

EPO2



**PREVIOUSLY**

**in 180sec**



**Vin Cerf**  
**Tim Berners-Lee**  
**Metcalfe**  
**Moore**  
**Rifkin**

**TCP/IP**  
**http**  
**network**  
**scaling**  
**3IR**



### Hedy Lamarr

Née en 1914 à Vienne puis naturalisée américaine, à la fois actrice, productrice de cinéma et inventrice, Hedy Lamarr de son nom de naissance « Hedwig Eva Maria Kiesler » a marqué l'histoire scientifique des télécommunications en inventant en 1941 avec le compositeur George Antheil, la « technique Lamarr », un système de codage des transmissions par étalement de spectre, ancêtre des techniques toujours utilisées actuellement pour les liaisons chiffrées militaires, la téléphonie mobile ou la technologie Wi-Fi.



Ce système secret de communication est applicable aux torpilles radio-guidées, qui permettait au système émetteur-récepteur de la torpille de changer de fréquence, rendant pratiquement impossible la détection de l'attaque sous-marine par l'ennemi. Ce principe de transmission (étalement de spectre par saut de fréquence) est toujours utilisé pour le positionnement par satellites (GPS, GLONASS...), les liaisons chiffrées militaires, les communications des navettes spatiales avec la terre, la téléphonie mobile ou dans



Grace Hopper, née le 9 décembre 1906 à New York et est décédée le 1er janvier 1992 à Arlington. C'est une mathématicienne mais aussi vice-amiral de la marine américaine. Elle a été pionnière dans le développement de l'informatique. Elle a notamment participé à la création des premières applications navales.



Alice Recoque

Feb. 20

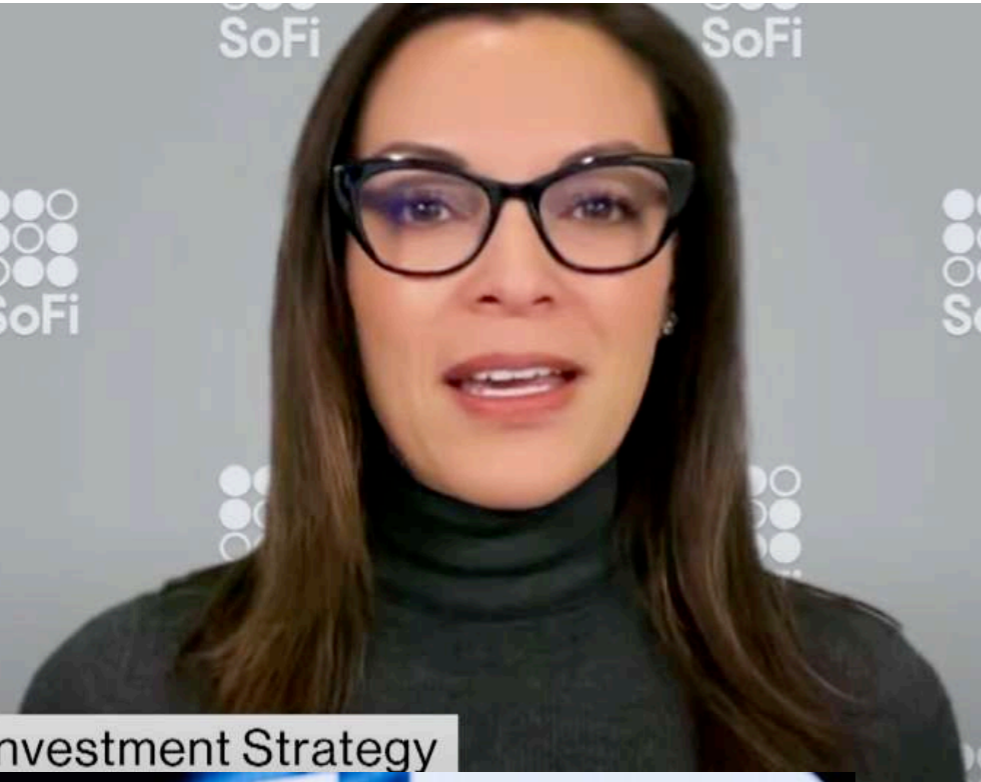
SoFi

SoFi

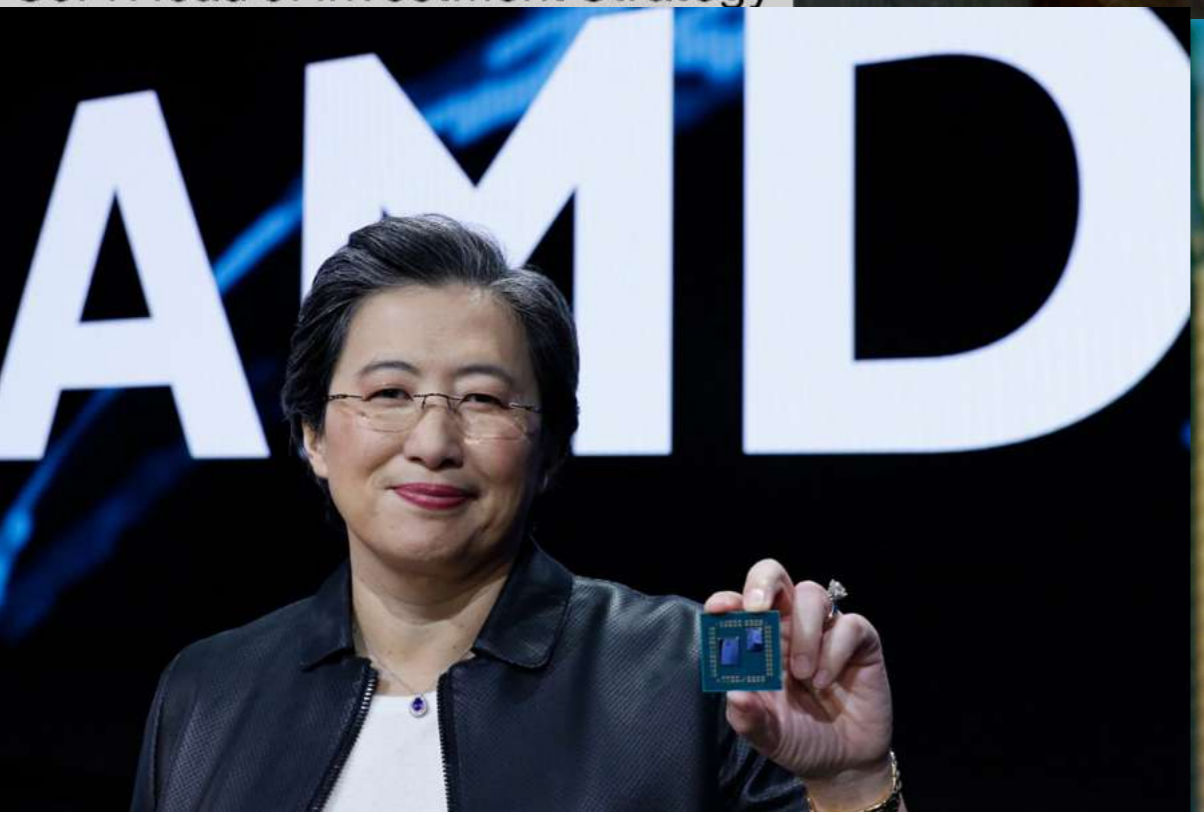
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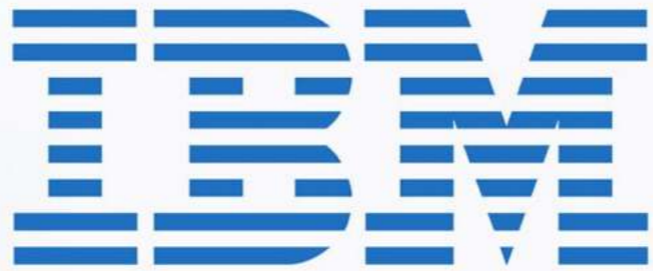
**Liz Young**  
SoFi Head of Investment Strategy



**Arianna Huffington**  
THRIVE GLOBAL CEO




**Aparna Pappu**  
VICE PRESIDENT AND GENERAL  
MANAGER OF GOOGLE WORKSPACE




“**Done is better than perfect.**”

- Sheryl Sandberg, COO of Facebook

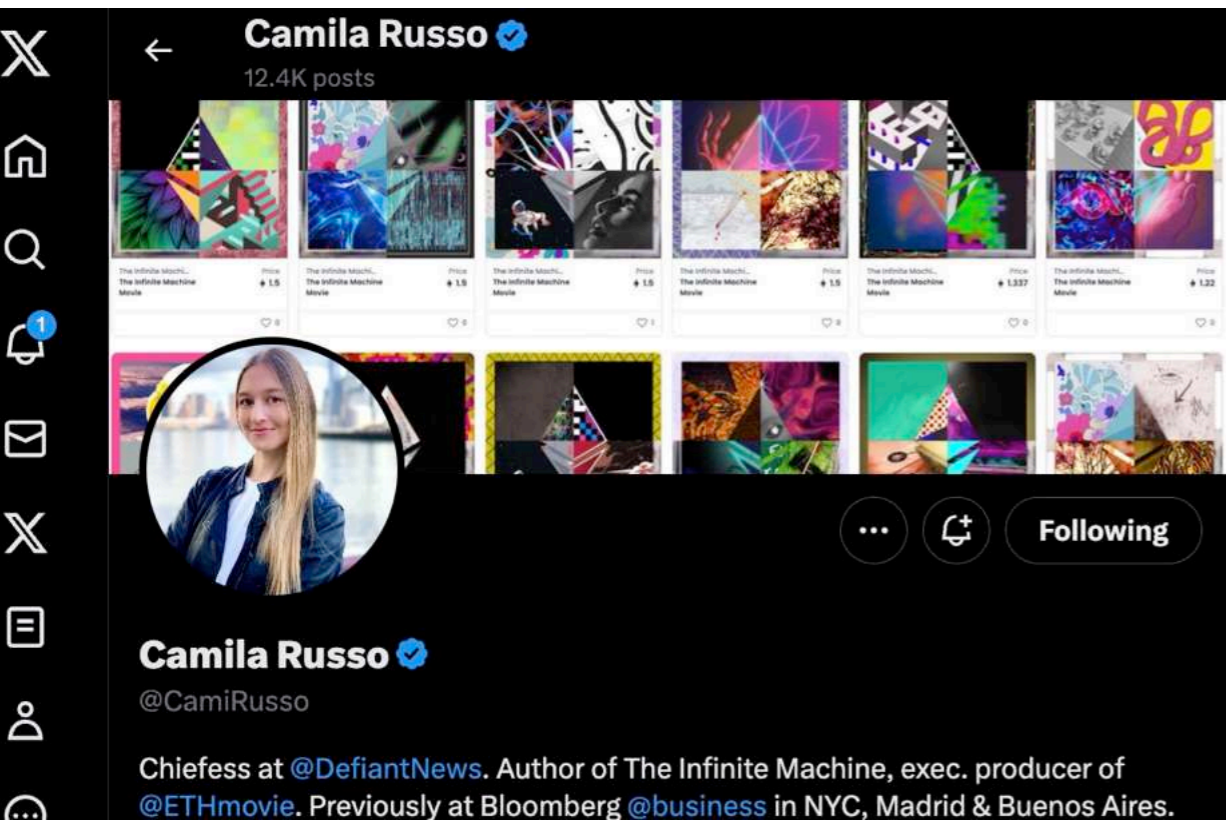


Go forth and learn!

 MarketingProfs

*Ann*

Ann Handley  
Chief Content Officer



**Camila Russo** ✓  
12.4K posts

**Camila Russo** ✓  
@CamiRusso

Chiefess at [@DefiantNews](#). Author of The Infinite Machine, exec. producer of [@ETHmovie](#). Previously at Bloomberg [@business](#) in NYC, Madrid & Buenos Aires.



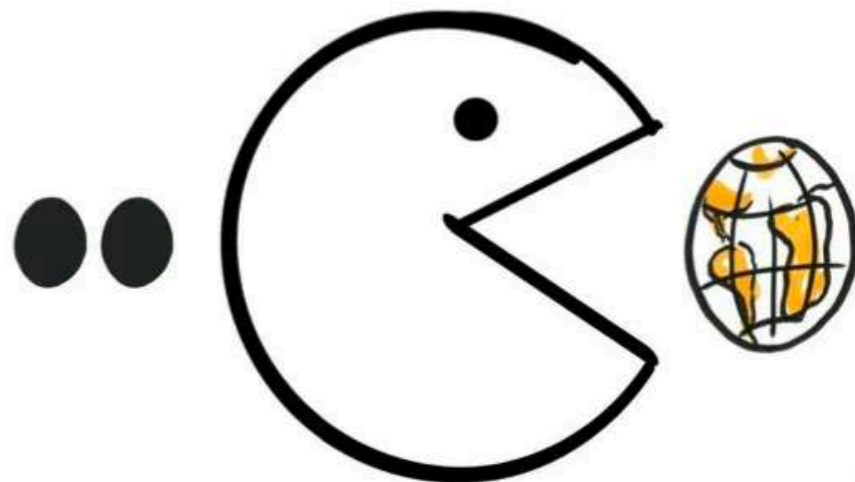


"Software is eating the world."

