



Une parenthèse

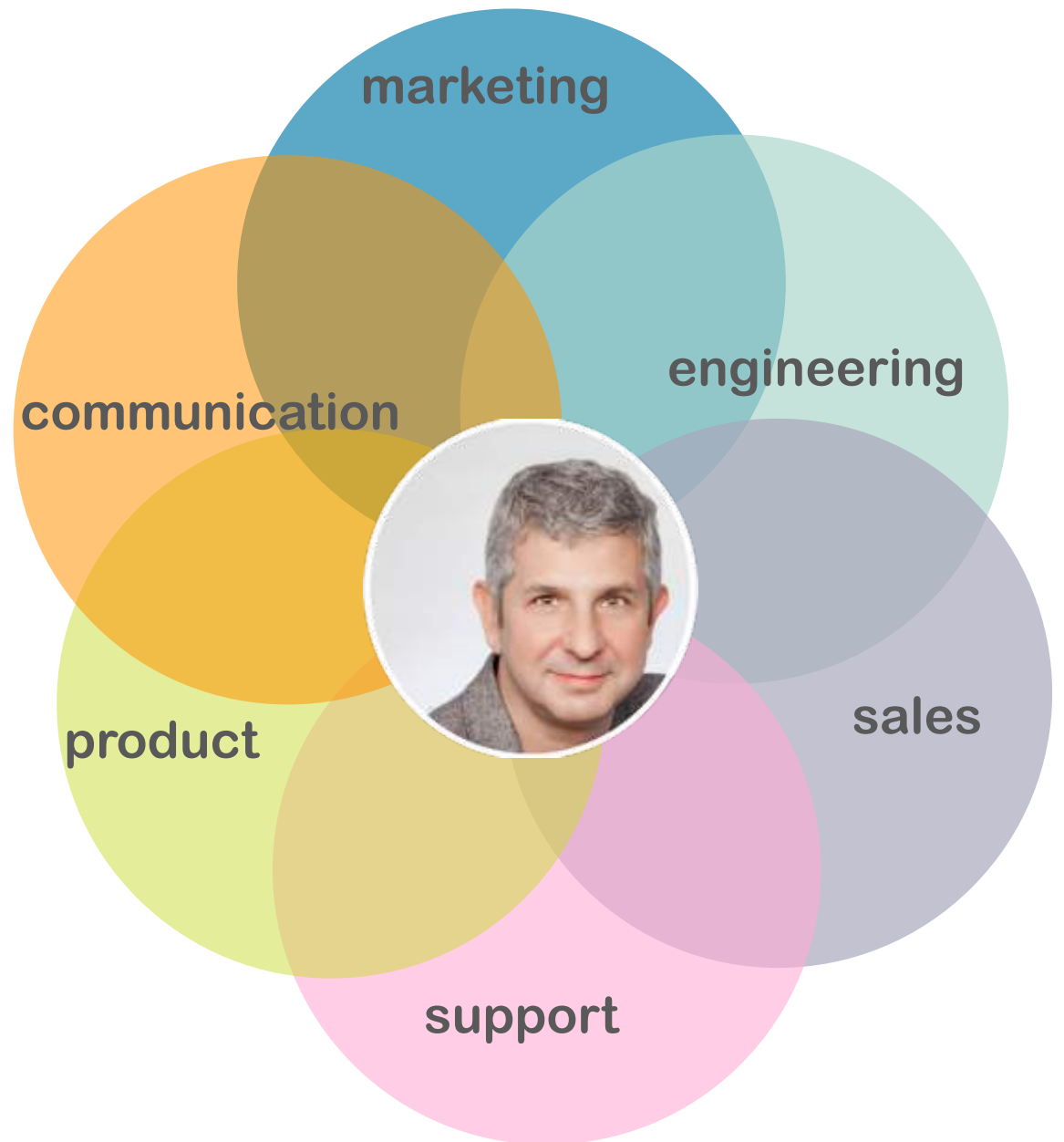


STARTUP UN JOUR



technology evangelist

hubert@kratiroff.com



technology evangelist

full stack marketer

CDDO: chief digital/data officer

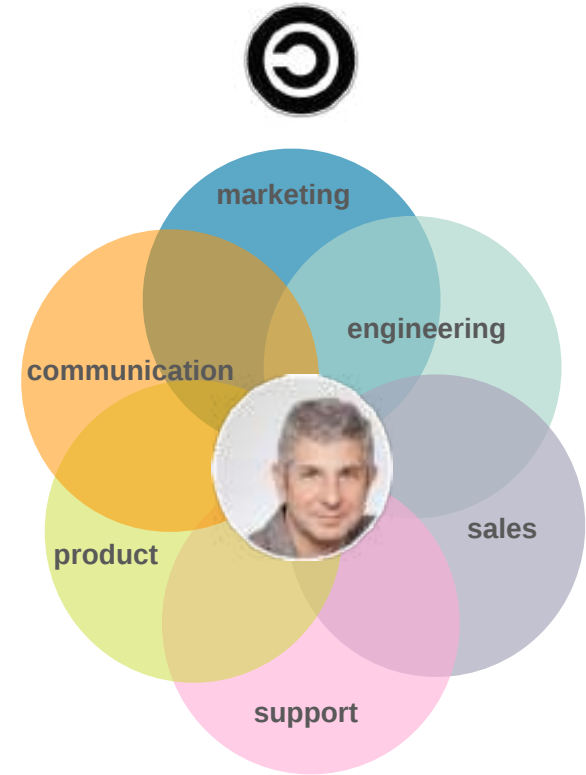
DPO: Data Protection Officer

professeur d'économie numérique

expert learn marketing, CMI, marcom

everyday writing, coding & programming

entrepreneur / consultant



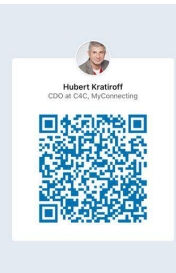
hubert@kratiroff.com



@kratiroff



linkedin.com/in/kratiroff



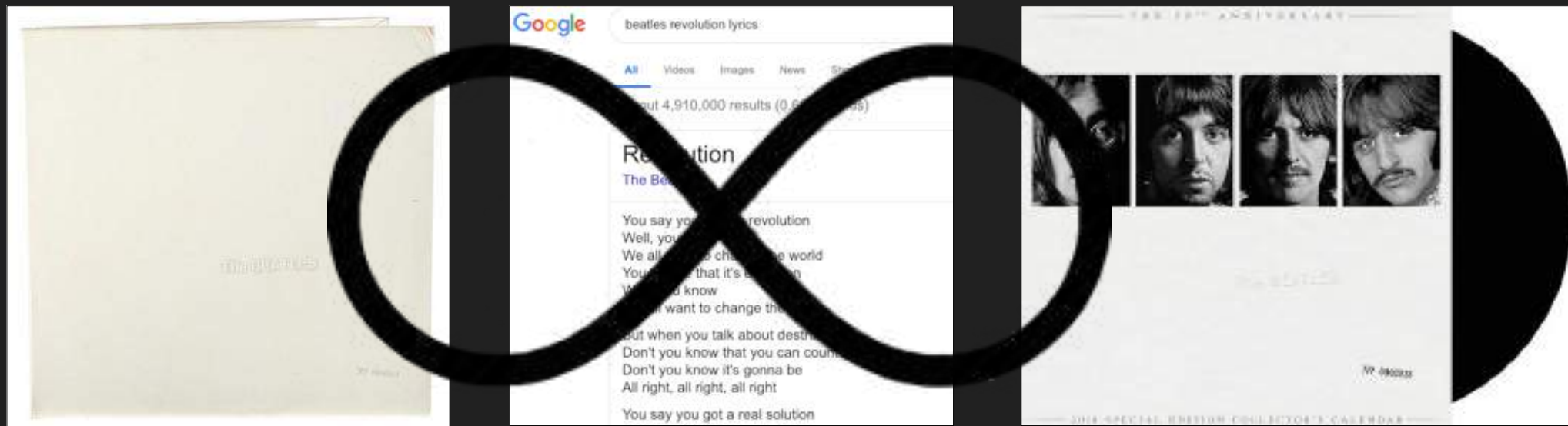
UX
CX
EX

SX

@kratiroff | ©2019 |

k ∞ QI x t x At





lesnouveauxmarketing.com
/
groupa



**experience
phygitale
N°1**



Hubert Kratiroff

CDO at C4C, MyConnecting





LinkedIn LEARNING

Certificate of Completion

Congratulations, Hubert Kratiroff

Top 10 Social Media Management Tools

Course completed on Sep 7, 2018 • 51 min

By continuing to learn, you have expanded your perspective, sharpened your skills, and made yourself even more in demand.

A handwritten signature in black ink that reads "Tanya Stapley".

