VISTA BEAUVAIS

BUILDING IMPACT-DRIVEN TECH VENTURES

For Real.



ÉCOLE DES PONTS BUSINESS SCHOOL

unesco Chair

(RE)SET

AGGLO DU BEAUVAISIS NOTRE TERRE

FROM URGENCY TO ACTION

From technology to impact

Climate change, resource constraints, social fragmentation: the challenges are significant.

And solutions are emerging — technological, societal, systemic.

But between a solution and its implementation lies a gap.

A gap of responsibility. A gap of execution. A gap of entrepreneurial capability.

If you are reading this brochure, you are likely among those who want to act.

The real question is: **what do you need to learn to turn a solution into a viable venture** — and create real impact?



THIS IS WHERE THE GAP BECOMES YOUR WORK

VISTA:Beauvais is **a venture-based entrepreneurship program.**

That means you do not study entrepreneurship in theory. You learn it by building and committing to a real venture.

Some participants arrive with a technology or project they already carry. Others commit to one during the program. Either way, the venture is not a case study. You have skin in the game!

- You work on a **real technology-driven project**
- You confront **real constraints** — market, impact, feasibility
- You learn by **making decisions**, not by following recipes

You don't need everything figured out when you apply.

You do need the willingness to **learn by doing**
— and by making difficult choices.







TECH FOR GOOD

Beyond Good Intentions

Everyone wants to “do good”.
Very few know how to **do good at scale, over time, without collapsing.**

At VISTA, *Tech for Good* is not a label.
It is a **discipline**.

It forces real questions:

- What problem are you *really* solving?
- For whom?
- At what cost — and with what trade-offs?
- Can this stand on its own economically?
- What happens if it actually succeeds?

Impact is not assumed.
It is **tested**, alongside technology and business logic.

This is where ambition meets responsibility.

WHERE VENTURES TAKE ROOT

Each partner brings a distinct capability essential to turning emerging technologies into real ventures with impact.

ÉCOLE DES PONTS BUSINESS SCHOOL

True learning happens when people take responsibility for applying newly-acquired skills to real-world situations. That's what VISTA is built on. Graduates receive an Applied Master degree co-signed with our parent institution, ENPC, a leading French Grande École with a tradition of engineering excellence and a strong commitment to sustainable business at scale. Exactly what we wish for our entrepreneur-participants.



Alon Rozen
Dean,
École des Ponts Business School

(RE)SET

"Too many impact projects fail not because they lack intention, but because they avoid hard decisions. This is especially true in deeptech and environmental ventures, where complexity and long time horizons make clarity essential. At VISTA, we help participants confront those decisions early — with discipline, clarity, and realism."



Frank Gana
CEO, (RE)SET

AGGLO DU BEAUVAISIS NOTRE TERRE

"Beauvais is a place where innovation meets real constraints — agricultural, industrial, environmental. As a territory with a strong bioeconomy strategy, located near Paris and connected through an international airport, it offers both local depth and global access. And active support! Hosting VISTA means giving projects a chance to be tested where impact truly matters."



Matthieu Alaime
Director of Economic Development, Higher Education & Innovation, Beauvaisis Agglomeration Community

unesco Chair

"The future is not something we predict — it's something we prepare for through better choices in the present. At VISTA, participants explore multiple futures, then commit responsibly to one — building ventures that deliver meaningful value to people, strengthen environmental resilience, and remain economically viable."



Martin Calnan
Chair, UNESCO Chair for the Future of Value



WHAT YOU ACTUALLY DO

VISTA alternates between:

5 Intensive immersion weeks in Beauvais and Paris

Faculty, mentors, and peers won't give you answers. They will **challenge your reasoning**, your shortcuts, and sometimes your comfort.

Online Learning Sessions between immersion weeks

Live half-day online courses on Fridays, plus self-paced Business Essentials modules from **Harvard Business Impact**, so everyone builds the same foundation in business, management and finance.

Fieldwork periods, where ideas meet reality

You spend time:

- framing problems with real stakeholders
- exploring how technology can — or cannot — help
- testing assumptions
- building and rebuilding
- making decisions you can't postpone forever

By the end, you don't just "know more".
You **think differently about action, risk, and responsibility**.



