

Our day at INSEAD - Guillaume and Leane

Our day at INSEAD was definitely something to remember. It was a lot of fun: we subscribed to the program as we both wanted to experience what it's like to be in a business school, even for one day... and we weren't disappointed! First, we arrived at the school and we were impressed by how modern and classy it was. Then, we sat in the lecture hall, and so the presentations began. During the first hour, we had a lecture with a super nice man. First, he introduced us to INSEAD: its history, the different study plans... And then, he made us discover the different parts of business: it's impressive how complex of an industry it is!

And then, our project began: we were split up into teams of five, and our mission was to create a whole business in 3 hours and a half, from scratch, and with the help of a mentor. We began brainstorming all together: we weren't in the same teams, yet both our teams managed to come up with amazing ideas in record time. It was impressive to see both our businesses come to life in so little time. Our mentor was really kind and very helpful, as he made our brainstorming even more productive by telling us which aspects we needed to explore, and suggestions to make our project even better.

At the end of the two hours, it was time for lunch break. At that time, we already had imagined many aspects of our businesses, most notably its economy, its design, and its advertisement plan. As we ate, we had time to explore the surroundings, which didn't disappoint either. Getting back to our business project, it was time to prepare for the oral presentation. Luckily, unlike in regular high school projects, not all the group had to speak to the whole auditorium: Guillaume's team had two members doing the job, while Leane's group had everyone saying a little part of the presentation. We made a PowerPoint, and the challenge here was to present our project in two minutes only! Therefore, we had to make our ideas as precise yet simple as possible, so that the jury could be convinced by our work. Because yes, we won't only present our work to the 70 other students (which is already scary enough), but to a jury of three people from INSEAD! So, they gave us feedback and even more suggestions for our project. Looks like our projects really amazed them, as they told us how impressed they were at the end. After students voted (more or less fairly) for their favorite teams, the jury announced their top 3, and the lucky winners even received a prize! And so, that was it: we came back from INSEAD with an amazing experience of business school, our very own diploma,)and even a Fanta soda can for some)

Our day at Insead – Clément and Elettra

Insead is one of the world’s best business schools, that has campuses in Europe, Asia, the Middle East and North America. We went this wednesday at the Insead in Fontainebleau. The day began at 9am with a conference by the MIM’s program director. He explained to us what business is, how to create one and the different types of formations proposed by the school. After that, we were divided into groups and then assigned to a student of the school to start our day’s project. We had to create a start-up with a business plan in 3 hours. We had a 30 minutes lunch break where we could enjoy a sandwich under the sun in a beautiful garden. At 3 pm each group had to present their own project with a pitch to convince a jury of 3 members. Finally, at the end of the day, we all received a reward, and we made a couple of pictures. The day was very good, we were well welcomed by everyone. This experience was grateful, we spoke English all day, we socialized with other people from F1, Blanche de Castille and Jeanne d’Arc Saint Aspais. And mostly we discovered an different world than high school. We thank all the staff of Insead and recommand for everyone having a day like that. Special thank to M. Cazottes.