Marc Andreessen



Software is eating up the world\*



\* Marc Andreessen  
in Wall Street Journal

5

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Intelligent Machines

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**Nvidia CEO: Software  
Is Eating the World,  
but AI Is Going to Eat  
Software**



"If you're not occasionally failing, you're not trying hard enough. *Fail Fast, Fail Often* offers helpful tactics for conquering paralyzing fear and taking the strategic risks necessary for success."

—Todd Henry, author of *Die Empty* and *The Accidental Creative*

# FAIL FAST, FAIL OFTEN



How Losing  
Can Help  
You **WIN**

Ryan Babineaux, Ph.D.,  
and John Krumboltz, Ph.D.

# FAIL FAST. FAIL EARLY. FAIL OFTEN.

**B** | bedssi.com



# LEAN IN

WOMEN, WORK, AND  
THE WILL TO LEAD

SHERYL SANDBERG



“

**Done is better than perfect.”**

- Sheryl Sandberg, COO of Facebook

*done is better  
than perfect*

**Getting Things Done**  
the art of stress-free  
productivity

from the New York Times bestselling author

**David Allen**



**Nine Reasons That  
Done  
Is Better Than Perfect**

1. Done Gets Results
2. Perfect Causes Paralysis
3. Nobody Notices Mistakes
4. You Can Still Fix it Later
5. It Proves You are Confident
6. You're Not Weighed Down by Envy
7. You Value Constructive Criticism
8. You Enjoy the Journey
9. Perfect is Subjective

“  
**THE FUTURE IS ALREADY  
HERE — IT'S JUST NOT  
VERY EVENLY DISTRIBUTED**  
”



*William Ford Gibson (1948-)  
cyberspace noir prophet*

“

J'aime dire que la  
transformation  
digitale est finie.

”

**AurélieJean**

LP CEO et Fondatrice  
In Silico Veritas, LLC

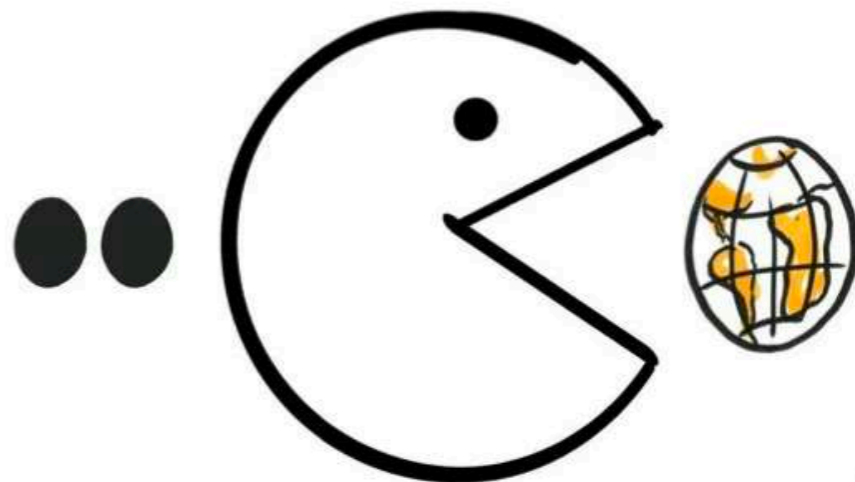


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Intelligent Machines

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**Nvidia CEO: Software Is Eating the World, but AI Is Going to Eat Software**





**Satochi Nakamoto**

**Vitalik Buterin**

**Pascal Gauthier**

**Nicolas Julia**

**PNL**



# 8 rôles du product manager

Value Proposition



Sales Leads Funnel



copy



BXP

Value  
Proposition



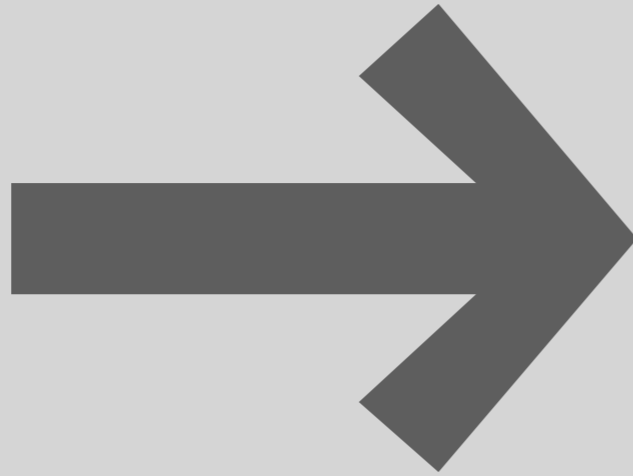
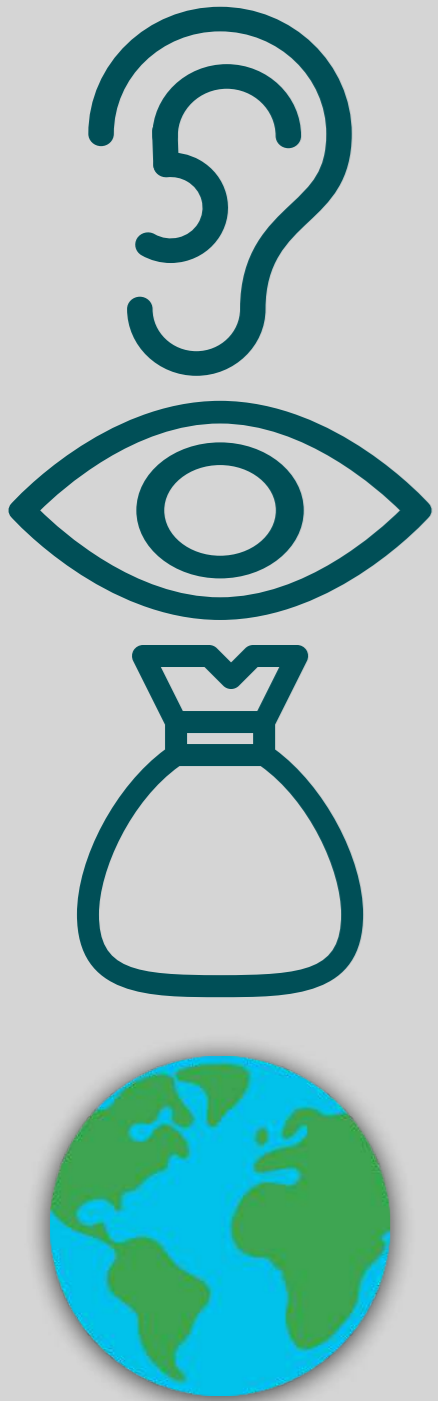
Sales  
Leads  
Funnel



copy



BXP



Value.  
proposition  
Offer



# L'écoute client

## VOC

3 points importants :

L'écoute

L'écoute

L'écoute

Customer POV

VOC

search listening

Passer du temps avec les  
utilisateurs/clients

Ne pas tout écouter pour  
décider



# Étude concurrence audit, analyse

Marketing Research  
Benchmarking  
Best Practice  
Poll  
Competitive analysis  
NPS  
Kano

Data Driven marketing  
Analytics (GA)  
SEO SEA analytics  
Keywords analytics  
Ne pas chercher  
l'information parfaite  
mais agir




# Rentabilité

## ROI

Analyse en facteurs  
premiers (first principles)

Marge nette / brute  
Business plan  
Business model  
 $CAC < LTV$


$$\text{CAC} < \text{LTV}$$

Customer  
Acquisition  
Cost

Life  
Time  
Value

Équation du business développement ROMI 3:1



$$CAC < LTV$$

Customer  
Acquisition  
Cost

Life  
Time  
Value

Équation du business développement ROMI 3:1



*“CEOs should focus on their products.  
The financials come as a result.”*

ELON MUSK  
CEO OF TESLA & SPACEX

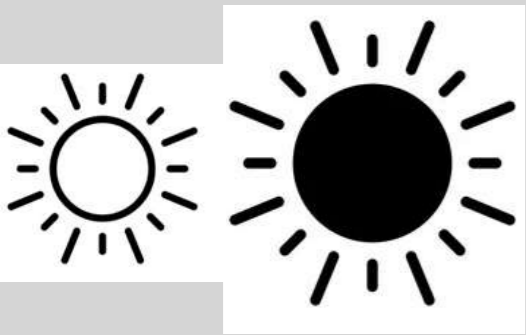
T E S L A



# Améliorer l'écosystème

Scope 1 à 3  
Net Zero CO2  
Net Zero Gaz Effet Serre  
(GHG greenhouse gas)

SBTI (Science Based Targets index)  
ISSB (International Sustainability  
Standards Board) by IFRS



# Copier, Copier, Copier, Piller, Voler & glow-up

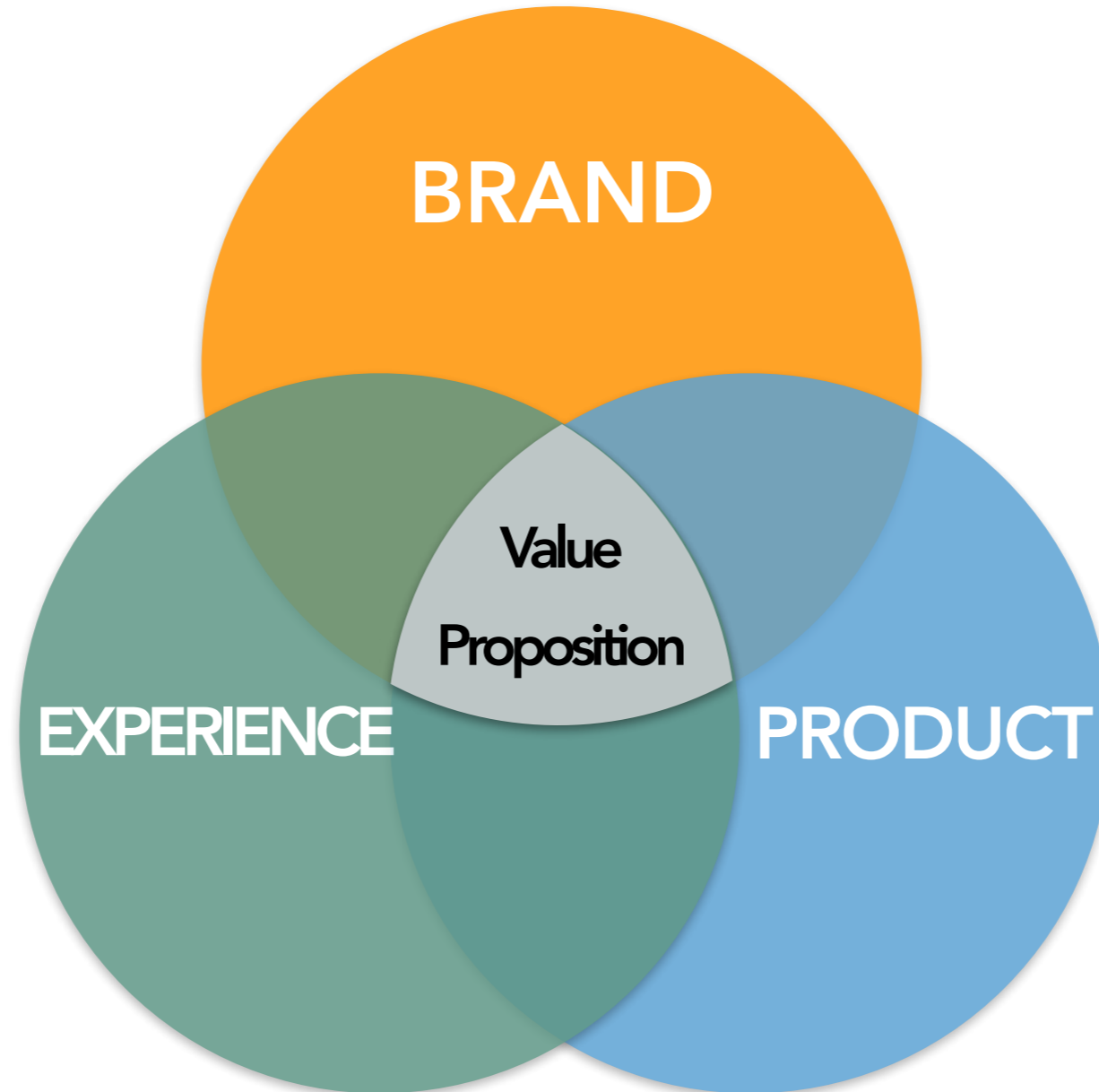
Dangereux d'être seul sur  
un marché  
Océan bleu / rouge

