

## Startup Kafe – FAQs

### 1) What is the Startup Kafe event about?

Startup Kafe is a happy hour event organized by SKEMA Ventures where students can present their business ideas in a friendly, conducive environment or simply listen to the pitches of other students. It is a good opportunity to look for business partners, guidance, etc. Startup Kafe is attended by SKEMA students interested in entrepreneurship or intrapreneurship and members of The Venture Family (a coaching community of alumni and local partners). It is also attended by students from SKEMA's partner schools. Audience members can watch the live stream of the event online.

### 2) For students who wish to pitch, what is the process?

Students who decide to pitch have to describe their business idea in 2 minutes on the day of the event. This needs to be done orally and **physical presence is mandatory**. If you have a partner, the pitch can be presented together, or only by one person. Students can pitch in French as well as English, depending on their preference.

### 3) Do students need to present a PowerPoint presentation?

No, please do not prepare a PowerPoint presentation. #Forbidden

### 4) How developed do the ideas need to be while pitching at the Startup Kafe?

The project can be at the ideation stage or even fully developed. It does not necessarily need to be all planned out.

### 5) How can students benefit from the event?

a) Students who pitch at the Startup Kafe receive feedback and suggestions from experts on how they can successfully launch their business idea.

b) It is a good opportunity to network with like-minded people

c) You can find business partner(s) for your venture among SKEMA students or those from partner schools.

### 6) Will the pitches be evaluated?

No, the pitches are not evaluated at the Startup Kafe. However, those who pitch may get questions or receive feedback from other students and members of The Venture Family. It is a friendly entrepreneurial 'happy hour'.

### 7) Is there a limit to the number of people who can pitch at the Startup Kafe?

Yes, **only a limited number of slots are available** for students to pitch at the event. It is on first-come, first-served basis.

### 8) When is it taking place?

The Startup Kafe for the fall 2021 semester is taking place on **October 11**. The last date for registering is October 6.

## 9) What is the registration process?

The registration process is easy.

### STEP 1:

Please click on one of the links below, based on your campus, to register. This is a common list for those who want to pitch or merely be part of the audience.

**Lille campus:** <https://forms.gle/8KCPikcgdpjnF6Js9>

**Paris campus:** <https://forms.gle/ymUAuyrSPanZvY2d9>

**Sophia campus:** <https://forms.gle/WMs6PmaXMh8EaCeq8>

### STEP 2:

This mandatory step is only for those who want to pitch their idea at the Startup Kafe.

**Please make sure you complete this step before the last date to register.** Click on the link below, based on your campus, to register your idea:

**Lille campus:** [https://gust.com/programs/svf\\_startup-kafe\\_lille](https://gust.com/programs/svf_startup-kafe_lille)

**Paris campus:** <https://gust.com/programs/esiea-skema-ventures-start-up-kafe>

**Sophia Antipolis campus:** [https://gust.com/programs/svf\\_startup-kafe\\_sophia](https://gust.com/programs/svf_startup-kafe_sophia)

For more information, please contact:

- **Franck Hanoh (Lille campus):** [franck.hanoh@skema.edu](mailto:franck.hanoh@skema.edu)
- **Pauline Gane (Paris campus):** [pauline1.gane@skema.edu](mailto:pauline1.gane@skema.edu)
- **Franck Arnold (Sophia Antipolis campus):** [franck.arnold@skema.edu](mailto:franck.arnold@skema.edu)

We look forward to seeing you at the STARTUP KAFE!