's entrepreneurship curriculum. Our online program gave the students a hands-on learning experience, which allowed them to put their in-class learning into practice. For students that were preparing to launch real business ventures, Bridge for Billions helped them to develop a business plan and vet their ideas to kick-start their startups.

Through our online tool students formalize their projects week by week and professors and program directors can monitor their progress. The changing technological landscape in education presents more opportunities for students and universities than ever before, which is why a digital platform such as ours has become essential to building a dynamic, modern entrepreneurship program.



Xavier Lesage
Program Administrator

"Bridge for Billions is the essential project monitoring tool for any entrepreneurship program manager. Beyond the tool, it is a great team, competent and available, which is at your service to offer the best follow-up to your students."



Sarah Tanucci
ESSCA Entrepreneurship and
Design Thinking Masters Program

"Bridge for Billions is a great platform, helpful and easy to use for early-stage entrepreneurs. It leads you to understand your business and if it will fit in the marketplace. Well done!"

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Result

Bridge for Billions has helped ESSCA to enrich its entrepreneurship modules and scale its impact on students' learning. Another key advantage for ESSCA was to engage their alumni as mentors to these student entrepreneurs. Through Bridge's online platform, students were able to connect with alumni mentors and collaborate together. To date, our platform has been used in conjunction with ESSCA to develop graduate students' entrepreneurship projects for four editions of student cohorts. After incorporating Bridge's incubation platform, Xavier Lesage, Director of the Masters program, said that the students' pitches had never been better.

Program director said Bridge:

- *Improved the efficiency of the program*
- *Better prepared student entrepreneurs*



50
Projects Incubated



20
Mentors (ESSCA Alumni)



92%
of students would recommend



100%
Of students said it was helpful or very important



About the Client

ESSCA School of Management offers an Msc in Entrepreneurship and Design Thinking, a program co-created with Laval Design School, that aims to prepare the entrepreneurs of tomorrow with the tools they need to succeed today. The goal of the program is to help future and business leaders develop their capacity to think, act, behave, communicate, and pitch like entrepreneurs.



Do you want to build a bridge with us?

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