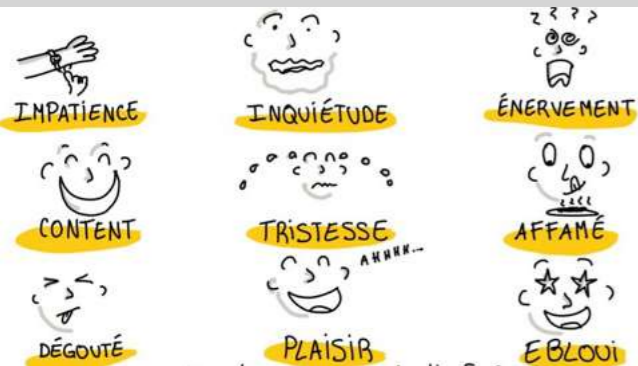
WeChat  
Story SnapChat  
Vine Scroll short video  
Tinder Swipe profile



# BXP Brand Experience Product for BEST VALUE

# BXP





# Émotions, besoins subjectifs

Besoins attentes objectives et fonctionnelles  
Benchmark de spécialiste

Besoins attentes d'image, émotionnelle, subjective

Plusieurs  
Modèles  
de  
**FUNNEL**

## **Modèle CRM simple (6 étapes fondamentales du modèle d'affaires)**

- Génération / achat de leads (upper funnel)
- Lead nurturing (middle funnel)
- Conversion par le contenu et progression par les propositions (lower funnel)
- Livraison, vente et logistique
- Récurrence, abonnement (entretien), développement et parrainage

## **Modèle AARRR**

- Acquisition
- Activation
- Rétention
- Revenu (CA)
- Parrainage (referral)

## **Modèle ACNCE**

- Attention
- Capture
- Nurture
- Convert
- Expand



USER Stories

USER

Stories

USER

Stories

USER

Stories

USER STORIES

# User Story Mapping



## User persona

## User activities

Set up application

Manage transactions

Find additional info

## User tasks

Interact with application

Change settings

Manage finances

Manage bank product

Find bank centres

Get analytics

Get bank news

## User stories Release 1

Manage iOS app

Get account details

Transfer money

Ask a question/request a service

Analyze expenses

Get bank details

Manage Android app

Secure the account

View transaction history

## Release 2

Manage app from a tablet

Use transaction template

Take out a loan easily

Search for the nearest office

See loan payments analysis

Monitor currency rates

Manage accounts

Set up automatic payments

Form a bank statement

Manage deposits

Search for the nearest ATM

See deposit additions analysis

## Release 3

Find app easily

Customize notifications

Set financial goals

Calculate deposit options

Estimate future expenses

Get updates on discounts and specials



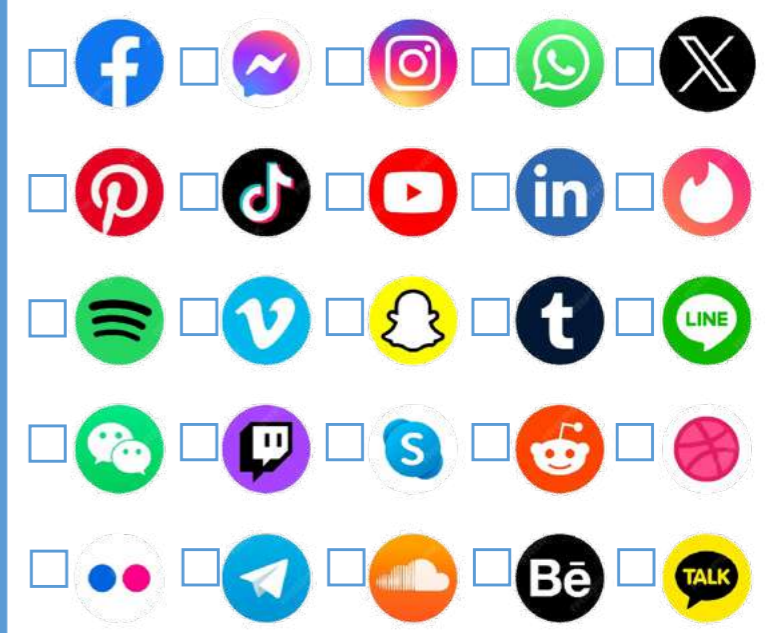
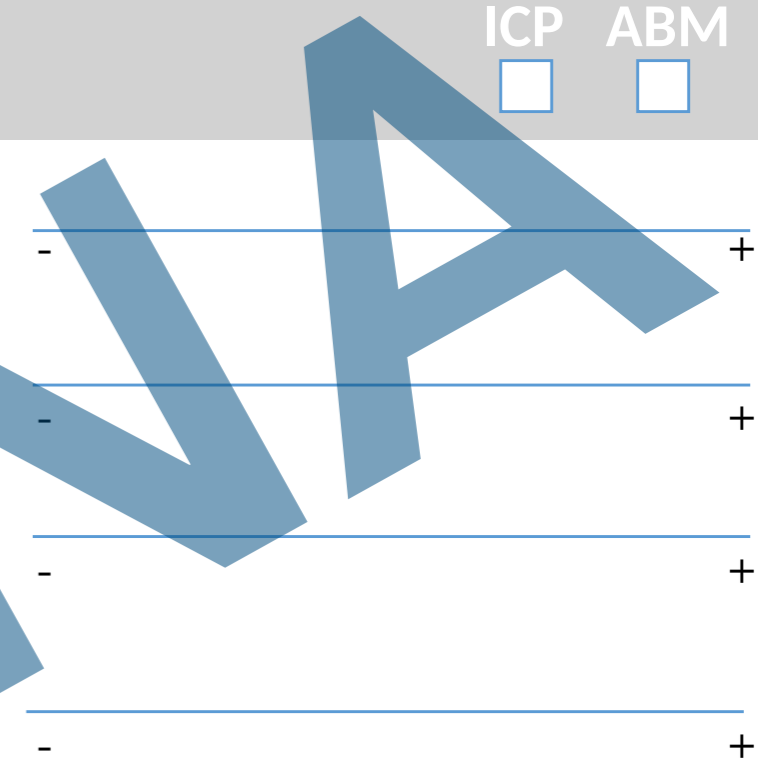
this person doesn't exist .com

Surnom  
Age  
Vit à  
Vit avec  
Enfant  
JOB  
Education

CV

Passionné par

Problèmes / Besoins / Attentes / Frustrations / Insatisfactions / Pain points / EPIC / USER STORY  
Quel est le problème ?  
Quelle est la frustration ?  
Quels sont les besoins et attentes ?  
Pourquoi n'est-il/elle pas satisfait des solutions existantes ?  
...  
...  
Empathie map si besoin pour mieux comprendre le persona



PERSONA

# Jean-Luc



## CITATION

« J'ai un beau métier, mais mes priorités sont ailleurs. Mon employeur n'est pas mon seul centre d'intérêt »

## BIO

Jean Luc 36 ans est pilote de ligne depuis 3 ans dans une compagnie low cost européenne.

Il trouve que sa vie manque de sens, de variété et d'originalité.

Nom	Jean-Luc
Age	36
Vie à	Paris
Avec	Jeanne Sans enfant
Education	Supérieure (ingénieur école promo ...)
CV	pilote entreprise 1 Pilote entreprise 2
Passionné d'aviation et de modèle réduits	
Passionné de races de chiens et de voyages en Asie	

## EPIC / USER STORY / PAIN POINT / PROBLÈME

**Quel est le problème de Jean-Luc ?**

**Quelle est la frustration de Jean-Luc ?**

**Quels sont les besoins et attentes de Jean-Luc ?**

**Pourquoi n'est-il pas satisfait des solutions existantes ?**

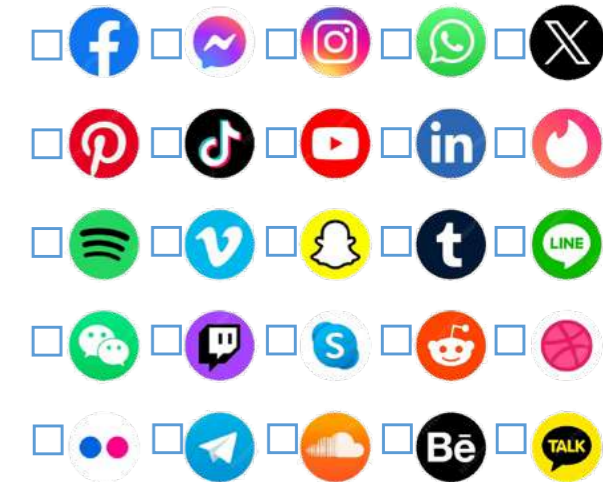
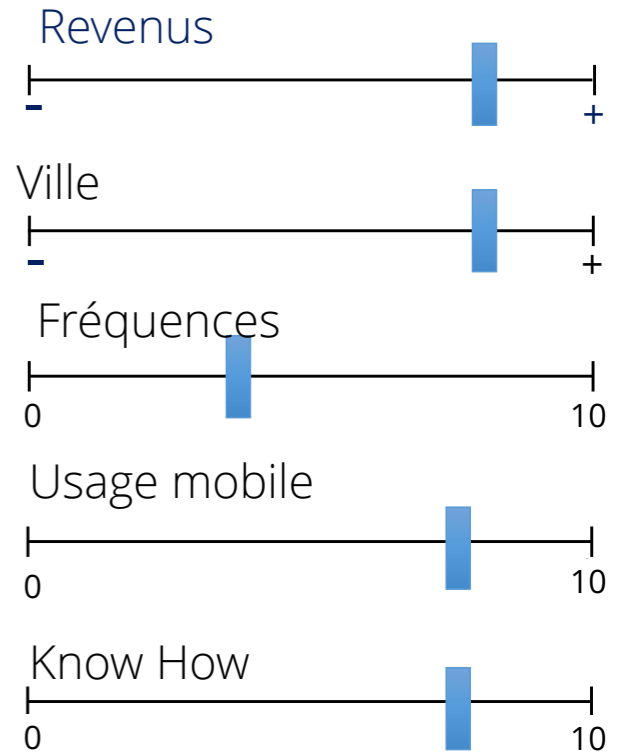
...

...

...

...

**Empathie map si besoin pour mieux comprendre le persona**



this  
person  
doesn't  
exist  
.com

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Surnom  
Age  
Vit à  
Vit avec  
Enfant  
JOB  
Education

CV

Passionné par

Problèmes / Besoins / Attentes / Frustrations /  
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Quel est le problème ?

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Pourquoi n'est-il/elle pas satisfait des solutions  
existantes ?

...

...