WHAT PARTICIPANTS SAY



Emilien Freville
Founder, Injectose

"As a researcher, I needed to learn quickly about innovation management and entrepreneurship. What makes VISTA special is that it's rooted in bioeconomy and tech for good, with the right actors already in place. My startup is growing fast and unlocking new business opportunities thanks to VISTA."

Anastasios-Marios Kitsaras,
President & CEO, NextCom Group

"With VISTA, I discovered tech for good, innovation, and sustainability. The program helps integrate ethics and resilience into my project —giving us a real advantage in the market."





Michel Dorsan,
Social Entrepreneur

"I'm not a researcher, but here the whole ecosystem is ready to help you get the scientific complements you need and find the right tech to fix real problems. It's the place to be for social entrepreneurs who want the skills and tools to make an impact."

Cecilia Mwende Mulu
Data Scientist, Entrepreneur

"The VISTA lecturers are experts in their fields and the curriculum is wonderful. You gain entrepreneurial skills, mentorship, and an ecosystem to develop your project from ideation to scalability."



CURRICULUM OVERVIEW

IMMERSION WEEK 1
Discovering the Real Problem
11 to 15 January 2027, Beauvais

- Navigating the Future
- Designing with Users: From Insights to Impact (2 days)
- Lean(er) Innovation 1: Framing Problems
- Finding a Tech-Problem Fit

ONLINE COURSES PART 1
January to March 2027, *Fridays, two half-day sessions per course.*

- Startup Law
- Responsible AI & Data for Startups

HARVARD BUSINESS IMPACT

- Business Essentials Certificate
  Online - Self-paced

IMMERSION WEEK 2
Designing the Solution
15 to 19 March 2027, Beauvais

- Foundations of Regenerative & Resilient Businesses (2 days)
- Market-Problem Fit & Tech Readiness
- Lean(er) Innovation 2: Solutions
- Dynamic Business Modeling & Prototyping

ONLINE COURSES PART 2
April to May 2027, *Fridays, Two half-day sessions per course.*

- Optimizing & Combining Tech
- Measuring Impact
- Proof of Concept & MVPilots

HARVARD BUSINESS IMPACT

- Financial Accounting
  Online - Self-paced

IMMERSION WEEK 3
Building the Business
7 to 11 June 2027, Beauvais

- Operations Management & Value Chains
- Tech Monetization Strategy
- Values-Driven Leadership (2 days)
- Storytelling

ONLINE COURSES PART 3
June to September 2027, *Fridays, Two half-day sessions per course.*

- Tech Venture Marketing
- Growth-Ready Sales Strategy
- Knowing When and How to Pivot

HARVARD BUSINESS IMPACT

- Finance
  Online - Self-paced

IMMERSION WEEK 4
Growing the Organization
4 to 8 October 2027, Beauvais

- Cultivating Team Dynamics (2 days)
- Recruitment & Talent Management
- Partnerships & Alliances
- Inside the Mind of an Investor

ONLINE COURSES PART 4
October to November 2027, *Fridays, Two half-day sessions per course.*

- Negotiating Win-Win Contracts
- Investor Demo & Pitching

IMMERSION WEEK 5 : Getting Investor Ready
6 to 10 December 2027, Paris

- Pitching & entrepreneurial presence
- *Protected rehearsal time*
- **DEMO DAY**
- Now What! Next Steps: My Entrepreneurial Journey (2 days)

YOUR LEARNING JOURNEY

From Idea to Venture



1. Framing & Direction

From intuition to a problem worth solving

You start by exploring contexts, technologies, and assumptions. You learn how to:

- frame real problems
- understand stakeholders and systems
- identify where technology can truly make a difference

Exploration is deliberate — and time-bound.



2. Testing & Shaping

From ideas to evidence

You test your assumptions against reality:

- prototypes and experiments
- market and user feedback
- business and impact models

Some paths strengthen. Others don't survive contact with reality.
This is where learning accelerates.