VP, Learning Content at LinkedIn

LinkedIn Learning
1000 W Maude Ave
Sunnyvale, CA 94085

Certificate Id: AZHwXYaF2lPPVD7z0qtRVUns3uVU



Black Mirror
NOSEDIVE (S03E01)
Entire History of you (S01E03)
Passeport Social : note de confiance
4 millions pax CN





Social Selling Dashboard



Hubert Kratiroff

CDO at C4C, MyConnecting

Top 3%

Industry SSI Rank

Top 5%

Network SSI Rank

Social Selling Index – Today

Your Social Selling Index (SSI) measures how effective you are at establishing your professional brand, finding the right people, engaging with insights, and building relationships. It is updated daily. [Learn more](#)



Weekly Social Selling Index



LinkedIn

People in your Industry



Sales professionals in the Computer Software industry have an **average SSI of 33**. You rank in the **top 3%**.

⬆️ Up 11% since last week

People in your Network



People in your network have an **average SSI of 42**. You rank in the **top 5%**.

⬆️ Up 14% since last week



Hubert Kratiroff 

France

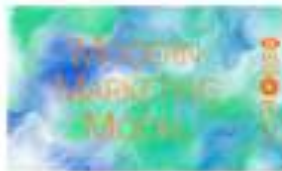


Scan the QR code to add me on WeChat

lesnouveauxmarketing.com
/
groupa



Les acronymes du marketing moderne



Toute spécialité a son jargon, en attendant un vrai lexique, voici 250 acronymes - pas tous pertinents - du marketing digital... qui est le marketing de tous les jours ! Et même si vous pensez, comme Elon¹ que ASD (acronyme seriously suck), sachez que TAWYO (Totally Agree With You Guys), mais c'est le langage des entreprises ! Bonne lecture (ou moins vaine)
¹ mail de Elon Musk à ses équipes en 2019 (Tesla, SpaceX, SolarCity, Boring and previously PayPal founders)

AAA: Average active sessions

AAID: Android Advertising Identity

aARRR: Acquisition, Activation, Retention, Referral, Revenue

ABC: Always Be Closing

ABM: Account Based Marketing

ABT: AB testing

ACEE: Association pour commerce et services en ligne (ADES: Association de l'Economie Numérique)

ADX: Ad Exchange platform

AdTech: Advertising Technology (cf. MarTech)

ADX: Google DoubleClick Ad Exchange platform

ADA: Attention Interest Desire Action

"First Purchase Funnel"

AMA: Ask Me Anything

AMP: Accelerated Mobile Pages de Google

APP: Application (à propos: designed to run on mobile devices)

API: Application program interface (cf. SaaS)

AR: Augmented Reality (ou RA)

ARPU: Average revenue per user

ARR: average recurring revenue (ou revenu)

ASO: App Store Optimization (cf. Search)

ASF: Apache Software Foundation

ASP: Application service provider

AssurTech (cf. InsurTech)

AtkaAd: Anytime Anywhere Anydevice

AtkaAd: AtkaAd + AnyContent

ATF: Above the fold (au dessus du pl, donc visible - cf. BTF)

ATL: above the line (cf. BTL & media)

AWD: Adaptive web design (cf. RAD)

BAT(X): Baidu Alibaba Tencent Xiaomi (ou, UNFA)

BANF formula: Budget, Authority, Need, Timeline (developed by IBM)

BAU: Business As Usual

BI: Business Intelligence

BMG: Business Model Generation by Alex Osterwalder

BOB: Best of Breed

BOFU: Bottom Of Funnel (cf. ToFu)

BPM: Business Process Management

BR: bounce rate (valeur stable à une seule page ou non réception d'un email)

BRICS: 5 countries competing with Trade and No IT

BTC: Bitcoin (BET)

BTF: Below the fold (en dessous du pl, donc invisible - cf. ATF)

BTL: below the line (cf. ATL & hors media)

BuG: Business to Government

BuR: Business to Retail

BYOD: Bring your own device (cf. CYOD)

CAC: Customer Acquisition Cost (ou cycle d'activité client arrivée du nouveau client)

CAD: communication audiovisuelle dynamique (cf. DOOH & digital signage)

CCO: Chief Customer Officer

CCU: cf. UCC

CCG: Carter des Changes

CDJ: customer digital journey

CEO: Chief Digital Officer (ou Chief Data Officer)

CDN: content delivery network / réseau de diffusion de contenu (AKAMAI)

CDP: Customer Data Platform (it's more than a DMP and CRM)

CEM: Customer Experience Management

CES: Customer Effort Score

CGI: Computer-generated imagery

CHO: Chief Happiness Officer

CLI: command line interface

CLV: Customer lifetime value

CMT: Community Manager

CMT: Communication Marketing intégrée (CMC)

CMO: Chief Marketing Officer

CMS: Content management system

CNA: Commission Nationale

CSG: Commission Nationale

CSG: Commission Nationale

CSG: Commission Nationale

CSG: Commission Nationale

CSG: Commission Nationale

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CSG: Commission Nationale

CPA: collective performance at acquisition

CPA: Cost per action (or acquisition)

CPD: Cost per click: amount of money required to produce a single click (or Cost-per-Customer)

CPDV: Cost per completed view (CPDV = Cost + Completed Views)

CPL: Cost per lead

CPE: Cost per thousand (impr)

CPT: Cost-per-Transaction

CPV: Cost per view (see also PPV)

CR: Conversion rate

CRM: Customer relationship management

CRO: Conversion rate optimization

CSAT: Customer Satisfaction Score

CSR: Corporate social responsibility (RSE)

CSS: Cascading Style Sheets

CTA: Call to action

CtoB: Customer to Business (cf. UGC)

CtoC: Customer to Customer

CTR: Click Through rate (number of click on an item/link)

CE: Customer experience (including UX)

CYOD: Choose Your Own Device (cf. BYOD)

DD: cf. DOD

DAD: Decentralized Autonomous Organization (Distributed)

DD: Data Driven Document

DDM: data-driven decision management

DDS: data-driven strategy

DL: Digital Learning

DM: Direct mail or Direct message sur Twitter

DMSCo: Digital marketing exposition and conference (Cologne, DE)

DMP: Data management platform

DNS: Domain name system (cf. ICANN & registrar)

DNVB: Digital Native Vertical Brand

DOOH: Digital Out Of home (Digital Signage)

DL: Deep Learning

Les 150 définitions Conférence NoLimit



Toute spécialité a son jargon, voici quelques définitions utiles, regroupées par grands thèmes. Pour des questions de cohérence, certaines informations sont reprises avec un angle différent d'un thème à l'autre. La majorité des notions abordées et des définitions données sont d'un niveau très basique. L'objectif de ce document est de permettre un accès facile à ce monde digital qui peut en effrayer certains.

Les 150 définitions Conférence NoLimit	1
1. AdTech: Advertising Technology	2
2. Agilé, design et plus	4
3. Economy & general	6
4. Juridique	8
5. KPI: Key Performance Indicator	9
6. MarTech: Marketing Technology	13
7. Research (market) & études online	14
8. Référencement (SEO/CR)	16
9. TECHNIQUE : inside web	18
Marketing: quelques définitions	21

“ YOUR
HAPPINESS
IS MY
BUSINESS ”

hubert kratiroff
Paul Dubrule / Gérard Pélisson





CODE
#gem

The image is a screenshot of the slido website. The background is a blurred image of a group of people in a meeting. At the top left is the 'slido' logo. To its right are navigation links: 'Pricing', 'Features', 'Resources', and 'Contact'. Further right are 'ADMIN' and 'SIGN UP' in green. In the center, there is a large play button icon inside a circle. Below this, the main headline reads 'Audience Interaction Made Easy.' in white. Underneath the headline is the subtext 'Live Q&A and Polls for your Meetings & Events' in a smaller white font. At the bottom center, there is a white button with the text '#gem' and a green button with the text 'JOIN'. Below these buttons is a white rectangular box with a thin border containing a green plus icon and the text 'CREATE EVENT'.

178.62.232.130/groupa

The image shows a digital Kanban board interface. At the top, a browser address bar displays "178.62.232.130/groupa". The board is divided into four vertical columns: "Backlog", "Sprint", "WIP", and "DONE". The "Backlog" column is populated with a stack of approximately 18 sticky notes. These notes are color-coded in groups: four yellow notes at the top, four white notes, four light green notes, four medium green notes, two pink notes, and four light blue notes at the bottom. Each sticky note contains the placeholder text "Double Click to Edit". The "Sprint", "WIP", and "DONE" columns are currently empty. At the bottom of the interface, there is a toolbar with a plus icon, a cursor icon, a row of colored circles (red, blue, yellow, green, pink, light blue, orange, purple, star, star, star, star, star, star, star, star), and two document icons on the right labeled "18 Jan 2018" and "20 Jan 2018".

GLOBAL



Équipe de 4/5

...

Scrum Master

meilleures connaissances

plus disponible

plus jeune



...

NOTRE STARTUP





	BackMarket	believe			BLADE	Cityscoot	
	DEVIALET		Oevaneos	FINALCAD			
	ivalua						
				recommerce		Shift Technology	
TALENTSOFT		Veepee		Voodoo	wynd		



Olivier Fournier, Directeur des Ressources Humaines de la Fondation Agir Contre l'Exclusion, a choisi PayFit pour automatiser la paie de ses employés.

Gérer ses employés n'a jamais été aussi simple.