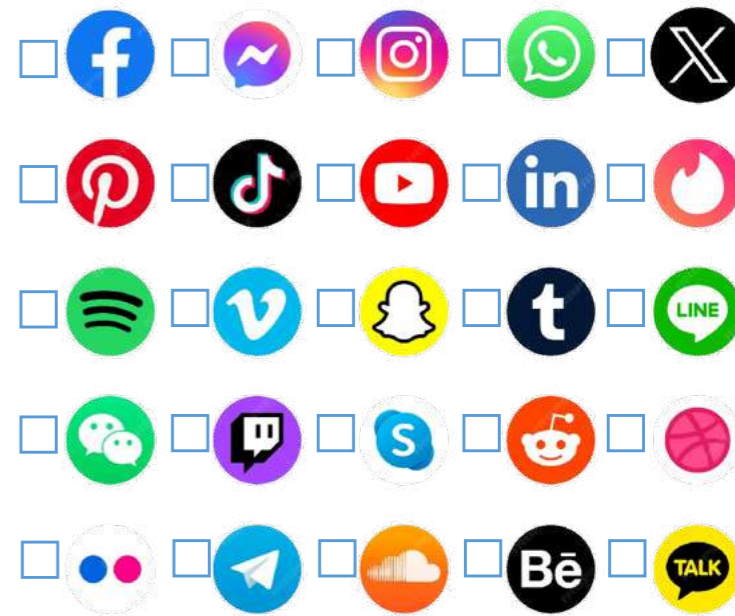
Empathie map si besoin pour mieux comprendre le  
persona

- \_\_\_\_\_ +

- \_\_\_\_\_ +

- \_\_\_\_\_ +

- \_\_\_\_\_ +





**Inc.**

**GET OUT OF  
THE BUILDING**



“

ALWAYS BEHAVE  
AS IF  
THE CUSTOMER  
WAS IN THE ROOM

”





**Keeping an  
empty chair  
so the  
customer is  
always in the  
room**



CHAIR → VOICE : VOC (voice of the customer)

Full Stack

# CMI



CMDI

SALES + MARKETING =

**SMARKETING.**

# SALES

- “simple-minded”
- “incompetent”
- “lazy”



# MARKETING

- “arts and crafts”
- “academics”
- “irrelevant”



CMSDDDI



MARKETING

360°

outils | cibles

technology evangelist

# full stack marketer

**CDDO:** chief digital/data officer

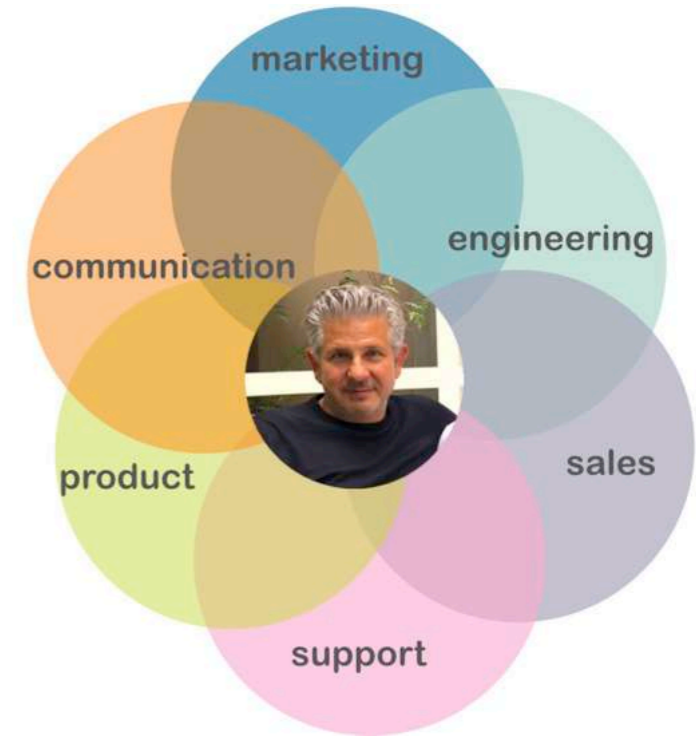
**DPO:** Data Protection Officer

professeur d'économie numérique

expert **learn marketing, CMI, marcom**

everyday writing, coding & programming

entrepreneur / consultant



hubert@kratiroff.com



@kratiroff



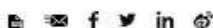
linkedin.com/in/kratiroff



# K E R I N G



ADD TO MY FAVORITES



Thursday, March 2, 2023

## KERING Tech Adoption Project Manager (UX/UI)

Kering - Regular  
Paris - France

Groupe de Luxe mondial, Kering regroupe et fait grandir un ensemble de Maisons emblématiques dans la Mode, la Maroquinerie et la Joaillerie : Gucci, Saint Laurent, Bottega Veneta, Balenciaga, Alexander McQueen, Brioni, Boucheron, Pomellato, Dodo, Qeelin ainsi que Kering Eyewear. Avec un effectif de 42 000 collaborateurs à travers le monde et un chiffre d'affaires de 17,6 milliards d'euros en 2021, Kering est un acteur majeur du Luxe. Notre signature, Empowering Imagination, exprime nos engagements ainsi que la valeur que nous souhaitons apporter à l'ensemble de nos parties prenantes : en apportant un soutien sans faille à nos Maisons et en confiant leur direction artistique à des talents singuliers, en encourageant l'innovation et en développant les talents, et en améliorant sans cesse les standards sociaux et environnementaux du secteur. Une culture et une détermination communes unissent nos Maisons. Ensemble, nous construisons un groupe de Luxe unique, passionné et responsable, qui œuvre à faire bouger les lignes de façon positive. Rejoignez-nous pour façonner à nos côtés le Luxe de demain Kering is a global Luxury group which manages the development of a series of renowned Houses in fashion, leather goods, jewelry: Gucci, Saint Laurent, Bottega Veneta, Balenciaga, Alexander McQueen, Brioni, Boucheron, Pomellato, Dodo, Qeelin, as well as Kering Eyewear. In 2021, Kering had 42,000 employees and restated revenue of €17.6 billion. Kering is a major player in the luxury sector. By placing creativity at the heart of its strategy, Kering empowers its people to lead the way in terms of creative expression while crafting tomorrow's Luxury in a sustainable and responsible way. We capture these beliefs in our signature: "Empowering Imagination." A shared culture and determination unite our Houses. Together, we are building a unique, passionate and responsible Luxury group, working to push boundaries in a positive way. Join us to shape the Luxury of tomorrow with us.

Nous sommes actuellement à la recherche d'un(e) Tech Adoption Project Manager (UX/UI) pour intégrer l'équipe de l'Adoption Factory.

Nous sommes actuellement à la recherche d'un(e) Tech Adoption Project Manager (UX/UI) pour intégrer l'équipe de l'Adoption Factory.

Au sein de la Direction End User Experience de Kering Technologies, vous serez rattaché(e) à l'équipe Adoption Factory en charge de l'adoption des nouvelles solutions numériques, ainsi contribuant à la transformation digitale de Kering et ses Maisons. L'adoption et la satisfaction de nos "end-users" sont au cœur de notre stratégie "user-centric". À ce titre vous contribuerez à la définition de la stratégie UX/UI des nouvelles applications et solutions IT

### Votre opportunité

Dans le contexte de l'adoption et de la satisfaction des utilisateurs finaux, l'UX et l'UI jouent un rôle important. Vous serez le lien entre les projets internationaux et l'Adoption Factory sur les sujets UX & UI, et vous aiderez à auditer nos outils et plateformes technologiques, à évaluer les nouveaux besoins, à fournir des recommandations UX/UI, et à améliorer l'interaction avec l'utilisateur et l'adoption des solutions Kering Tech.

### Comment vous allez contribuer

Vous allez travailler simultanément avec différents chefs de projet pour participer à la conception de la stratégie UX/UI et pour les conseiller et assister sur la meilleure façon de communiquer au niveau global auprès des utilisateurs ainsi que la meilleure stratégie pour les former à l'utilisation de ces nouvelles technologies, prenant en considération les spécificités culturelles et locales. Vous allez coordonner et gérer les ressources qui seront affectées à votre projet afin que les différents livrables prévus soient réalisés dans le respect des délais et de la charte graphique de Kering, et en s'assurant que les graphiques et mises en page finaux soient visuellement attrayants et conformes aux marques.

Pour conclure, vous serez le point d'entrée pour nos clients internes tout au long de la durée du projet et après éventuellement pour tout nouveau besoin d'adoption, sur des sujets tels que l'UX/UI ainsi que la stratégie de communication, les méthodes de formation, la gestion du réseau de stakeholders, le RUN, etc.

Au sein des programmes/projets, vous contribuerez à des tâches UX/UI telles que :

Amener des audits UX/UI et des entretiens si besoin et analyser les résultats

Apporter votre point de vue d'expert sur la conception des applications, outils et plateformes existants, et proposer des actions correctives si besoin

Soutenir techniquement les programmes dans la phase de conception des nouvelles solutions (wireframes, user journeys, maquettes.)

Contribuer à faire en sorte que les Personae de Kering soient utilisées, appliquées et comprises au sein des programmes,

Développer et gérer le plan de projet basé sur les données, la demande commerciale, les défis et les implications,

En tant que membre de l'Adoption Factory, vous serez également amené à cadrer et piloter des projets de communication et de formation :

Cadrage du besoin métier et analyse d'impacts,

Définition de la stratégie, gestion du plan et suivi de la roadmap,

Animation d'ateliers de conception,

Pilotage des ressources,

Définition de la Stakeholder map,

Définition en amont du projet des indicateurs clés du succès de l'adoption,

Mener des enquêtes si nécessaire afin de récolter l'expérience des utilisateurs,

Construire les rapports monitorant le succès du change (tels que le suivi des campagnes promotionnelles, le suivi de taux de complétion des modules e-learning...),

Identifier les écarts de performance et fournir des actions correctives.

En tant que membre de l'équipe d'adoption, vous serez également appelé à contribuer aux activités suivantes :

La prospection,

La rédaction de contenu pour différents supports de communication : newsletter, réseaux sociaux, site.

L'alimentation de la community via des posts et des publications,

Le Web marketing : Si besoin, gestion et support du site de l'équipe,

Organiser des sessions de formation pour les employés de Kering afin de mieux acculturer les chefs de projet et les parties prenantes aux concepts d'adoption.

---

## Qui êtes-vous

Solide expérience en conception UX et UI ainsi qu'en gestion de projets,

Expérience en matière de gestion du changement, de transformation ou de conseil,

Expérience et connaissance des principes, méthodologies et outils de pilotage,

Très bon niveau de maîtrise de l'anglais,

Expérience de la gestion d'équipes et de projets interfonctionnels et internationaux, supervision de la planification, du développement et de la conception de produits,

Bon esprit d'équipe et une capacité d'adaptation et d'utilisation du langage pour travailler efficacement avec des collègues techniques (développeurs, intégrateur...) et non techniques au niveau national et international,

Très bonnes compétences interpersonnelles et relationnelles,

Capacité avérée à résoudre des problèmes et à gérer plusieurs projets,

Une personne qui recherche la qualité dans tous les aspects du travail, qui a le sens du détail et qui est bien organisée,

Autonomie, proactivité et un bon esprit analytique

Expérience en méthode de travail Agile,

Connaissance de base en HTML, JS and CSS,

Maîtrise de Figma est obligatoire,

Maîtrise d'applications telles que InDesign, Figma, Photoshop, Illustrator, After effect est apprécié.

Un bon niveau en italien, une expérience dans l'événementiel et la maîtrise d'un de ces outils : Powerbi, AdobePremierePro seront un plus pour la réussite dans ce poste.

# # BRAND management



# Brand Management



## MVB (minimum viable brand) : la nouvelle plateforme de marque

L'écriture de la plateforme de marque est à la communication ce que le business plan est au marketing : un exercice long et fastidieux, voire parfois inutile dans nos écosystèmes à changements rapides.

Dans le modern marketing model, une large place est consacrée aux utilisateurs (USER : points 3, 5, 7) et à la marque (BRAND : points 4, 6, 9)













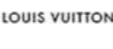

























































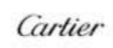


























Le MMM se concentre plus sur les nouveaux marketing plutôt que marketing digital. Le marketing ne pouvant être autre que digital, c'est inutile de le qualifier.