3. Commitment & Readiness

From options to decisions

Optionality narrows. You make clear choices about:

- your market
- your value proposition
- your impact logic
- your path forward

You leave VISTA with a venture ready to continue — or the clarity to stop intelligently and carry the learning forward.
Readiness, not perfection, is the goal.



THE PEOPLE WHO WILL CHALLENGE YOUR THINKING



Alon Rozen
Business model innovation
Dean, École des Ponts Business School



Anick Hamon
Teams leadership
Human-Centric Leaders



Cédric Roesler
Sales strategy
Founder, X-Seed Group



Christine Sausse
Leadership
Founder, CollabWork



Elise Moron
Talent acquisition
Co-founder, Blendy



Elma Claude
Technology management
Senior Consultant, (RE)SET



Fabien Eychenne
Design Thinking
Manager, La Fabrique à Projets



François Blanchet
Leadership, responsible AI
Co-director, VISTA:Beauvais



Frank Gana
Technology management
CEO, (RE)SET



Hervé Essa
Teams leadership
Human-Centric Leaders



Laureline Simon
Socio-ecological transformation
Founder, One Resilient Earth



Martin Calnan
Prospective, Leadership
Co-director, VISTA:Beauvais



Monica Santelena
Legal strategy, governance
Founder, Dikalia



Olivier Mellina-Gottardo
Value chain strategy
Founder, Eukritos



Sarah McRae
Storytelling, pitching
Founder, ReLearn



Yue Wang
AI, growth-hacking
Entrepreneur in residence, VISTA:Beauvais

A PIONEERING ECOSYSTEM

The Beauvais region is a national leader in sustainable innovation and became the first French territory to receive the European Startup Village label in 2024. Its ecosystem focuses on Bioeconomy, Low-Carbon Construction, and Greentech, supported by a dense network of startups, research institutions, industry leaders, and public programs driving the transition to a sustainable future.

Startups & Innovative SMEs

TchaoMegot: World-first ecological cigarette butt depollution technology; 8+ tons recycled, 2,500 collection points in France.
Octometha: Paste-type methanization using octagonal buried digesters developed with UniLaSalle; first pilot in 2025.
Materrup: Low-carbon clay-based cement reducing CO_2 emissions by 50%; €26M raised to scale production.
Digitanimal: IoT and GPS analytics for precision livestock farming.
Cytonile, Linaireos, DragonflyIA: Sustainable biotech, agtech, and AI-driven environmental solutions.

The region also hosts multiple Greentech Innovation label winners active in circular economy, agtech, and green construction.

Clusters, Incubators, Business Support

Bioeconomy For Change (B4C): France's leading bioeconomy cluster (500+ members, 300+ projects, €2B+ investment).
iTerra Incubator: Hauts-de-France's first bioeconomy incubator; 110 jobs created and €19M raised since 2018.
Rev'Agro: Agtech cluster focused on robotics, eco-design, energy, and AI.
Start Lab: 222 companies supported over 15 years; 40 currently hosted.
BGE/Cités Lab, Pépites Network, Initiative Oise Ouest: Venture creation, financing, and student entrepreneurship support.

Corporate Anchors

AGCO/Massey Ferguson Beauvais: Global excellence center for tractor design and production (2,500+ employees).
Isagri: European leader in agricultural software (140,000 farmers served).
Biocodex: pharmaceutical company specialized in microbiota and probiotics.

Research & Tech Infrastructure

UniLaSalle: 2,500 students; expertise in agriculture, environment, geology, energy. Its 1,500m² FabLab includes 2D/3D prototyping, ElectroLab, MecaLab, and DataLab.
University of Picardy: Technical degrees in biotech, industrial engineering, and sustainable development.
CETIM – Pim@tec: 2,500m² R&D center for agricultural machinery innovation (AGCO, Isagri, GIMA partners).
ATV Technologies: Europe's first bio based chemicals R&D institute focused on green chemistry and biorefinery.
EXTRACTIS: Biomass processing and scale-up center for bioindustries.

Startups benefit from real-world pilot sites: experimental farms, biorefinery pilots, smart buildings, 337 local farms actively engaged in sustainable agriculture.