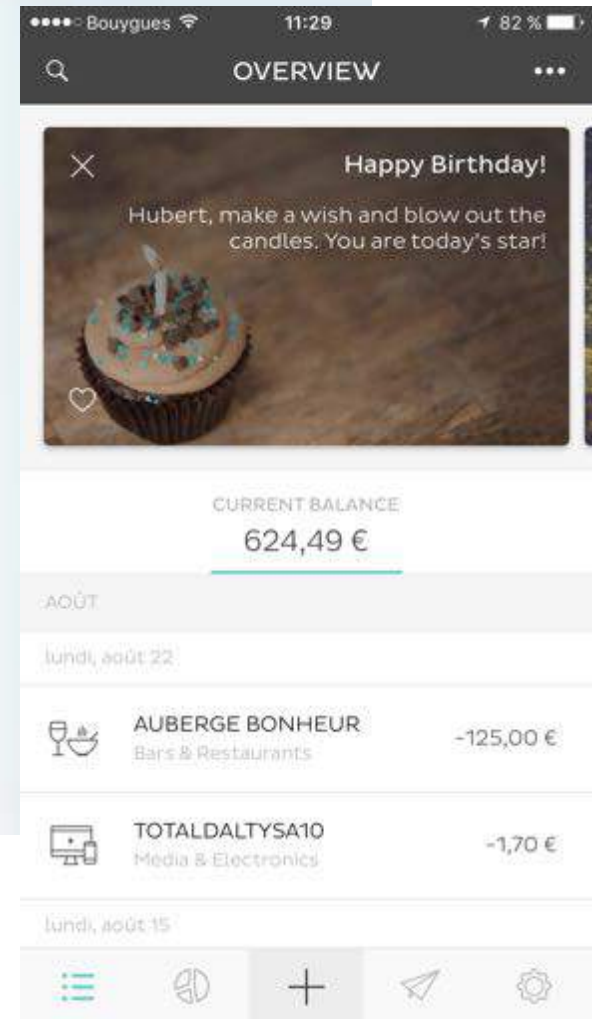
Concentrez-vous sur l'essentiel, PayFit automatise la paie de vos employés.

[DEMANDE DE DÉMO](#)[Vous utilisez PayFit ? Connectez-vous](#)

1195 entreprises nous font confiance.

N26

Banking by Design





LYDIA

L'application de paiement
préférée des Français





assur-tech

alan Essentiel Entreprises Indépendants Vidéo tour Ils nous aiment

Mes coordonnées

Nous sommes Alan,
l'assurance santé simple
des entreprises et des indépendants



Une couverture au top,
ultra simple à utiliser.

0

 Un service
au top
100% en ligne, zéro papier,
un service client ultra disponible

 Les bonnes
garanties santé
Une couverture santé unique, préscrite
par des centaines d'entreprises
et des milliers d'utilisateurs

 Instantané
Une couverture en 5 minutes,
toutes les obligations légales remplies



ed ag water
food prop civic
mar TECH insur
green med
ad fin deep



**KEEP
CALM
AND
THINK
BIG**



Startup Informations

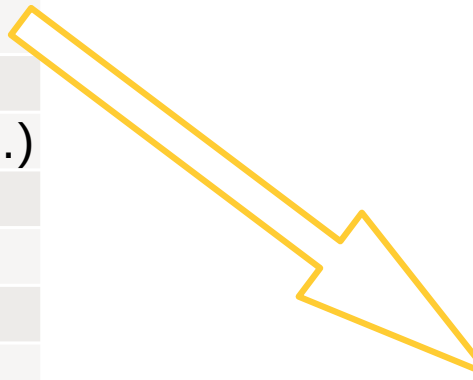


On ne dit plus...

A	ToDo List
B	SWOT
C	Deadline
D	Qualité de service
E	Maquette
F	5B (bon produit, bon prix...)
G	Diapositive / Slide
H	Présentation
I	Scenario /
J	En cours
K	Investisseur
L	BtoC
M	Publireportage
N	Lead
O	Scénario Catastrophe
P	Segment cible
Q	CRM
R	4P
S	Em@il

... mais on dit !

1	NativeAd
2	WIP
3	Pitch
4	DMP
5	Contact
6	VC (Venture Capitalist)
7	Collapsologie
8	DNVB
9	VUCA
10	UX
11	Buyer Persona
12	Backlog
13	Stalker
14	Sprint
15	Pitch Deck
16	MMM
17	Storytelling
18	Programmatic
19	MVP - POC



Slasher
Chief Happiness Officer
Stalker / hater
Phygital
Fly Shame
Digital Shame
DTC
ScaleUP
Scrum
Daily stand up
InsurTech (AssurTech)
Lean
InboxZero
RGPD
NPS
Blockchain
QrCode
GIG
GAFAM

NativeAd
WIP
Pitch
DMP
Contact
VC (Venture Capitalist)
Collapsologie
DNVB
VUCA
UX
Buyer Persona
Backlog
Stalker
Sprint
Pitch Deck
MMM
Storytelling
Programmatic
MVP - POC

...
TBC
...
TLDR
...
Elon Musk : ASS
...
Cargo Culte
...