**mVB**  
minimum **Vi**able  
**BRAND**



# classement 2022

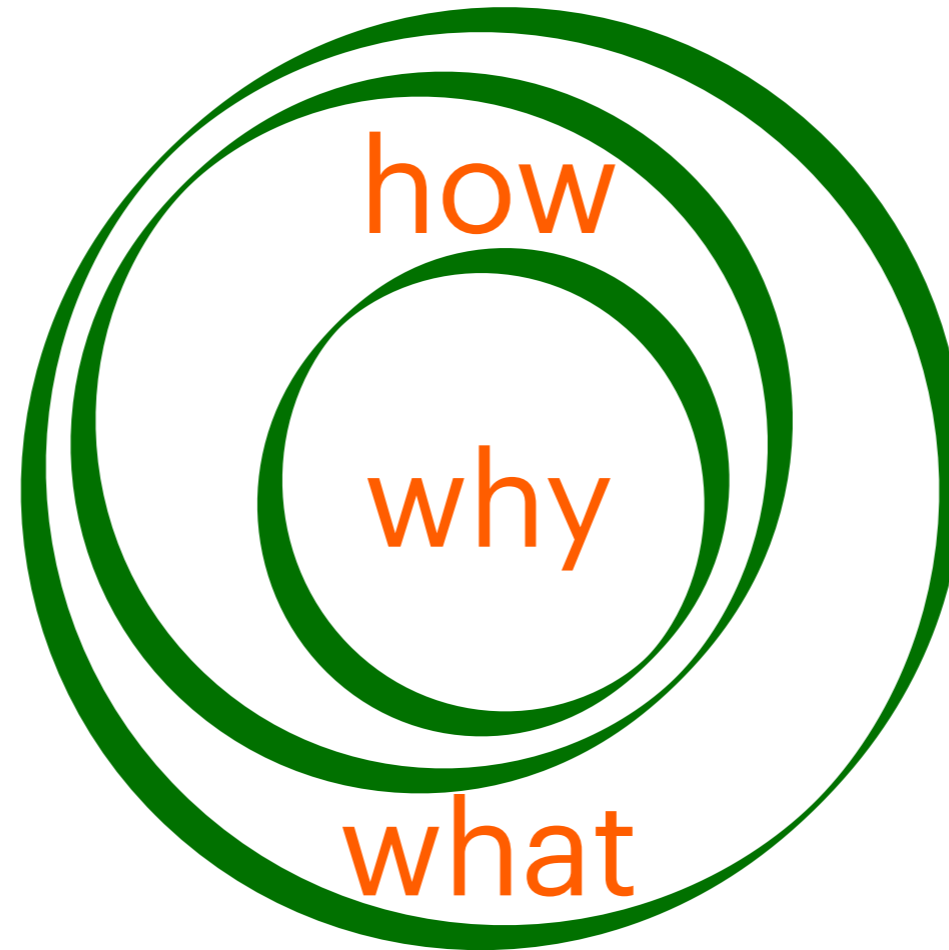
## Interbrand

01  +26% 408,251 \$m	02  +24% 249,249 \$m	03  +27% 210,191 \$m	04  +19% 196,811 \$m	05  +20% 74,635 \$m	06  +1% 57,488 \$m	07  +5% 54,107 \$m	08  +3% 50,866 \$m	09  +7% 45,865 \$m	10  +8% 44,183 \$m
11  +24% 42,538 \$m	12  +5% 41,631 \$m	13  +16% 36,766 \$m	14  +184% 36,270 \$m	15  +3% 36,248 \$m	16  +6% 36,228 \$m	17  -3% 35,761 \$m	18  -5% 33,257 \$m	19  +23% 32,007 \$m	20  +7% 30,090 \$m
21  +36% 24,832 \$m	22  +4% 22,109 \$m	23  +20% 21,600 \$m	24  +6% 21,401 \$m	25  -2% 21,315 \$m	26  +21% 20,905 \$m	27  +6% 20,034 \$m	28  +4% 19,431 \$m	29  +1% 19,377 \$m	30  -2% 19,075 \$m
31  +3% 18,420 \$m	32  +7% 17,758 \$m	33  +6% 16,656 \$m	34  +17% 15,174 \$m	35  +6% 15,168 \$m	36  +19% 15,036 \$m	37  -4% 15,022 \$m	38  +37% 14,770 \$m	39  +19% 14,741 \$m	40  +4% 14,466 \$m
41  +20% 14,445 \$m	42  +36% 14,322 \$m	43  +1% 14,133 \$m	44  -8% 13,912 \$m	45  -9% 13,503 \$m	46  +8% 13,474 \$m	47  +9% 13,423 \$m	48  +10% 13,408 \$m	49  +11% 13,381 \$m	50  +18% 13,065 \$m
51  +16% 13,010 \$m	52  +2% 12,861 \$m	53  0% 12,501 \$m	54  +5% 12,501 \$m	55  +3% 12,491 \$m	56  0% 12,285 \$m	57  +4% 12,088 \$m	58  +4% 11,739 \$m	59  +5% 11,131 \$m	60  +5% 11,047 \$m
61  -8% 10,657 \$m	62  +4% 10,646 \$m	63  +8% 10,481 \$m	64  +2% 10,317 \$m	65  -5% 9,846 \$m	66  +16% 9,762 \$m	67  +3% 9,702 \$m	68  +3% 9,629 \$m	69  +6% 9,380 \$m	70  +26% 9,197 \$m
71  +21% 9,082 \$m	72  -9% 8,642 \$m	73  +9% 8,161 \$m	74  +8% 8,100 \$m	75  +2% 7,548 \$m	76  +12% 7,160 \$m	77  +17% 7,024 \$m	78  +6% 6,952 \$m	79  -14% 6,897 \$m	80  +7% 6,747 \$m
81  +4% 6,537 \$m	82  +11% 6,503 \$m	83  +22% 6,368 \$m	84  -5% 6,313 \$m	85  -2% 6,196 \$m	86  +4% 6,087 \$m	87  +3% 5,937 \$m	88  0% 5,832 \$m	89  +4% 5,720 \$m	90  +5% 5,616 \$m
91  +24% 5,536 \$m	92  +10% 5,484 \$m	93  +6% 5,428 \$m	94  +20% 5,416 \$m	95  +3% 5,299 \$m	96  +5% 5,231 \$m	97  +8% 5,195 \$m	98  0% 5,088 \$m	99  -4% 4,726 \$m	100  New 4,628 \$m

Branding

Branding

# Golden Circle



VITALS

ORGANIZATION:

PERSONA SEGMENT:

DATE:

ITERATION NO:

# MVB CANVAS™

BUILD, TEST, AND ITERATE YOUR MINIMUM VIABLE BRAND

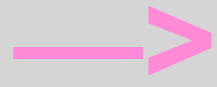


DESIGNED BY: Jeremiah Gardner & Dee Copeland Patience  
From *The Lean Brand* | LeanBrandBook.com | #TheLeanBrand

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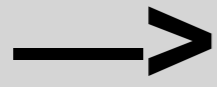


Market



marketing

Brand



Branding?



Une marque c'est une partie  
cerveau d'un utilisateur

Sir John Hegarty, founder of Bartle, Bogle, Hegarty  
and author of *Hegarty on Advertising* and *Hegarty on  
Creativity*.

The most valuable piece of real estate in the world, a corner of someone's  
mind.

Devinez qui  
arrive dans  
votre ville

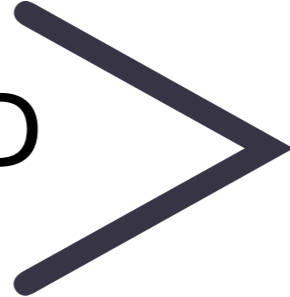
Devinez qui  
arrive dans  
votre ville

Devinez qui  
arrive dans  
votre ville



**BrandEquity**  
capital de marque

BRAND



Produit de  
la marque



**BrandLoyalty**  
fidélité à la marque

BRAND > Concurrence



# B R A N D

**brand equity**

**brand loyalty**

**brand safety**

“Don't find customers  
for your products,  
  
find products  
for your customers”

Seth Godin

Ne cherchez pas des  
clients pour vos  
produits. Cherchez  
des produits pour vos  
clients.

Seth Godin



attn:

STORIES WORTH YOUR ATTENTION



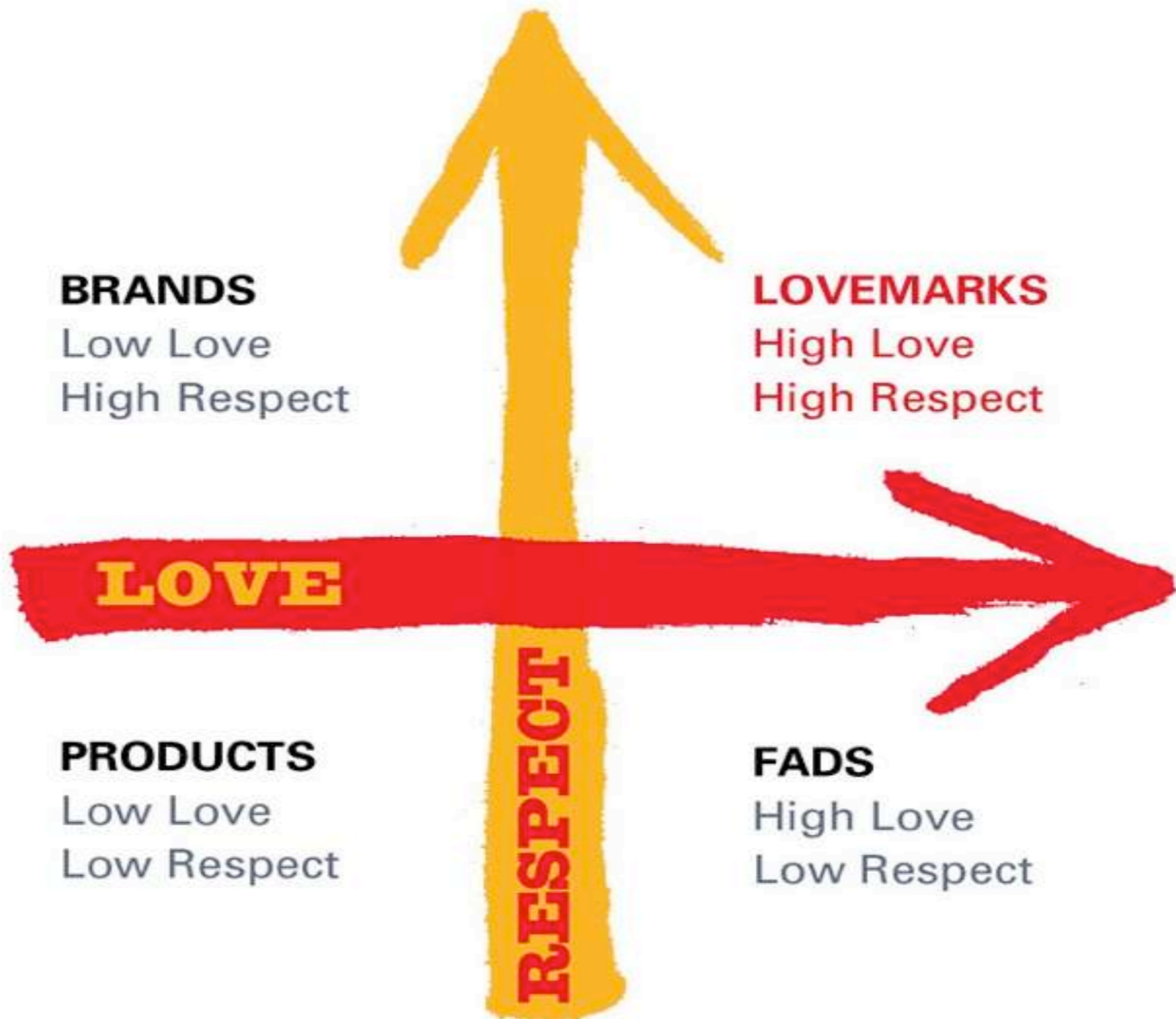
Kevin Roberts  
former CEO

the future beyond brands

# lovemarks

**Expanded  
Edition**

KEVIN ROBERTS, CEO WORLDWIDE, SAATCHI & SAATCHI



## THE LOVEMARKER

The Lovemarker is a creative insight generator that measures emotional heat from the three characteristics of Lovemarks: Mystery, Sensuality and Intimacy.

### How to use the Lovemarker

**Score:** 2 points for Hot, 1 point for Warm and 0 points for zCold.

No Respect, no Lovemark. You must score at least 25 Respect points to be considered for Lovemark status.

### What your points mean:

0 to 36 points = Commodity

37 to 40 = Brand

41+ = Lovemark

## RESPECT

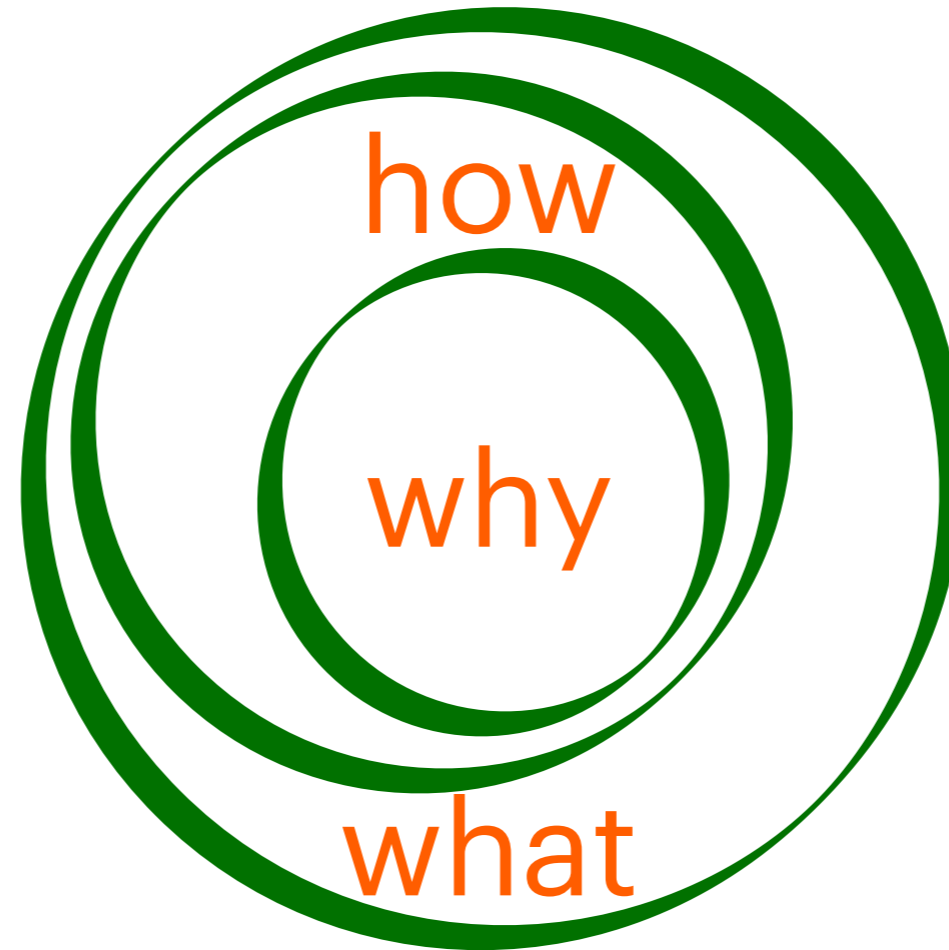


## LOVE





# Golden Circle



# Béhar (Yves)

« Advertising is the price companies pay for being un-original »

« La publicité est le prix que paient les entreprises pour leur manque d'originalité »



“

Advertising is the price  
companies pay  
for being unoriginal

”

« Votre marque est ce que les gens disent de vous lorsque vous n'êtes pas dans la pièce... »

Via Reputation VP



Jeff Bezos  
Amazon

What people say about you when you aren't in the room.