Public Programs & Institutional Support

EuraBioeconomy Call: Funding and tailored support for bioeconomy innovators.
ADEME, BPI France, Greentech Innovation Label, French Tech (HDFID): National and regional funding, loans, and R&D subsidies.
Rev3: Regional fund for renewable energy and circular economy innovation.
Beauvaisis Agglomération: Local government driving ecosystem coordination and infrastructure.

European-Level Integration

Beauvais-based ventures can access major EU programs including **Horizon Europe** (Cluster 6), **EIT Climate-KIC**, **EIT Food**, and the **Circular Bio-based Europe Joint Undertaking**, reinforcing the region's role as a bridge between research, commercialization, and sustainable growth.

WHY BEAUVAIS MATTERS

Beauvais is not just where VISTA happens.
It is **part of the experience**.

A territory shaped by:

- bioeconomy and agritech
- industrial actors
- public and private innovation
- environmental and operational constraints

Here, technology doesn't live in slides.
It meets regulations, users, deployment challenges, and real trade-offs.

This is where Tech for Good becomes concrete.



PROGRAM STRUCTURE & LEARNING DETAILS

Program Objectives

The program is designed to enable participants to:

- Develop a technology-driven venture integrating impact, viability, and feasibility
- Strengthen entrepreneurial decision-making under uncertainty
- Design business models aligned with environmental and societal transition
- Demonstrate professional-level venture reasoning and communication

Learning Modalities

The program consists of 383 hours of instruction delivered over a 12-month period, from January to December 2027.
The program combines:

- Faculty-led sessions, in person and online (225 + 90 hours)
- Venture-based learning (real project work)
- Peer-to-peer learning
- Mentoring and venture reviews (10+ hours)
- Online business skills modules from Harvard Business Impact (52 hours)
- Online Masterclasses led by international experts and entrepreneurs (6+ hours).

Between immersion weeks, participants are expected to actively develop their venture.

Assessment

Participants will be evaluated on a pass/fail basis for each module, with criteria outlined beforehand. To graduate from the program, participants must successfully complete all modules (40/40 ECTS). Additionally, they will present and defend their venture project in the final week of the program (20 ects).

Curriculum Structure & Dates

Five Immersion Weeks
The immersion sessions last 5 days (Monday to Friday), with classes lasting from 9 am to 7 pm each day.
W1 – Discovering the Real Problem
from 11 to 15 January 2027*
W2 – Designing the Solution
from 15 to 19 March 2027*
W3 – Building the Business
from 7 to 11 June 2027*
W4 – Growing the Organization
from 4 to 8 October 2027*
W5 – Getting Investor Ready
from 6 to 10 December 2027*
Each week concludes with a defined venture outcome milestone.
*Program dates are tentative and subject to change

Online Courses
Ten scheduled online courses on Fridays between immersion weeks (29 January to 12 November 2027, two sessions per course), plus self-paced modules: **Business Essentials Certificate (Harvard Business Impact)**, Financial Accounting and Finance online courses, with a recommended period for each.

Location

Weeks 1 to 4 take place in Beauvais, France. The final week, including Demo Day, takes place on our Paris campus.

Support for Participants with Disabilities

The school and its programs are designed to be accessible for everyone. If you encounter any challenges or have disabilities, please reach out to our disability liaison, Ms. Gabrielle Cesselin (cesselin@pontsbschool.com), so we can make the necessary arrangements or adjustments for you.

Class Size: 15-20 participants

PRACTICAL INFORMATION

Format & duration

- Part-Time - 12 months
- 5 in-person immersion weeks
- Online courses on Fridays
- Entrepreneurial fieldwork between immersions

Next cohort Start

- 2027 cohort: 11 Jan. to 10 Dec.

Tuition fees

- Self-funded, own-company-funded: €12,500
- Employer-funded, intrapreneur: €18,000
- Scholarships and financing options available (see our Admissions Handbook, available on request at vista@pontsbschool.com)

Language

Instruction
100% in English

Admissions deadline

Rolling admissions

Location

Beauvais
and Paris, France

READY TO EXPLORE FURTHER?

→ Join our events on LinkedIn
→ Speak with the program team
→ Start your application

https://www.pontsbschool.com/programs/master-entrepreneurship-innovation-beauvais

ADMISSIONS

Who Is This Program For?

