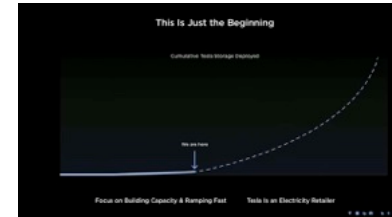
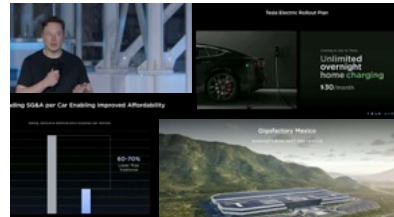


master plan



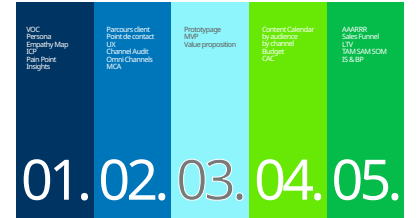
Valorisation APPL
3000 milliards (plus que CAC 40 ou PIB FR)
42 ans pour 1000 / 2 ans pour 2000 / 14 mois pour 3000
R&D Apple : 25 milliards par an
Achète une société tous les 25 jours
Valorisation GAFAMS plus que PIB EU



PRÉREQUIS

3 piliers du digital
Persona + EmpathyMap + ICP
Parcours client + point de contact
UX et NPS
Proto + Value Proposition
Content calendar, target, channel
Budget
AAARRR + sales funnel

SOMMAIRE

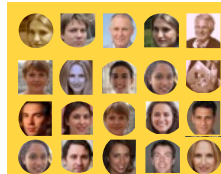


DIGITAL TLDR ES EXECUTIVE SUMMARY

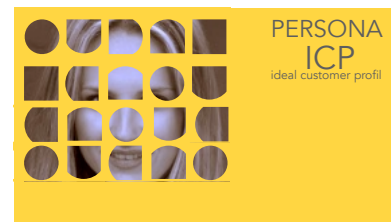
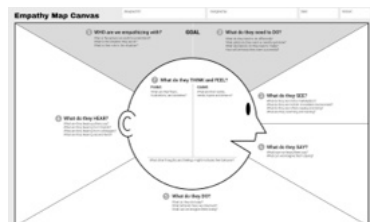
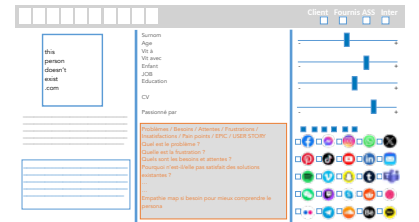
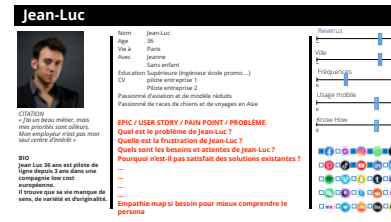
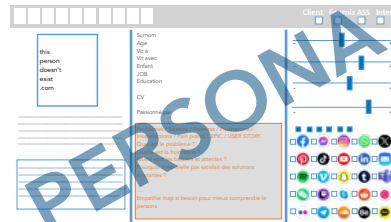
ES Executive Summary

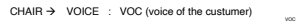
1ère page 1300 caractères
modèle PAPER1
Suite du dossier selon modèle
présentation
Oral tiré au sort pour l'abstract

TLDR

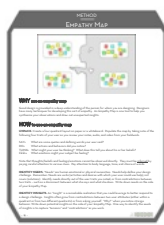


PERSONA 20 max

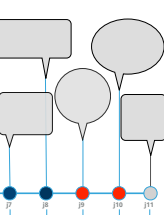
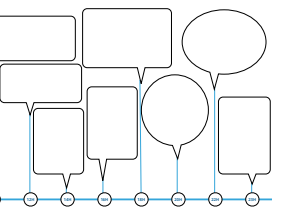
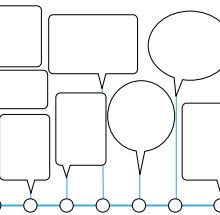
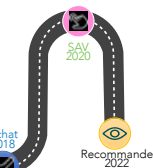




an face à face



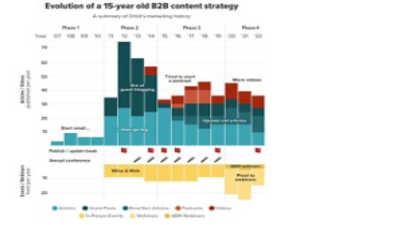
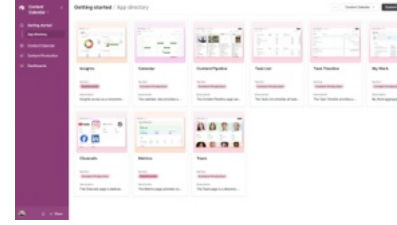
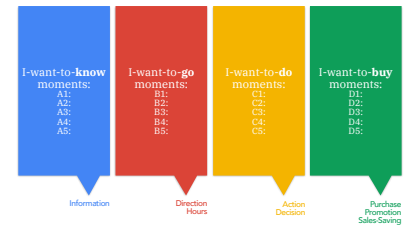
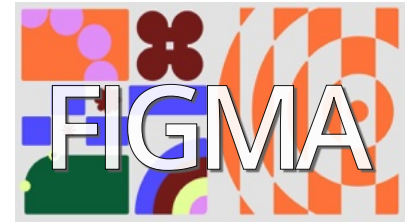
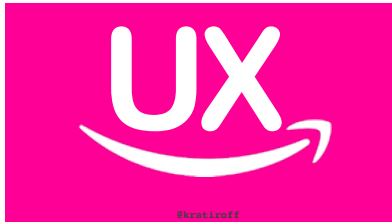
02.



The diagram illustrates the Expectancy-Value Model with three boxes. The first box (blue) contains a blank line with an upward arrow labeled 'Motivation'. The second box (orange) contains the text 'I want to' followed by a blank line, with an upward arrow labeled 'Motivation' pointing to it. The third box (green) contains the text 'So I can' followed by a blank line, with an upward arrow labeled 'Expected outcome' pointing to it.

A horizontal number line is shown with integers from 0 to 9 labeled above. Below each integer is a small circle. The segment of the number line between the circles for 4 and 5 is highlighted in blue.

[illegible]



Le futur est déjà là ; mais il n'est simplement pas réparti équitablement

William Ford Gibson (1948) : cyberspace noir prophète

J'aime dire que la transformation digitale est finie.

Aurélien Jean
LP CEO et Fondateur
du Sésame Ventures, LLC

“ Le meilleur moment pour planter un arbre était il y a 20 ans ; le deuxième meilleur moment est maintenant ”

ALAN KAY

the best way to predict the future is to invent it

1999 2010 2019 2021 2023

TIME Person of the Year

techno push
vs.
market pull



KN ACADEMY

transformation digitale avec l'IA et l'IACT

KN ACADEMY

em lyon business school

QR code

Toutes les bonnes notes sont acceptées !

Merci

em lyon business school