"un nom, un terme, un signe, un symbole ou un dessin (ou même une combinaison de ces éléments) capable d'identifier le produit ou le service d'un fabricant ou d'un groupe de vendeurs pour les différencier de leurs concurrents".

Philip KOTLER

# Importance of brands

Brands are becoming more and more important in consumers' lives. Whether it is the Kellogg's breakfast cereal you eat, the Ford you drive to work, the iPhone you use to text and call your family and friends, the Coke or Starbucks you drink during your breaks, your favorite dinner spot, or your favorite social media platform you use to interact with your friends, we are all engaging with brands in one way or the other.

According to the 2019 Financial Times Top 100 global brand ranking<sup>1</sup>, the total value of the top 100 brands surpasses \$43 trillion. To put this into perspective, this number matches the total GDP of the United States (\$19.4 trillion), China (\$12.2 trillion), Japan (\$4.9 trillion), Germany (\$3.7 trillion), the United Kingdom (\$2.6 trillion), and India (\$2.6 trillion), combined<sup>11</sup>. Some brands have more employees than certain countries citizens, or some have a brand value which is higher than certain country's GDP. **Figure 1** lists the company names of the top 20 global brands. As one can see, the top three brands Amazon (\$316 bn), Apple (\$310 bn), and Google (\$309 bn) each have a brand value that is similar to the total GDP of Malaysia (\$314 bn), the Philippines (\$313 bn), or Colombia (\$309 bn) and larger the GDP of Vietnam (\$223 bn), Portugal (\$217 bn), Peru (\$211 bn), or New Zealand (\$205 bn).

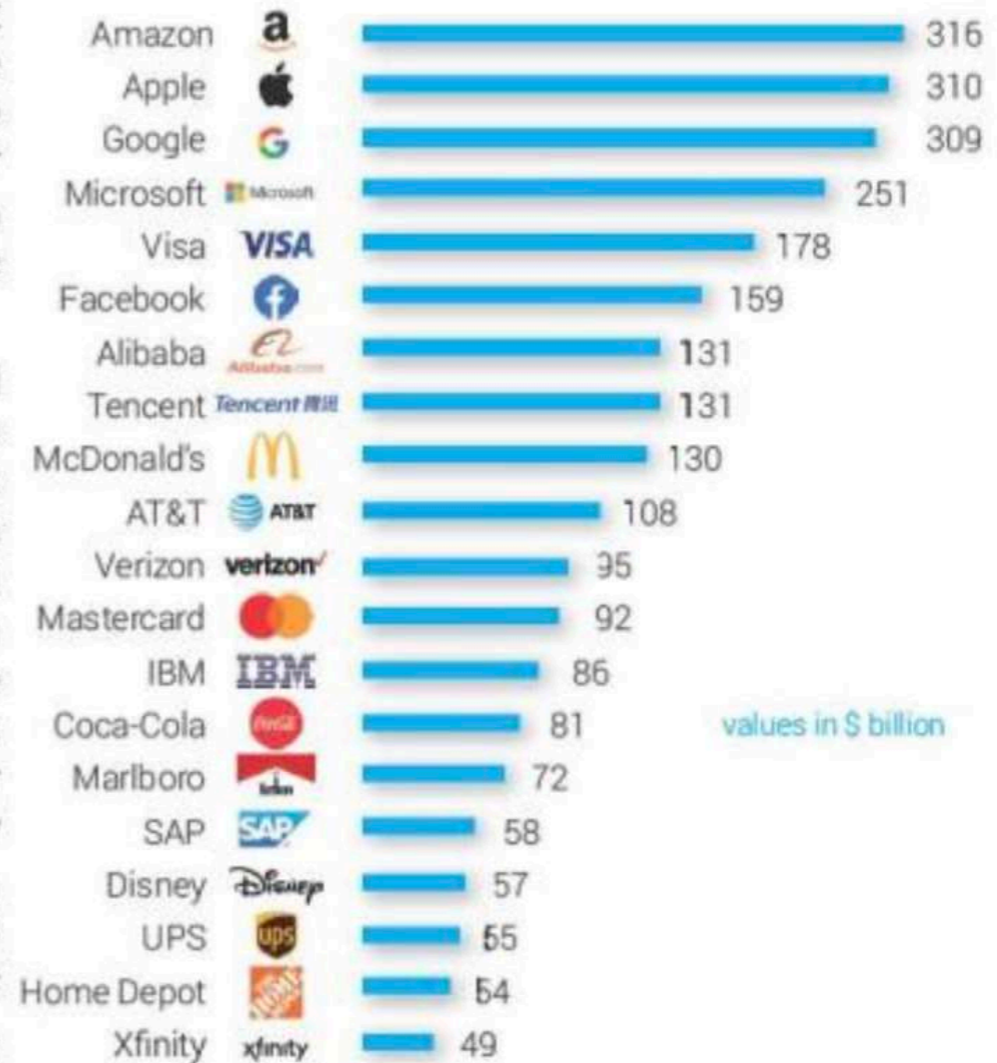


Figure 1. Brand values of top 20 global brands

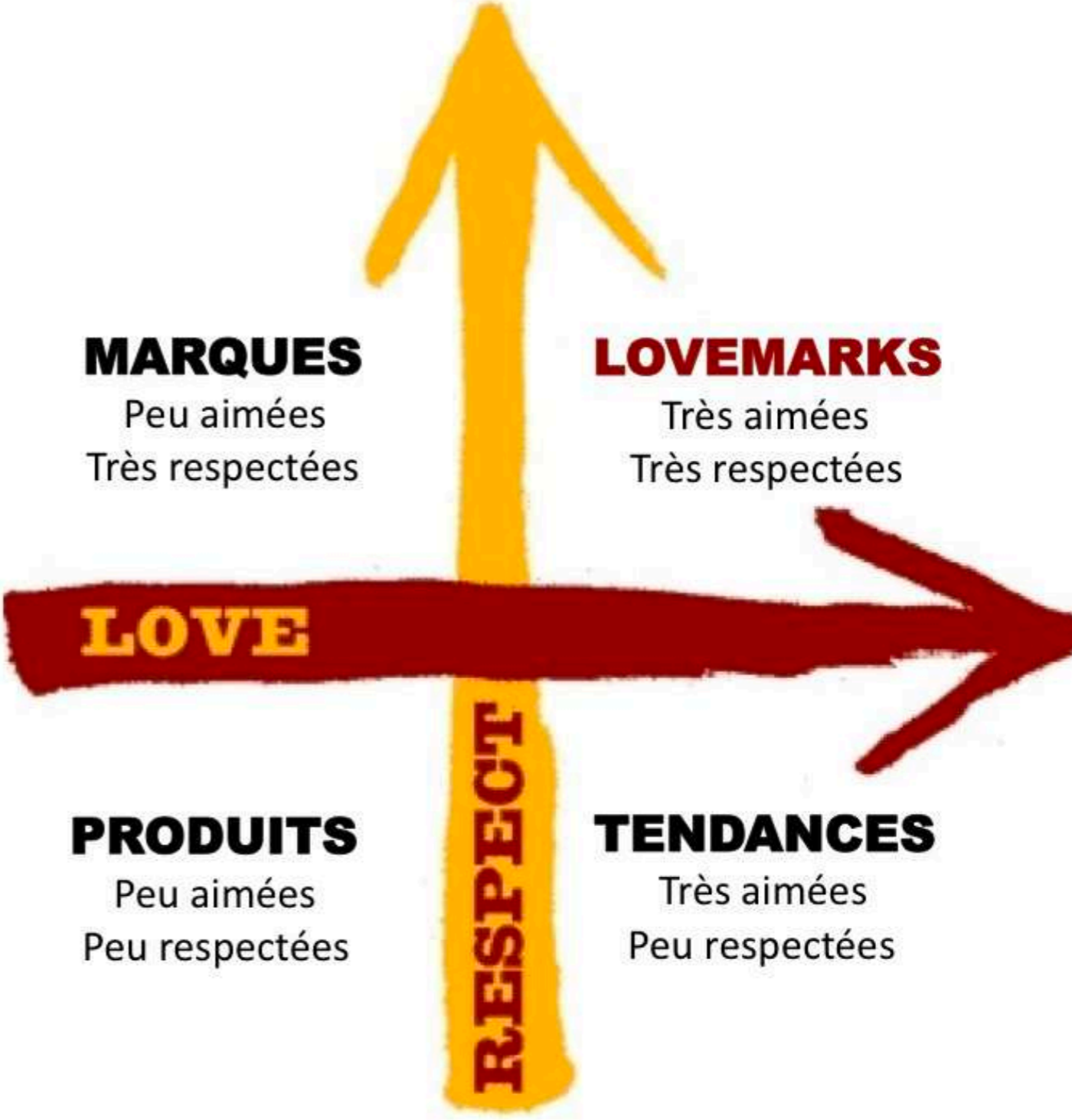
une marque est un actif immatériel

Moleskine, Roots clothing, Air New Zealand, Iyengar yoga, Mother Theresa, Mickey Mouse, Light Up The World foundation, Toyota, Vegemite, God Smashing Pumpkins, Original Tommy's Burger, Satch jeans, Loewen windows, American Express, Coppertone, Martin Margiela, Parkett art magazine, Italy, Eames chair, Bundaberg Ginger Beer, The New Yorker, Birkenstock, Rolex, Gilbert, Puma, Toll House cookies, Tide, Fender Stratocaster, MacPac, iPod, W.&L.T. Fado, JetBlue Airways, Prius, Asahi Superdry, Burton, Versace, Banana Republic, Absolut, The Milky Way, Tiffany's, Nokia, Madonna, Yorkshire pudding, Lay's, Mambo, **Mystery**, Mikimoto pearls, Canterbury clothing, Bacardi Breezer, Post-it notes, Griffins biscuits, Woolford Yankees, The Cornbury Doughboy, iTunes, PEZ, Terry Pratchett, Mont Blanc, Simon and Garfunkel, Origins, Global knives, Cartier, Pantone, Lacoste, Galaxy, Manchester City, Dacia, EA, Landsparken, Singapore Airlines, Golden Gate Bridge, Abercrombie & Fitch, Mad, H&M, Reebok, C. J. Rager, Puma, Pinos, T. Radley, State of Origin, Mary, H. Lisa, Amia, Treat, Jam soda, Oksilva, Am, Ope, O, World, Jurneys, Canon, Bud, iser, Marks & Spencer, Robbie M, Ash, New York City, C, Morgan's special rum, Frijoles, Andro, APE, K, shoe, Fish, Smith, Chicago Cubs, Bike, Bike, New, Johnny Walker, Technics 1200, Eukanuba, Gary Fisher bikes, Flag of St. George, Gap, Biere Larue, Pelé, La-Z-Boy, Salsa Lizano, Carhartt, Imperial beer, Palm Pilot, Munster, Cadbury, Teletica Canal 7, Starbucks, Lexus, Disneyland, Benetton, The Smiths, Motorola, Collette, Salt & Lineker crisps, Kyoto, Huka Lodge, Warp records, Bavaria, Folgers, Visa, Nutella, Sony, Gucci, All Blacks rugby team, **Sensuality**, Le Pescadou, Steinway, Hungary, KISS, John Lewis stores, Boston Red Sox, Dean & DeLuca, adidas Originals, Acqua di Parma, President Avenue Fruitworld, Porsche, Rick Stein, LEGO, Taj Mahal, Mini, Ferrari, University of Kentucky basketball team, James Bond, Marmite, Guggenheim Bilbao, Häagen-Dazs, Evian, Cambridge University, Converse, Custo-Barcelona, Pampers, Steven Spielberg, Mars Bars, Hot Buttered, Anne Geddes, Lee jeans, Nescafé, The Boss, Greece, Victory Over Want, St. Tropez, M+A-C, Fnac, Sri Ravishankar, Clinique, Titleist, **Intimacy**, Sydney Opera House, Oscar synth, REMO, Chestnut Prospector canoe, Fijian Sevens, NASA, Triple J, Zimstern, Lance Armstrong, Tumi, Dilmah, Colin Bell, AJAX soccer club, Monty Roberts, Nike, U2, XXXX beer, Kenneth Cole, New Orleans, A-Channel, Canada, Sedona, Arizona, Mercedes Smart, Virgin Atlantic, Apple, The Economist, Krispy Kreme, Snoopy, Swiss Army, Harley-Davidson, Barbie, Gillette, Audi, Bendon, Britten motorcycle, Rome, Harry's Café de Wheels, Brigitte Bardot, Manchester United, Havaianas, Oprah, Ducati, Baileys, L&P, Bovril, Hollywood, Tiscali, Heinz, JC Bamfords, Red Bull, Trader Joe's, Steinlager, Old Spice, New Zealand Edge, Squaresoft, Kartell, Tods, Leite Moça, Volkswagen Beetle, MTV, Brazilian football team, Hello Kitty, Vespa, Swatch, Trung Nguyen, iMac, Riva boats, Guaraná Antarctica, Skol, Winnie the Pooh, Zippo, Silver Fern, La Quinta, Aga ovens, Tabasco, Chanel No. 5, Snaidero, Guinness, Tonga, Hibernian FC, Venice, Yahoo!, bobby pins, Nelson Mandela, The Olympics, Paris, Andy Warhol, Adobe systems, Weleda, Curious George, Harry Potter, Muji, Jean Paul Gaultier, Levi's, Seresin, Coca-Cola, Upper Deck, hockey cards, Oreo cookies, Renault Clio, Veuve Cliquot, The Statue of Liberty, Radio Dimensione Suono, MSN Messenger

