

“Exploring the Entrepreneurship & Sport Connection” BIP Students Awareness Week Program

The University of Rouen Normandy hereby presents the programme for its BIP programme, with an **in-person mobility from March 30 to April 3** and online sessions (yet to be determined).

MONDAY – MARCH 30

9:15 – 9:45: Arrival and registration of participants

9:45 – 10:00: Welcome Speech

10:00 – 10:30: Coffee Break

10:30 – 12:00: Exploring Sport and Entrepreneurship: overview of the University's entrepreneurship ecosystem, followed by a session dedicated to sports activities on campus

12:00 – 14:00: Lunch break

14:15 – 16:00: Guided tour of Rouen – Rouen Tourist Office

TUESDAY - MARCH 31

9:00 – 10:00: Interactive workshop *“Dis-moi dix mots”* by the *Maison des Langues* – Test your knowledge of French through language and culture

10:00 - 10:30: Coffee Break

10:30 - 12:30: Improvisation Match: a theatrical improvisation session based on entrepreneurial projects

12:30 - 14:00: Lunch break

14:00 - 15:30: Entrepreneurship Workshop: A dynamic session on discovering the entrepreneurial spirit

15:30 - 16:30: Tour of the biodiversity conservation measures on the Mont-Saint-Aignan campus.

WEDNESDAY - APRIL 1

10:00 - 12:00: Guest Speaker: Clément Jacquelin, founder of *Athletics 3D*, a company specialized in the conception and design of sports equipment, with a focus on biathlon rifles.

12:00 - 13:30: Lunch Break

13:30 – 16:00: Basketball activity featuring local entrepreneur Samba Diaw, founder of *Datadunk*, a startup specializing in data collection for sports performance analysis

THURSDAY - APRIL 2

10:00 - 12:30: Tour of the local startup incubator facilities: Normandie Incubation, followed by a Q&A session with SporTech entrepreneurs.

12:00 - 13:30: Lunch Break

14:00 - 16:00: Intervention on the business side of a professional sports club, by a staff member of a French professional football club

FRIDAY – APRIL 3

10:00 - 12:00: Tour of a key sports facility in Rouen, with an open discussion on sport business and development

12:00 - 14:00: Farewell Lunch

Contact details

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