VISTA is designed for individuals ready to commit to building a real venture under real constraints. You may be a:

- Researcher, PhD, Post-Doc or Engineer seeking to commercialize technology,
- Sustainability or Industry Professional transitioning toward venture creation,
- Founder or Co-Founder building a tech-driven venture with impact ambition,
- Intrapreneur mandated to develop innovation within an organization,
- Mission-driven entrepreneur working at the intersection of technology and sustainability.

Are You Eligible?

Candidates should demonstrate:

- A completed Bachelor's degree (or equivalent)
- A minimum of 3 years of professional, research, or entrepreneurial experience
- A strong interest in technology-based venture creation
- The willingness to work on your own venture (or join one early)
- Professional fluency in English

Candidates without a traditional academic background may be considered based on demonstrated entrepreneurial or professional experience. Motivation, ownership mindset, and venture commitment weigh more than titles.

Admissions Process

1. Online application: Submit your CV, documents, motivation statement, and venture concept (if available).
2. Pre-Screening review.
3. Online 1-hour written test: alignment with VISTA's venture-based model
4. Interview with program management - a structured conversation focused on:
    - Venture commitment
    - Decision-making under uncertainty
    - Capacity to operate under constraint
    - Fit with the cohort dynamic
5. Final Decision

Offers are made on a rolling basis until cohort capacity is reached.





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ACADEMIC RIGOR. REAL RECOGNITION.

VISTA is grounded in academic excellence — without losing contact with reality.

Upon successful completion of the program, participants are awarded an **Applied Master in Tech for Good Entrepreneurship & Innovation** from **École nationale des ponts et chaussées** (ENPC) — a Grande École with a long-standing tradition of engineering excellence and a deep commitment to ecological transition.

The program is delivered by École des Ponts Business School (EPBS), the business school of ENPC. EPBS is Qualiopi certified, meeting recognized national quality standards for professional training and AMBA accredited, reflecting international standards in postgraduate management education. The degree does not confer the French national master's degree (grade de master) and is not yet registered with the RNCP.

Participants also earn a Business Essentials Certificate from Harvard Business Impact.

What the Degree Represents

The degree validates:

- The academic rigor of the curriculum
- A Master's-level workload and assessment standard
- The successful completion and defense of the Venture Book (Master's thesis equivalent)
- The integration of impact, technology, and business reasoning

This is not a symbolic credential. It reflects a demanding academic journey anchored in real venture development.

Beyond the Diploma

Graduates join the alumni network of École des Ponts Business School. They leave not only with a recognized degree, but with:

- Demonstrated entrepreneurial judgment
- A venture developed under real constraints
- A portfolio-quality Venture Book
- A network spanning academia, industry, and impact ecosystems

The diploma formalizes the learning. The capability extends far beyond it.

ASSOCIATION OF MBAS ACCREDITED

ÉCOLE DES PONTS BUSINESS SCHOOL

Qualiopi processus certifié

RÉPUBLIQUE FRANÇAISE

Quality certification was issued for the following category: training actions

ÉCOLE NATIONALE DES PONTS ET CHAUSSÉES

INSTITUT POLYTECHNIQUE DE PARIS

LET'S TALK ABOUT YOUR NEXT STEP.

Choosing a program like VISTA is not a small decision. Before you apply, we invite you to speak directly with us.

You can schedule a conversation with our program team — a conversation designed to help you think clearly, not to convince you.

You may want to talk about:

- Whether VISTA is the right fit for your profile
- Your technology, idea, or early-stage project
- The maturity of your venture direction
- Financing options and possible scholarships
- The level of commitment required
- Any concerns or constraints you are considering...

Bring your questions. Bring your doubts. Bring your ambition.
Each discussion is confidential and exploratory.
No preparation required — just clarity of intent.



Yue Wang
Entrepreneur in residence



François Blanchet
Co-director

NO NEED TO BE READY - JUST CURIOUS

Book a call, whenever → calendly.com/vista-pontsbschool/ama

Building something that matters starts with an honest conversation.



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AGGLO DU BEAUVAISIS NOTRE TERRE

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