

BROWN BAG LUNCH & LEARN

Global Entrepreneurship Week
from 17 to 21 November 2025

📍 “Agora” from 12h15 to 13h15



Grab your meal & dive into inspiring discussions!

**Mon.
17 Nov**

VIABILITY

Virginie Bauman - Genilem
Business Development Coach

Before launching or seeking funding, a project must demonstrate its viability. This session offers concrete tools and criteria to evaluate the strength of an idea and maximize its chances of success.



**Tue.
18 Nov**

FEASIBILITY

Caroline Widmer - Pulse Incubator HES
Director

What elements are necessary to transform an idea into a viable project? This session will allow you to explore how to identify a real problem, test your assumptions, and give your idea a solid structure. A key step to move from a dream to a future high-potential project.



**Wed.
19 Nov**

GROWTH

Emmanuel de Watteville - Fongit
Head of Financing Programs

What are the challenges of financing start-up growth?



**Thu.
20 Nov**

INNOVATION

Dr. Alessio Muscarnera - WIPO
Research Fellow

What is innovation and how can ideas be effectively protected? This session presents the fundamentals of intellectual property and its role in the success of start-ups.



**Fri.
21 Nov**

SOCIETAL IMPACT

Maxime Simeon - Founder of “La Frip’aMax”
Ex-IBM student

How can a start-up create real societal impact? Maxime Simeon, IBM graduate (2025), will share his journey with La Frip’aMax, recently sold successfully.