NOLIMIT





4ème révolution industrielle

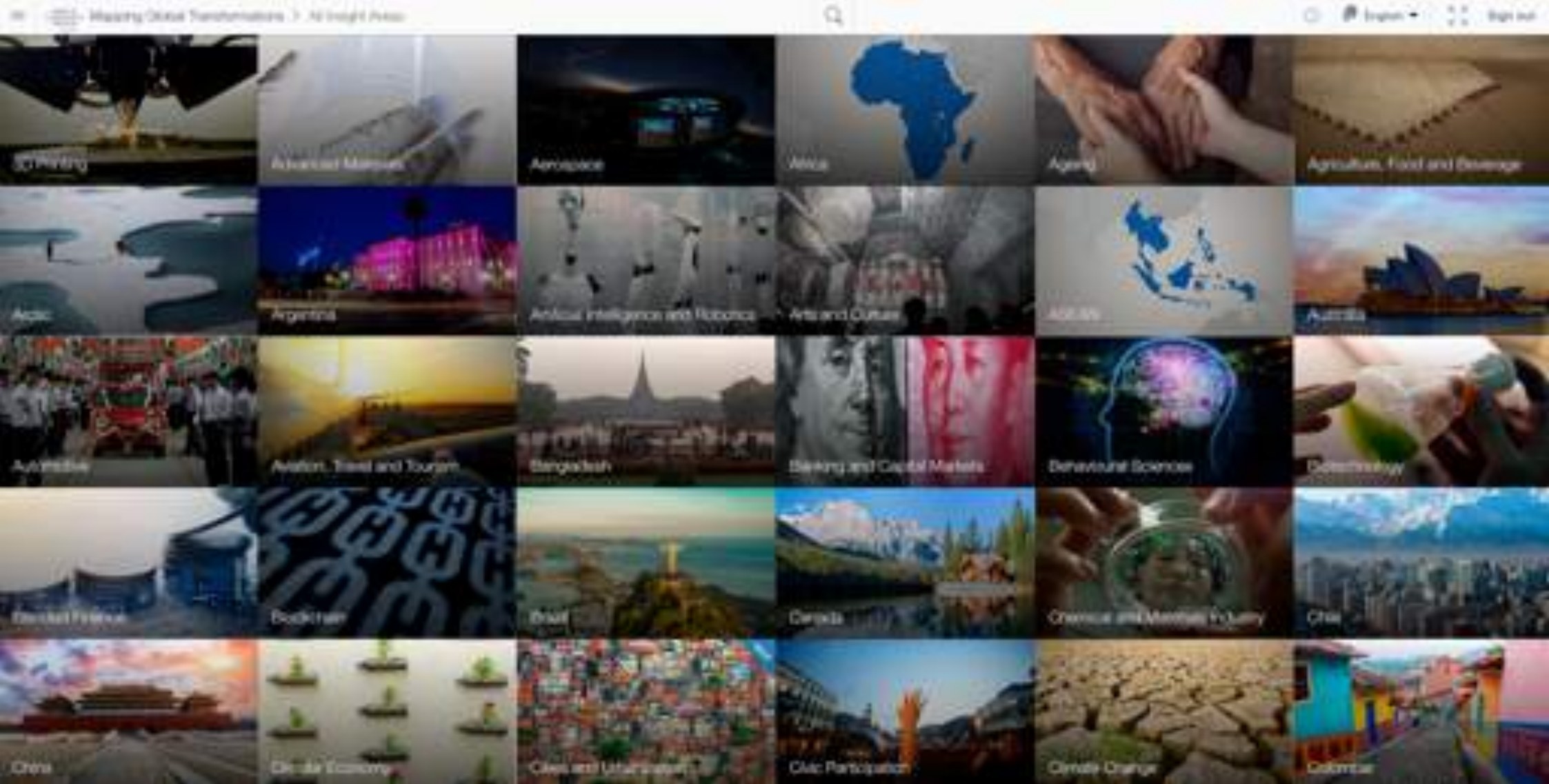
Vapeur + moteur

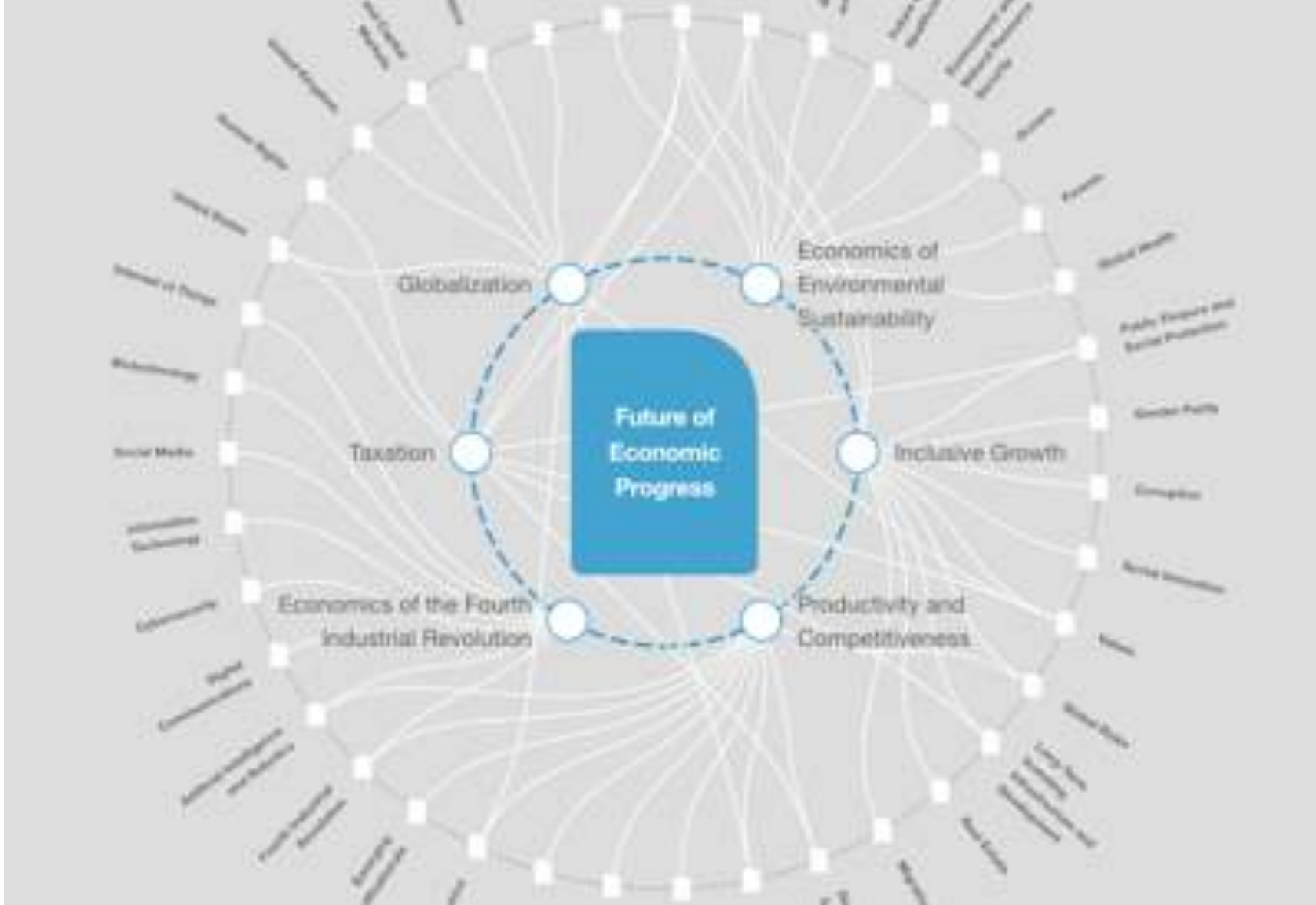
Électricité

Informatique

IA









3^{ème} révolution industrielle

Vapeur + moteur

Électricité

NBIC (NTIC)

Révolutions d'ordre : social / culturel économique technologique



GRENOBLE
ÉCOLE DE
MANAGEMENT
TECHNOLOGY & INNOVATION

1977-2018



Michel SERRES

-3000 écriture

1450 imprimerie/chiffre

2000 NBIC

Luc FERRY

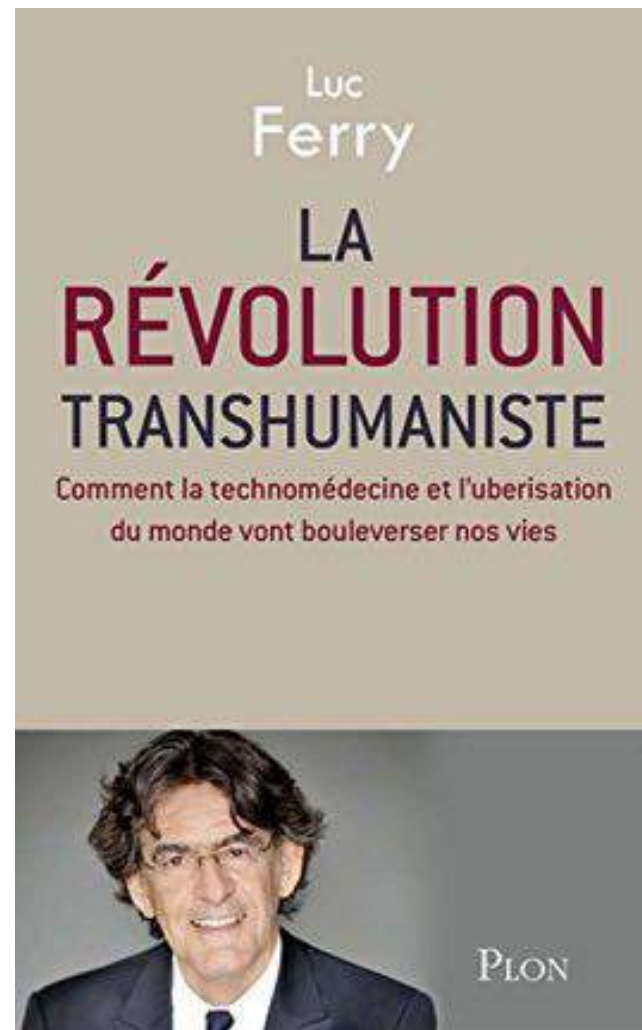
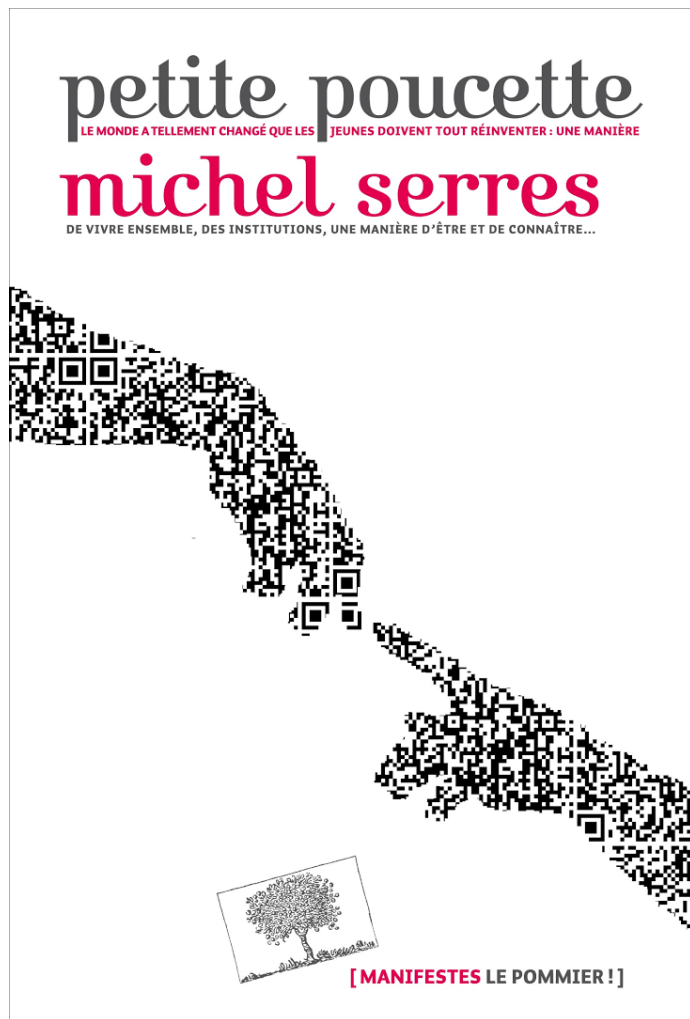
1800 Vapeur