# the future beyond brands

# lovemarks

KEVIN ROBERTS, CEO WORLDWIDE, SAATCHI & SAATCHI



# Plateforme de marque

## Identité de marque

---

Notre vision

Notre ambition / mission

Notre métier / histoire / time-line

Notre positionnement / territoire  
/ promesse / identité

Nos valeurs / notre éthique

Nos convictions

Nos défis / objectifs

Nos éléments de communication  
visuelle : logo, charte graphique

Notre tagline / signature

Notre style / ton de  
communication

Nos codes / partenaires /  
bénéficiaires /users



La plateforme répond aux questions essentielles comme :

---

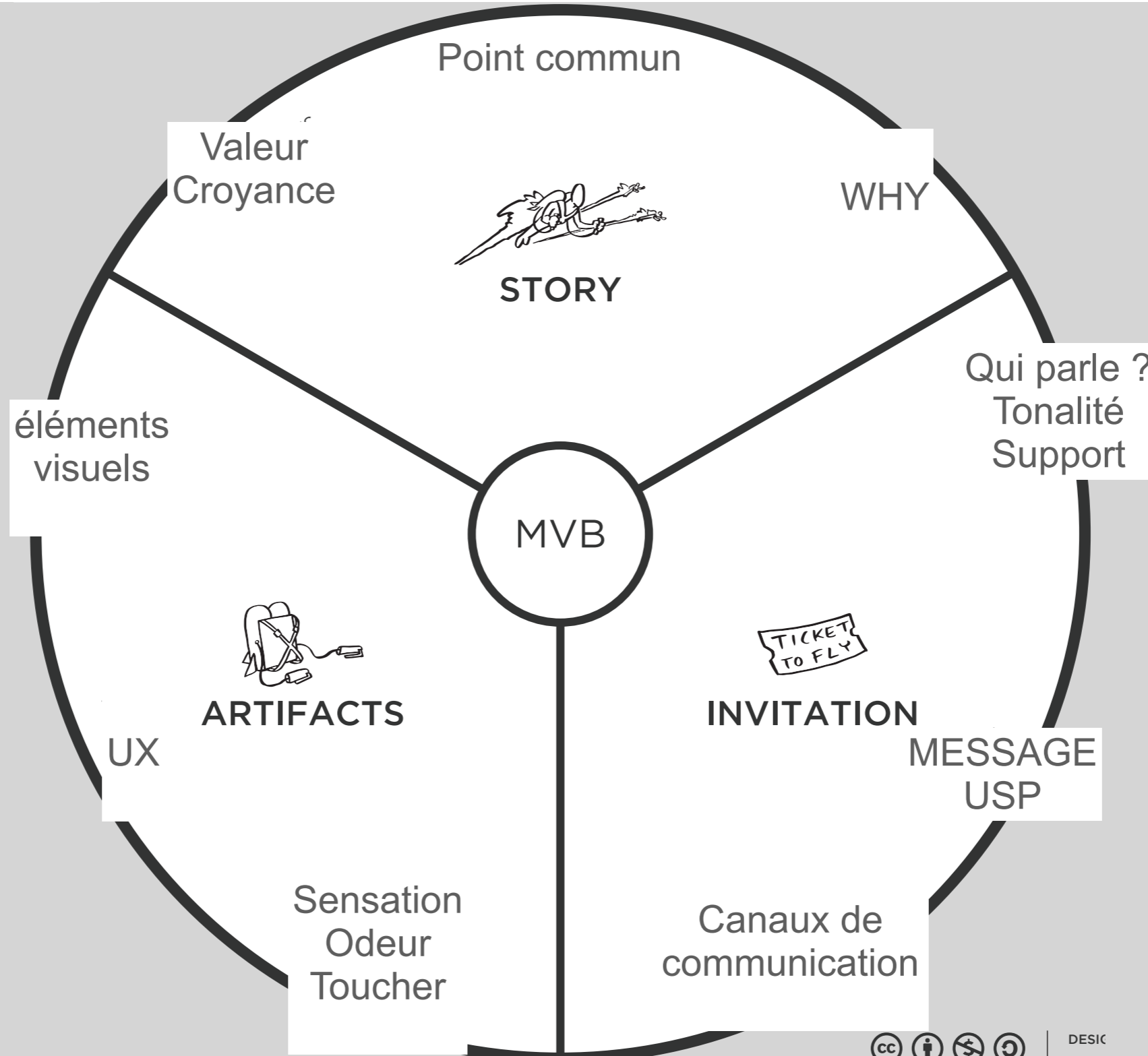
Identité : qui sommes-nous ? Comment se définir ?

Mission : quelle est notre raison d'être ? À quoi servons-nous ?

Vision : vers quoi allons-nous ? Quel est le but à atteindre dans les prochaines années ?

Valeurs : quelles sont les valeurs que nous défendons ? Nos atouts, nos qualités ?

Promesse : quelle est notre valeur ajoutée ? En quoi sommes-nous uniques pour nos clients ?



# Minimum Viable Brand Canvas

The Minimum Viable Brand Canvas is a tool you can use to dive into your MVB work. It will help you build successive iterations of your brand that enable full turns of the Build-Measure-Learn loop with a minimum amount of effort and the least amount of development time.

measure the growth of your relationship with your audience through successive canvases, experiments, learnings, and iterations.

The Minimum Viable Brand Canvas components are:

- Story is your story. Who you are as founders. Who you are as a startup. Why people should care about a relationship with you. This is your unique rallying point defining what you're fighting against and what you're fighting for.
- Artifacts are projections of your story. The goal is to find artifacts that project your story and engage people with who you are. Great artifacts evoke emotion and reflect the relationship you are forming with your audience.
- Invitations are active calls for people to join you on a journey toward shared value. By sketching out what you say, where you say it, and how you say it, invitations impact the way people respond to you.

So start with your story. In the story slice of the canvas, sketch out your ideas about your founder story, what you stand for as you startup, your rallying point, and what you aspire to become using sticky notes, drawings, doodles, words, images, and anything else you have. Then try to narrow all of those ideas into a single, compelling story that best captures who you are.

CONTENT

//  
FOMO

G

# CONTENT BIG PICTURE

Infobésité

Content  
Stratégie

Lovemark

1

2

3

# 1

## Infobésité

FOMO  
Info-Snacking  
10 heures  
Hyper Choix  
Digital Detox  
NoMoPhobie

# 2

## BRAND CONTENT

StoryTelling / Newsletter  
Qualité rédactionnelle  
Native ad / Gamification  
Curation / Vidéo / Podcast  
RTM / SEO / NewsHack  
Livre blanc / Webinar  
Learn Marketing / WebSerie

## POEM

# 3

## LOVEMARKS

Respect du lecteur  
Respect du client  
Fidèle au-delà du  
raisonnable



**Brand Content**

**//**

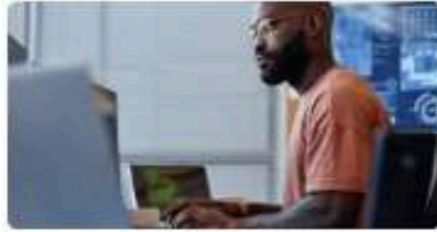
**Content Marketing**





## YouTube

**YouTube : vous pouvez désormais générer des revenus dès 500 abonnés**



## Formation

**Se reconvertir comme data engineer pour valoriser les données des entreprises**



## Publicité

**10 méthodes marketing à connaître**



## Culture web

**Créer son blog : 5 conseils avant de se lancer**



## Formation

**5 dispositifs pour financer sa reconversion dans le digital**





# POEM



**POEm**

**Paid**

**Owned**

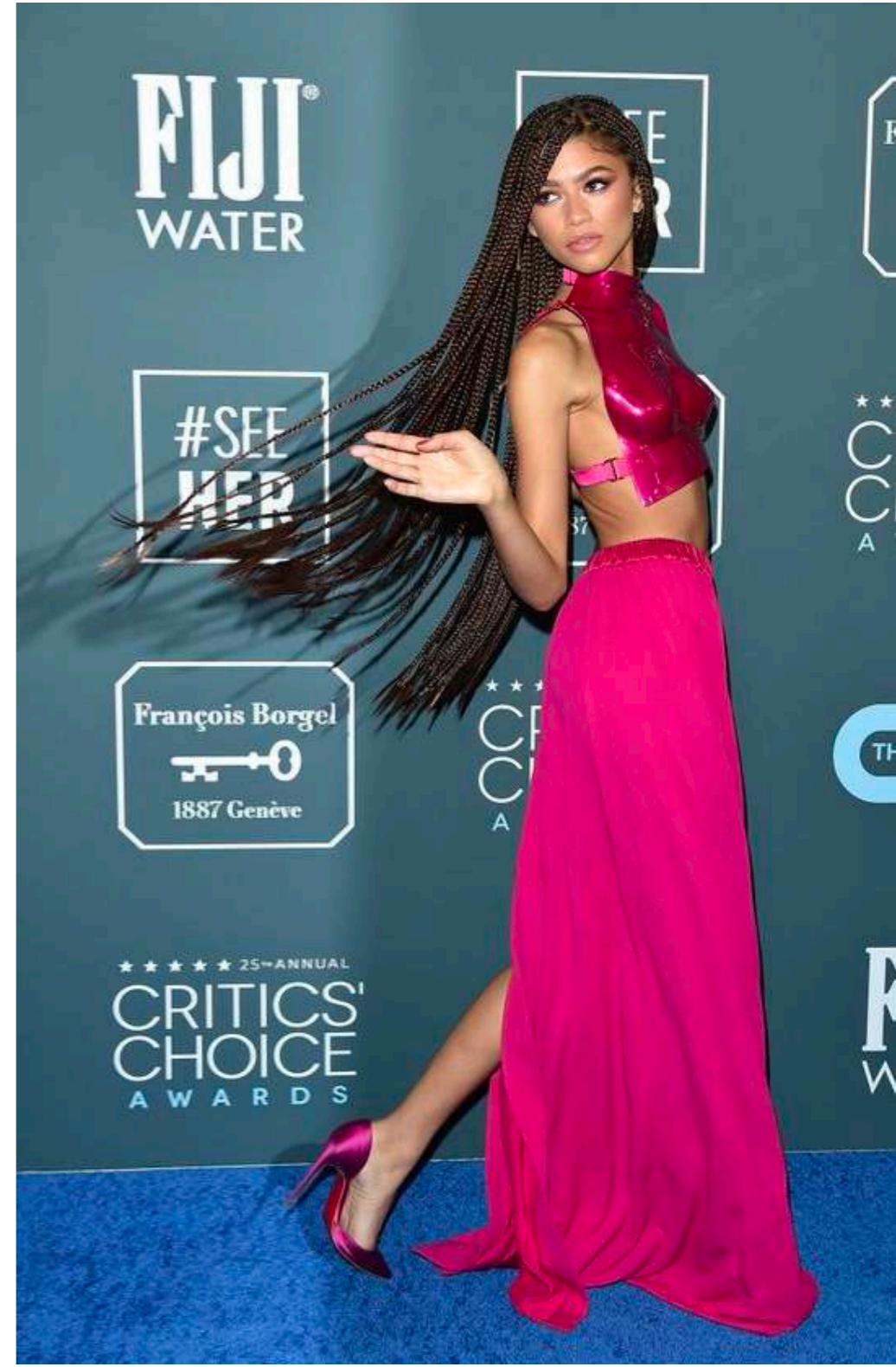
**Earned**

**Média & Marketing**





GEN#Zendaya





**K GEN = BTS + BlackPink (Lisa Manoban)**





# WORKSHOP

---

# HOW TO MANAGE YOUR PERSONAL BRAND ONLINE



## GOOGLING YOURSELF

The survey also found that two-thirds (65.7%) of professionals expect to be 'Googled' by potential employers and recruiters.