1900 Électricité

2000 NBIC



GRENOBLE
ECOLE DE
MANAGEMENT
TECHNOLOGY & INNOVATION



Gutenberg



Zuckerberg Sandberg





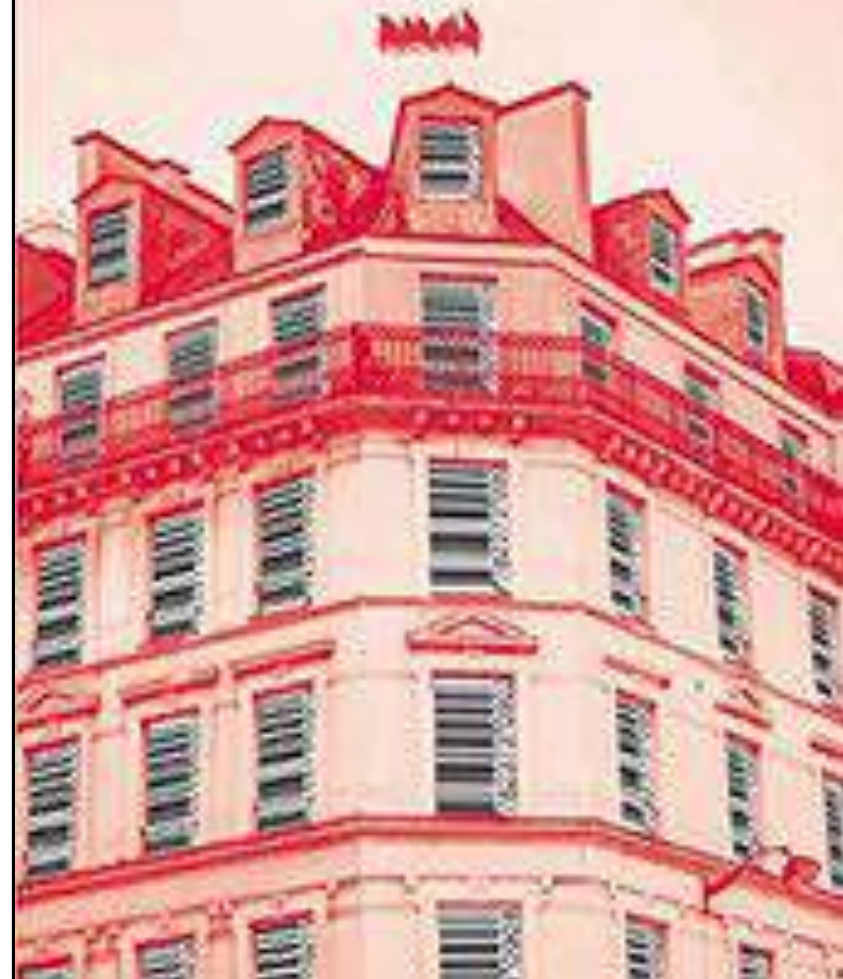
JEAN-LOUIS
MISSIKA
PIERRE
MUSSEAU

Des robots dans la ville

Tallandier
éditions

**COMMENT
LES VOITURES AUTONOMES
VONT CHANGER
NOS VIES**

airbnb
la ville ubérisée
ion brossat



Révolution Technique



Numérique

techno, electro, computer,
enable companies to do things greater

Digital

the way from finding clients to earn income
change business model, process, objective

Cyber

security, resilience
... bureau des légendes



LE BUREAU
DES
LEGENDES

“Le futur est déjà là —
il n'est simplement pas
réparti équitablement.”

William Gibson



INSPIRING IDEAS AND TALENT*

ET SI INNOVER ÉTAIT DÉJÀ DÉPASSÉ ?

* En partenariat avec les universités de Grenoble



GRENOBLE
ECOLE DE
MANAGEMENT
TECHNOLOGY & INNOVATION



GRENOBLE-EM.COM

Se poser les bonnes questions, apprendre à résoudre des problèmes qui n'existent pas encore et vivre en son rêve : c'est l'expérience unique que vous propose Grenoble Ecole de Management.

Une expérience humaine, entrepreneuriale et digitale, pour inspirer un monde où business et société ne font qu'un.



GRENOBLE | PARIS | LONDRES | MOSCOU | PÉKIN | SINGAPOUR | CASABLANCA

NBIC



NBIC

Nano (techno / matériaux)

Bio (techno / mimétisme)

Informatique (IOT / B / A)

Cognitif (IA, MOOC)



Nouvelles écoles





Bienvenue à la Twitter Flight School

Une expérience d'apprentissage dynamique où vous découvrez les meilleurs moyens d'intégrer Twitter à votre travail.

Connectez-vous pour commencer



Up-to-date

Master the Twitter Ads landscape with in-depth product tutorials and continually refreshed content.



Personalized

Select a job-specific learning track customized to your specific learning needs.



On-the-go

Access on-demand exclusive content to keep you ahead of the digital curve.



Vous avez terminé le cours Twitter Amplify

Voir toutes les ressources



Super ! Je suis à présent un Gourou
@TwitterAmplify ! Cliquez ici pour prendre
votre envol : <https://twitterflightschool.com>
#TwitterFlightSchool

Tweet





GOOGLE

POUR LES PROS

Gagnant du trophée européen « Digital Skills Award 2016 »

Google



Hubert

hubert@c4cgroupe.com



MON PROFIL

Bienvenue sur votre tableau de bord Google pour les Pros !



Votre programme de formation



Cours



Badges

Félicitations ! Vous avez réussi ce cours. Êtes-vous prêt pour le prochain cours ?

Le prochain cours de votre programme est : 'Le fonctionnement des sites Web'

COMMENCER



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The tools you need to learn how Facebook can help grow your business

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Search



Get certified.

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business.



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Learn HubSpot at your pace, on
your schedule.



View HubSpot Projects.

Achieve your goals using multiple
HubSpot tools.



LEARN MARKETING

TENDANCE EN

PLEIN ESSOR

LE MEILLEUR BRAND-CONTENT



...

si vous ne payez rien,
c'est que

VOUS êtes le produit





Don't just Learn to Code: Think Like a Software Engineer

Reinvent Your Career in 12 weeks

[Start Your Application](#)[Watch the Video](#)

Here's Why We've Been Called the Leading
Bootcamp in the Country



Changez de vie : **apprenez à coder**

Le Wagon apporte un **savoir-faire technique** aux **esprits créatifs**.

Découvrez notre programme

Postulez pour 9 semaines de formation

Codez the startup way



Devenez développeur web

Maîtrisez ruby, SQL, et le framework Rails pour construire des applications web. Apprenez des techniques de design avancées en CSS. Plongez dans Javascript et explorez jQuery ou encore React.js, la dernière librairie Javascript développée par Facebook. [Plus d'infos](#).



Comprenez la technique

Apprenez à penser comme un "Software engineer". Cette personne qui comprend les enjeux techniques, qui sait ce que MVC veut dire, comment marche une base de données, ce que contient une requête HTTP. Quelqu'un qui voit le monde sous un angle technique.



Adoptez le bon workflow

Il existe **une bonne façon** de travailler sur un produit tech. Ecrire les user stories, dessiner le schéma de la base de données, faire un mockup sur Sketch, collaborer en utilisant des pull-requests sur Github. Apprenez à travailler avec la méthodologie des meilleures startups.



We Pay You to Learn to Code

Modern Labor is a revolutionary platform that pays you \$2000 per month for 5 months to learn in-demand tech skills and then finds you your new job.



Preface

ZERO TO ONE

EVERY MOMENT IN BUSINESS happens only once. The next Bill Gates will not build an operating system. The next Larry Page or Sergey Brin won't make a search engine. And the next Mark Zuckerberg won't create a social network. If you are copying these guys, you aren't learning from them.

Of course, it's easier to copy a model than to make something new. Doing what we already know how to do takes the world from 1 to n , adding more of something familiar. But every time we create something new, we go from 0 to 1. The act of creation is singular, as is the moment of creation, and the result is something fresh and strange.

THE INTERNATIONAL BESTSELLER
ZERO

TO

ONE

NOTES ON STARTUPS,

OR

HOW TO BUILD THE FUTURE

PETER THIEL
WITH BLAKE MASTERS

"These rare things is concise, thought-provoking
book on entrepreneurship" **THE TIMES**

2012-2014
Peter Thiel
PayPal
FB, spaceX, LinkedIn

Les **3** étapes de toute
Innovation / rupture / révolution

- 1** Utopiste / étrange / ridicule
- 2** Impossible / dangereux
- 3** Évident / simple

Thiel / Aberkane

Ridicule

Dangereux

Évident

délai

délai

PERVASION

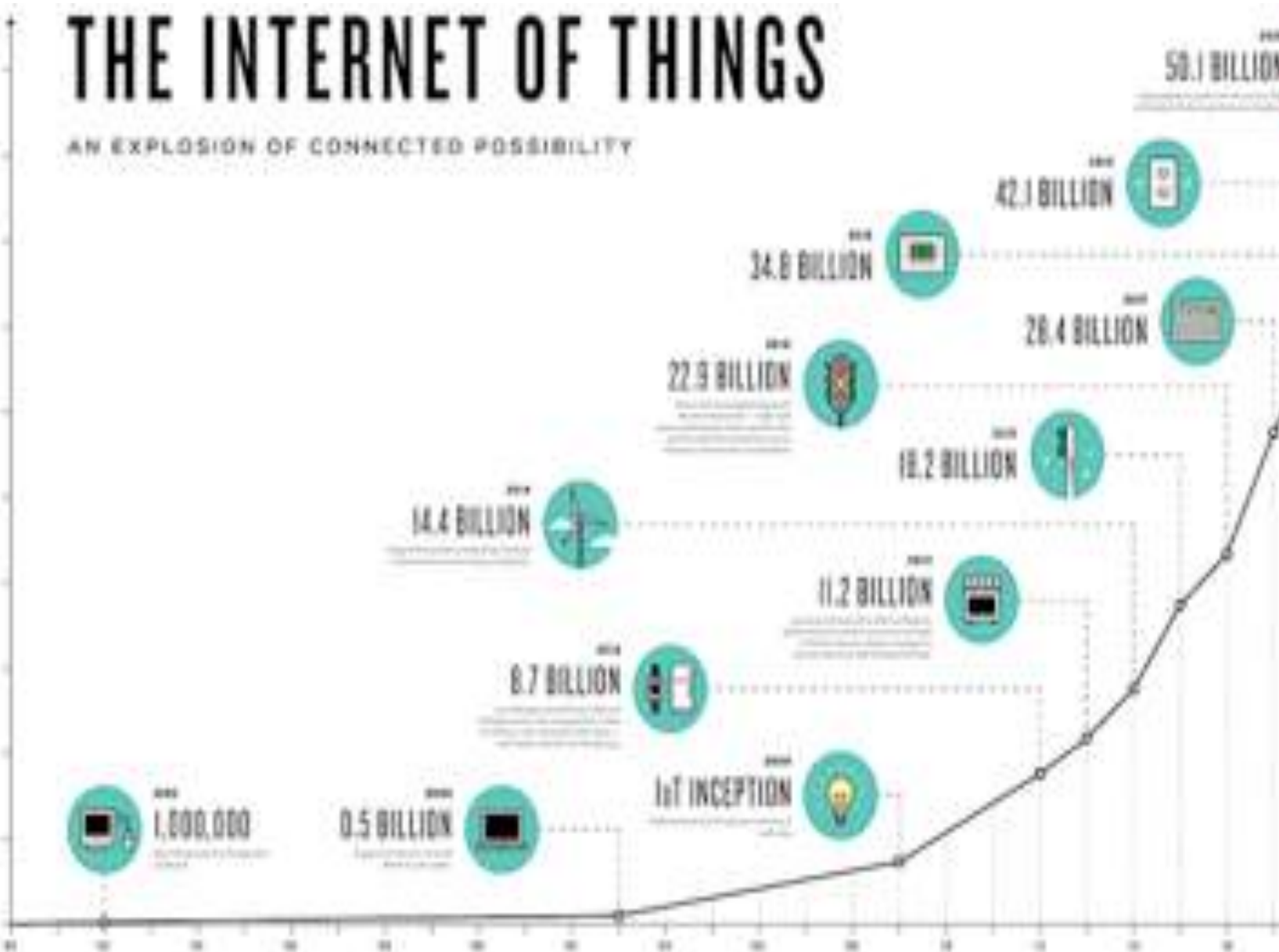
Moore

Gordon



THE INTERNET OF THINGS

AN EXPLOSION OF CONNECTED POSSIBILITY





momentum

IOT / DATA

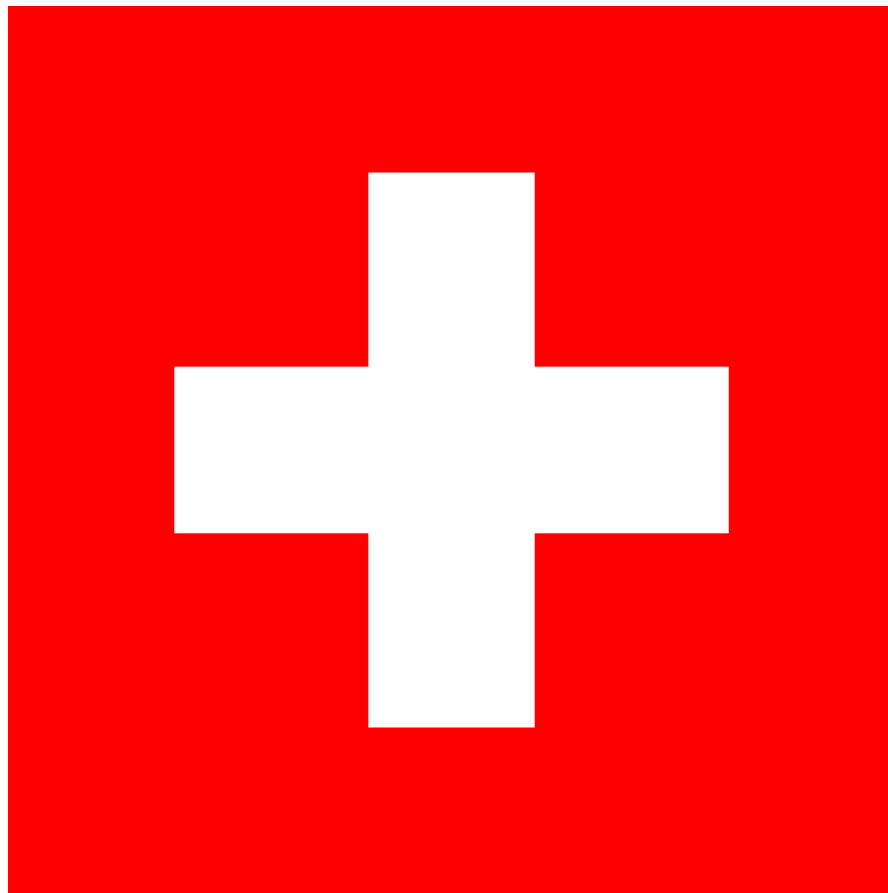
Gartner = 50 milliards

Cisco = 80 milliards

Intel= 250 milliards



ROLEX



NETFLIX

way

©2006 All Rights Reserved



NETFLIX



Disney





Ranking	Banking Group	Market Capitalisation (USD bn)
1	JP Morgan	388
2	ICBC	330
3	Bank of America	315
4	China Construction Bank	270
5	Wells Fargo	268
6	HSBC	198
7	Agricultural Bank of China	200
8	Citi	183
9	Bank of China	180
10	Ant Financial	150
11	China Merchant Bank	122
12	Royal Bank of Canada	114
13	Santander	100
14	BNP Paribas	90
15	Goldman Sachs	91
16	Sberbank	84
17	Unicredit	50
18	Barclays	47



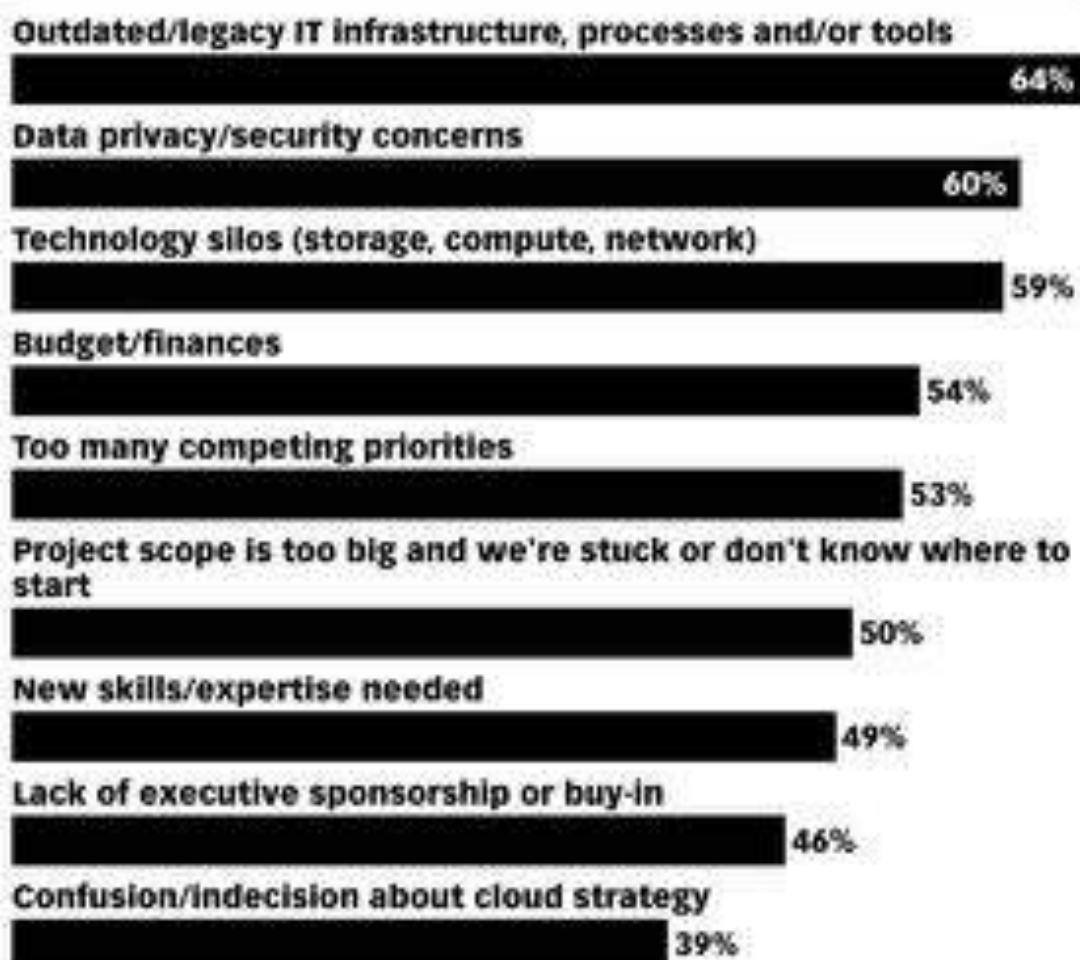
Elon Musk dévoile un premier aperçu de la version test du Starship



Source: SpaceX. L'image est une reproduction non autorisée de l'œuvre d'art de SpaceX. L'image est une reproduction non autorisée de l'œuvre d'art de SpaceX.

What Are the Leading Barriers to Transformation in the IT Infrastructure of US Companies?

% of respondents, Sep 2018



Note: Top 5

Source: IDG, "The Challenge of Change: IT in Transition," Nov 13, 2018

NOLIMIT





Spécialités : Otorhinolaryngologie

ORL

Neuilly-sur-Seine

Rechercher

Honoraires

Matière de consultation

Consultation pour chirurgie de la face et du cou

Disponibilités

Réserver en ligne un RDV avec un ORL à Neuilly-sur-Seine



Dr Xavier LACHIVER

ORL

20 Rue Farnesier
92200 Neuilly-sur-Seine

Conseil médical gratuit

Prendre rendez-vous

	jeu. 12 janv.	ven. 13 janv.	sam. 14 janv.
		10:00	

D'autres ORL sont réservables en ligne dans les environs de Neuilly-sur-Seine



Dr Olivier ROCHERET

ORL

21 Rue des Belles Feuilles
75116 Paris

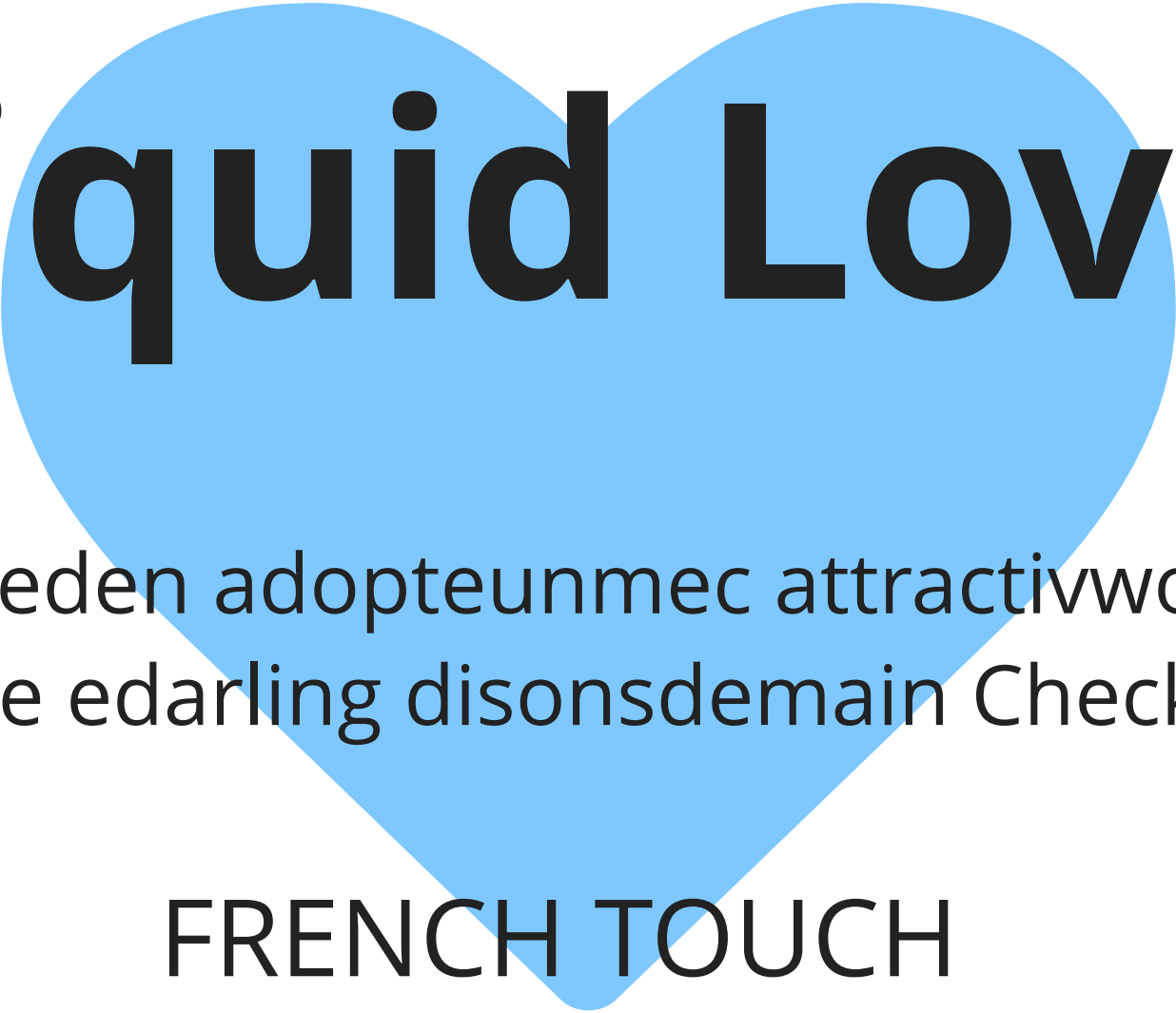
Conseil médical gratuit

Prendre rendez-vous

	jeu. 12 janv.	ven. 13 janv.	sam. 14 janv.
	14:30		



Liquid Love



meetie gleeden adopteunmec attractivworld once
happn elite edarling disonsdemain CheckHimOut

FRENCH TOUCH



NOLIMIT[∞]





2018天猫双11全球狂欢节

因为相信 所以敢梦

2018年11月11日 00:00:00 - 2018年11月11日 24:00:00

¥213,550,497,011

213.550497011 亿元

2018年11月11日 中国双十一成交额
30,685,177,689.3
2 United States
Dollar

2018年11月11日 中国双十一成交额

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2018天猫双11
成交额
2135 亿

Les Nouvelles économies



	2006	Brand Value 2006 \$MIL.	2017	Brand Value 2017 \$MIL.
1	 Microsoft	62,039	 Google	245,581
2		55,834		234,671
3		41,406	 Microsoft	143,222
4	 中国移动 China Mobile	39,168	 amazon	139,286
5	 Marlboro	38,510	 facebook	129,800
6	 Walmart	37,567	 AT&T	115,112
7	 Google	37,445	 VISA	110,999
8	 IBM	36,084	 Tencent 腾讯	108,292
9	 citi	31,028	 IBM	102,088
10		30,201	 McDonald's	97,723



G A F A



GAFA

MS

NATU

BE

BATX

BDH



THE WORLD LEADER IN ONLINE TRAVEL & RELATED SERVICES



Booking.com

The global technology leader in connecting travelers with the widest choice of vacation options to go.



Priceline

Offers online travel to guests and from deals that anyone else in town.



KAYAK

The world's leading travel search engine with a mission to help people experience the world by exploring their lowest travel costs.



Agoda

A global online accommodation reservations provider, a technology innovator and a high-energy company based in the heart of Asia.



Lastminute.com

The world's largest online car rental provider.



OpenTable

The world's leading provider of online restaurant reservations.

amazon


Alibaba Group


JUMIA



TECH

ed ag water
food prop civic
mar green insur
ad fin med
deep

thingonomics (IOT)

GIG

expectation

new

economics

blue

sha | ring

micro

macro

offre

economy

neuro

platform

gift

nudge

barter

collaborative

attention

market

comportementale

intelligence

law

funding

sha | ring

crowd

marketing

power

lending

collaboration

sourcing

uberisation

servicisation

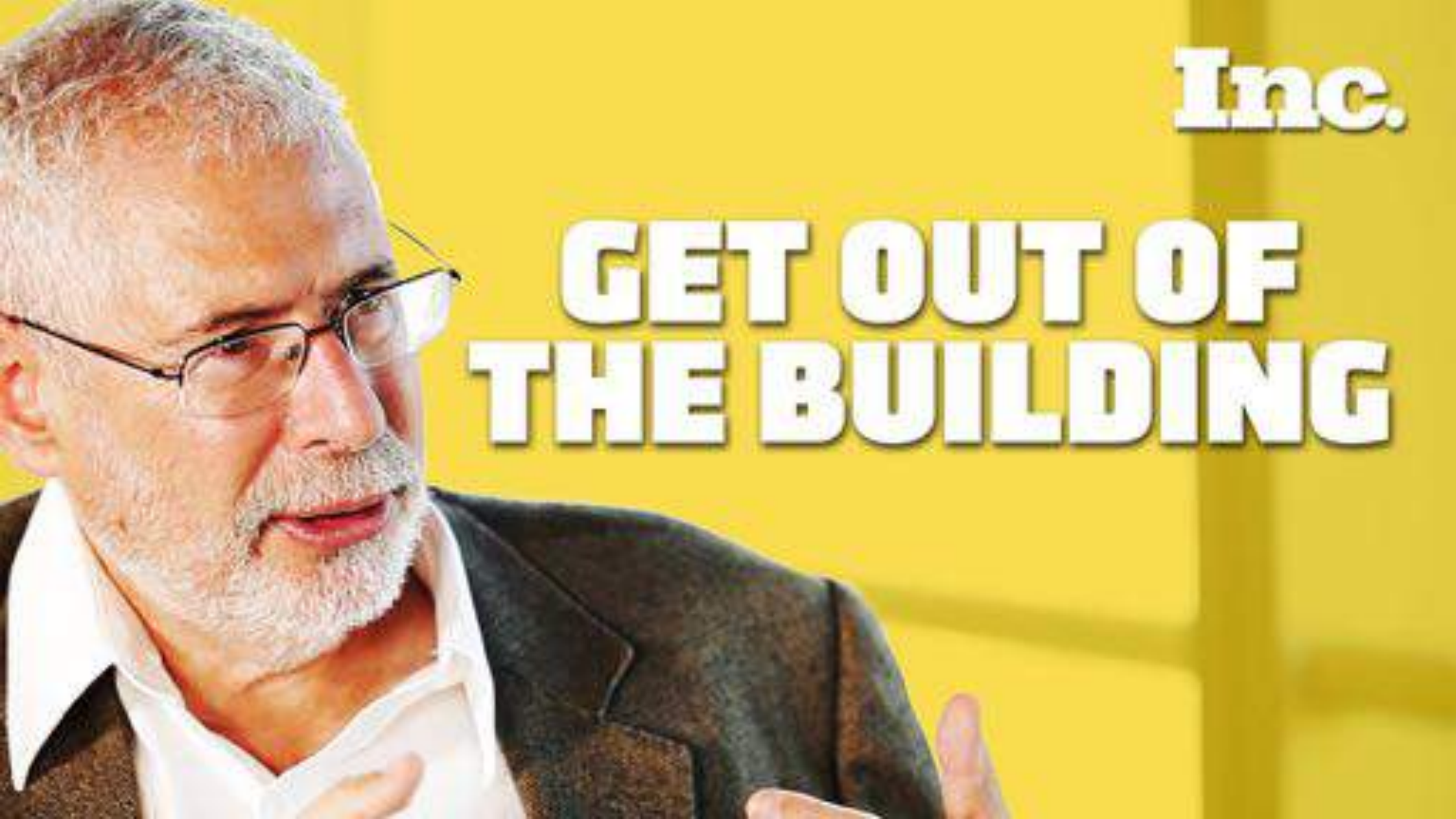
platformisation







MÉTHODE DE LA JOURNÉE vie de startup

A man with grey hair, a beard, and glasses is shown from the chest up, wearing a white shirt and a dark jacket. He is gesturing with his hands while speaking. The background is a solid yellow color. Overlaid on the right side of the image is the word "Inc." in a bold, white, sans-serif font with a black outline. Below it, the phrase "GET OUT OF THE BUILDING" is written in a larger, bold, white, sans-serif font with a black outline.

Inc.

**GET OUT OF
THE BUILDING**



Make something people
want.

-Paul Graham
Y-combinator, founder





Rythme
élevé
(comme une startup)
Brouillon

Apprenons à
nous tromper

Beter donne
than perfect *

Better done
than perfect

** sans faute c'est mieux*



Fail early, Fail fast, Fail cheap

Test and Learn

FAIL : First Attempt In Learning

The Agile Manifesto

Individuals and interactions	over	Processes and Tools
Working Product	over	Comprehensive Documentation
Customer Collaboration	over	Contract Negotiation
Responding to change	over	Following a plan

That is, while there is value in the items on the right, we value the items on the left more.

www.agilemanifesto.org



Principles behind the Agile Manifesto

We follow these principles:

Our highest priority is to satisfy the customer through early and continuous delivery of valuable software.

Welcome changing requirements, even late in development. Agile processes harness change for the customer's competitive advantage.

Deliver working software frequently, from a couple of weeks to a couple of months, with a preference to the shorter timescale.

Business people and developers must work together daily throughout the project.

Build projects around motivated individuals. Give them the environment and support they need, and trust them to get the job done.

The most efficient and effective method of conveying information to and within a development team is face-to-face conversation.

Working software is the primary measure of progress.

Agile processes promote sustainable development. The sponsors, developers, and users should be able to maintain a constant pace indefinitely.

Please read it at: agilemanifesto.org



The 12 agile principles*

1 Satisfy the **customer**



2 Welcome **change**



3 Deliver **frequently**



4 Work **together**



5 Trust and **support**



6 Face-to-face **conversation**



7 Working **software**



8 Sustainable **development**



9 Continuous **attention**



10 Maintain **simplicity**

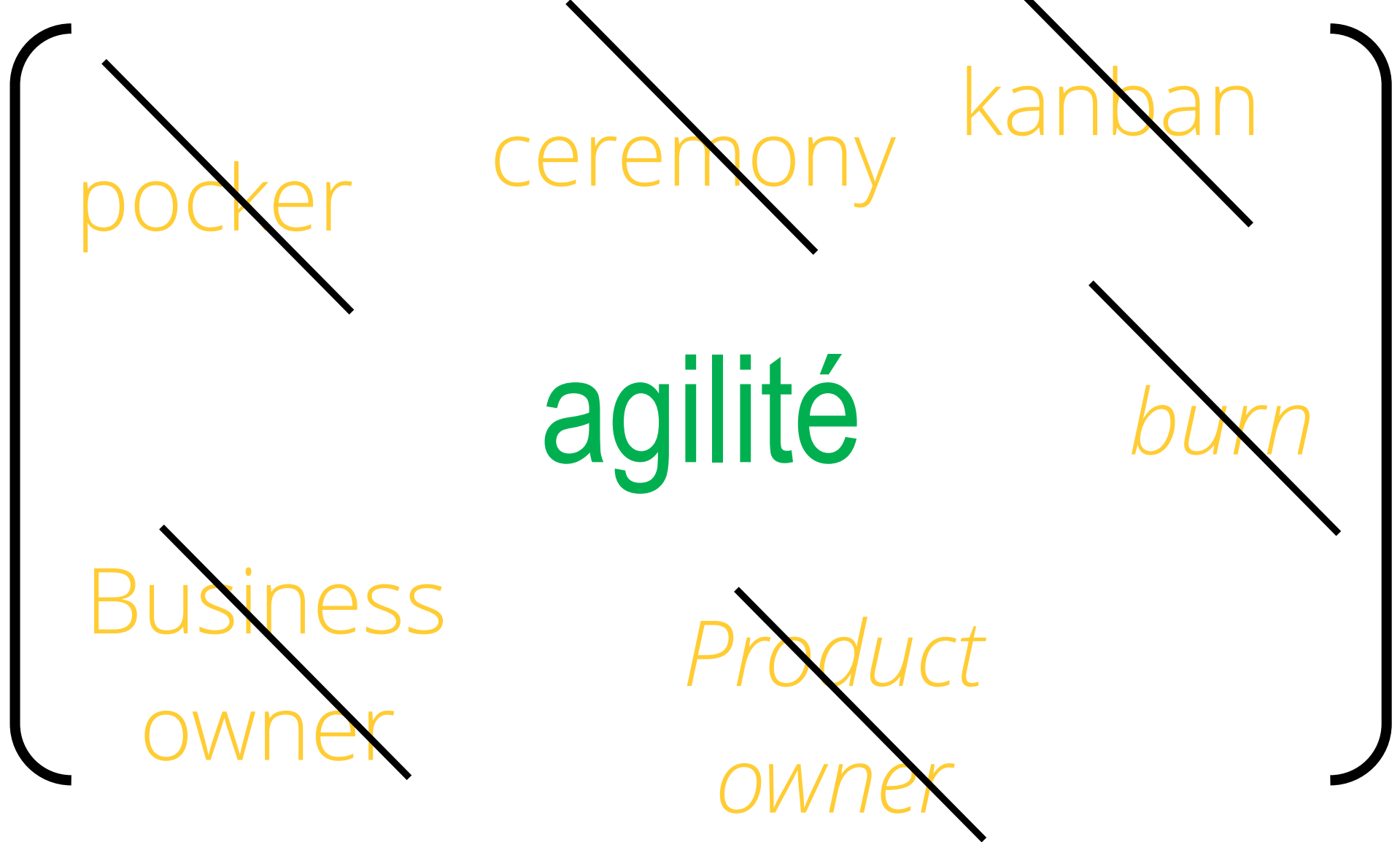


11 Self-organizing **teams**



12 Reflect and **adjust**





vitesse

co-construit

collaboratif

MINI

lean

Agilité

FUN

rapide

frugal



Le minimum :

Équipe / Sujet

Scrum master

Backlog

Dates des 4 sprints



A top-down view of two pizzas on a wooden plank surface. The pizza on the left is topped with melted cheese, blueberries, and a sprig of parsley. The pizza on the right is topped with pepperoni and fresh herbs. A black rectangular box with white and orange text is centered over the pizzas.

EQUIPES 2 PIZZA



1

Backlog
En Attente
Queue
Stock
Idée
ToDo

2

WIP
Doing
En test
En Cours
À valider

3

Fini
Validé
Done



PRINCIPE



Think different