## SOCIAL MEDIA

Once you've begun cleaning up your digital footprint, it's time to sort out your social media profiles.



## PROFESSIONAL NETWORKS

Professional profiles such as LinkedIn can be a great way to connect with others in your field and showcase your skills.



## CONSIDER CONTENT CREATION

You could also consider producing your own content, working to build yourself an online portfolio.



## ALWAYS KEEP WORKING ON YOUR PERSONAL BRAND

On the positive side, your personal brand will grow and develop as your career does.

you're the first  
brand to market





# LinkedIn SSI : Social Selling Index

- 1/ Calcul de votre SSI [www.linkedin.com/sales/ssi](http://www.linkedin.com/sales/ssi)
- 2/ Profil complet
- 3/ Photo + Background + URL
- 4/ Résumé + CV

WANTED - ++ iOS Developer (f/m/x) wanted to shape the future of mobile banking ++ Ad ...

2

1

3



Hubert Kratiroff

CDO at CX-convers & public speaker

Neuilly-sur-Seine, Île-de-France, France · 500+ connections ·

Contact info

Open to Add profile section More...

Conservatoire National des Arts et Métiers

Show recruiters you're open to work — you control who sees this  
Get started

Share that you're hiring and attract qualified candidates.  
Get started

Edit public profile & URL ?

Add profile in another language ?

Get the latest jobs and industry news



LINX

Hubert, explore relevant opportunities with Linx Printing Technology

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Laura Populo


Étudiant à FBS Paris -



# Product Manifesto



## ) product manifesto

- 1** Ask "why" before "what," use data and research to find the opportunity.
  - 2** Set ambitious goals related to solving user problems and to the broader team mission.
  - 3** Frame the story starting with the problem, quantify it to show the opportunity, then arrive at the solution.
  - 4** Set team goals and principles, then bring everyone together with written artifacts, frequent feedback, and communication.
  - 5** Work backward from goals, align on prioritization frameworks to support decision making, and set clear boundaries based on resourcing realities.
  - 6** Start by understanding the problem, bring the team together to deliver a resolution, do a retrospective to avoid the crisis again.
  - 7** Find a role with problems you are passionate about solving, then build at least one core skill while delivering solutions.
  - 8** Set your aspirations, ask for opportunities, set goals with managers or mentors, solicit feedback, and put in the work.
  - 9** Begin with four pillars: goals, structure, alignment, and measurement, then adapt each to your context.
  - 10** Create a cross-functional team to focus on specific problems and enlist diverse perspectives that represent your users and stakeholders.
- 

# #1

Ask "why" before "what," use data and research to reveal the opportunity.



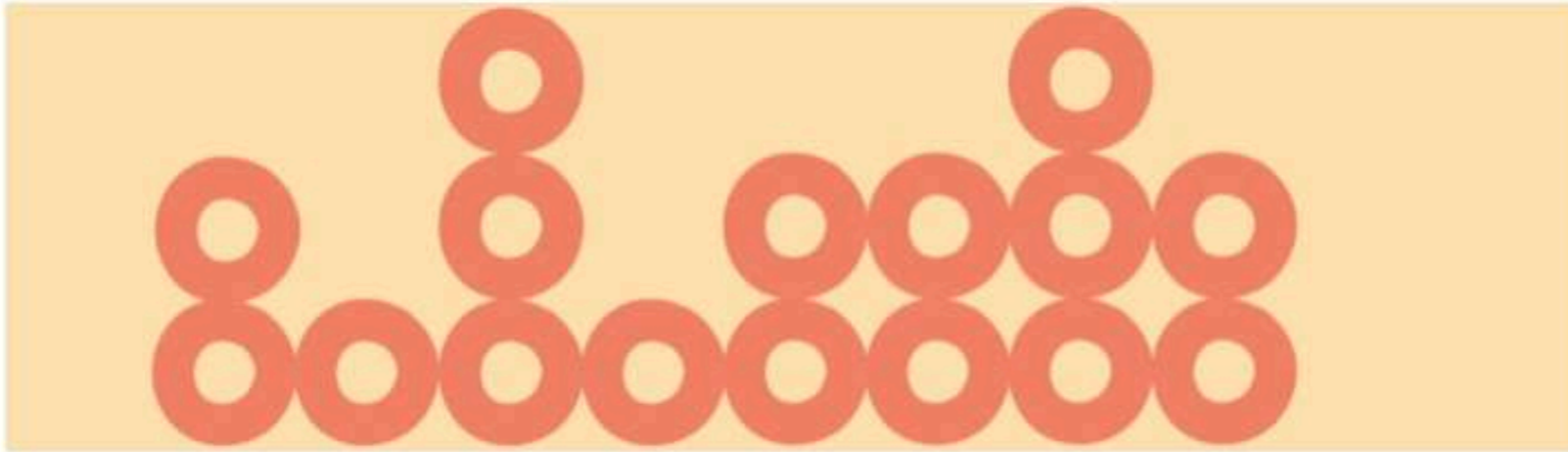
## 1

How to identify product opportunities?

## Ask “why” before “what,” use data and research to reveal the opportunity.

### Why It’s Important

People tend to jump directly into problem-solving, based on a superficial understanding of a problem, before fully identifying a problem’s full context or conducting a robust analysis. Worse still: They define the problem through the lens of a solution they already have in mind. This leads to the misidentification of problems and ineffective solutions.



### How to Use This Principle

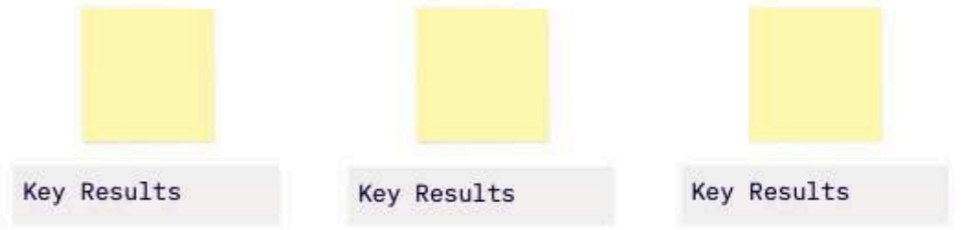
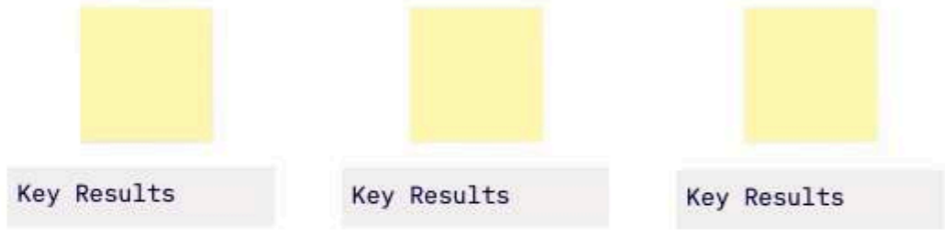
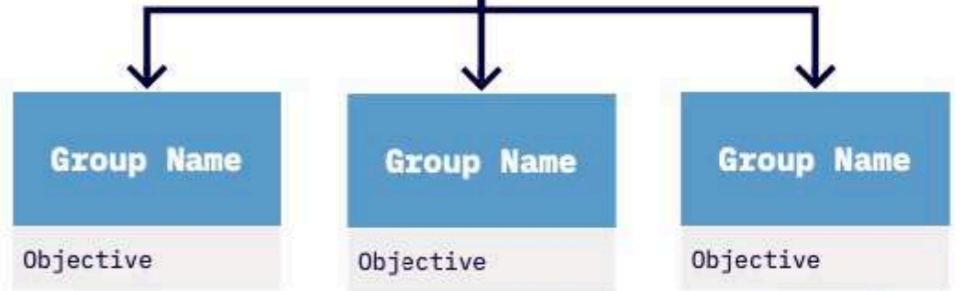
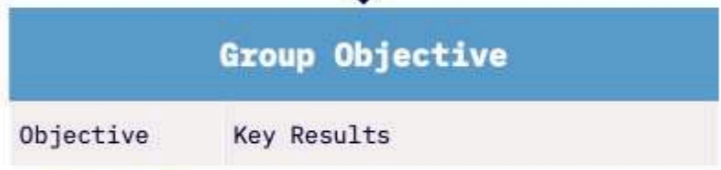
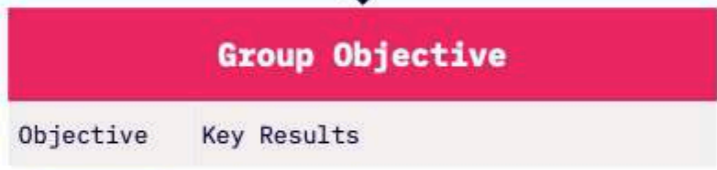
Take the time to first understand the nuances of the problem (asking: Where, when, why, and how it occurs—and how it might be solved). Fuel these questions using research, data, and market insights. Focus on how the solution fits in with the broader team mission, then quantify its severity and scale. Synthesize all of these inputs and then focus on the highest-value opportunities.



O | KR

# Objectives & Key Results







# GO ROADMAP

Goal  
Oriented  
ROADMAP

# Complementary Roles





**1**

**product  
discovery**

user story

**2**

**MVP**

test & learn

**3**

**product  
delivery**

specs

### Goal Oriented Portfolio RoadMap

O | KR Objectives and Key Results

Système d'objectifs IDC (Intention Délai Chiffrage)

BY _____ DATE _____	Version1 Step 1 Period 1	Version2 Step 2 Period 2	Version3 Step 3 Period 3	Version4 Step 4 Period 4	Version5 Step 5 Period 5
Portfolio A					
Date offer 1					
Name offer 1					
Goal/Objectives offer 1					
Features offer 1					
Metrics KR offer 1					
Date offer 2					
Name offer 2					
Goal/Objectives offer 2					
Features offer 2					
Metrics KR offer 2					
Portfolio B					
Date offer 3					
Name offer 3					
Goal/Objectives offer 3					
Features offer 3					
Metrics KR offer 3					



PRD



# product requirements document (PRD)

an artifact that product teams use to describe the solution they are providing in order to solve a specific problem.

A product requirements document (PRD) is a document containing all the requirements to a certain product allowing people to understand what a product should do not how the product will do just what and why.

PRDs can be used for any type of product and services.  
PRD is created from a user's point-of-view by a user/client or a PM





Typical components of a product requirements document (PRD) are:

1. Title & author information
2. Purpose and scope, from both a technical and business perspective
3. Stakeholder identification
4. Market assessment and target demographics
5. Product overview and use cases
6. Requirements, including
7. functional requirements (e.g. what a product should do)
8. usability requirements
9. technical requirements (e.g. security, network, platform, integration, client)
10. environmental requirements
11. support requirements
12. interaction requirements (how the product should work with other systems)
13. Assumptions
14. Constraints
15. Dependencies
16. High level workflow plans, timelines and milestones
17. Evaluation plan and performance metrics



## The Contents of a PRD

1. Title: Give this project a distinct name.
2. Change History: Describe each important change to the PRD, including who changed it, when they changed it, and what they changed.
3. Overview: Briefly, what is this project about? Why are you doing it?
4. Success Metrics: What are the success metrics that indicate you're achieving your internal goals for the project?
5. Messaging: What's the product messaging marketing will use to describe this product to customers, both new and existing?
6. Timeline/Release Planning: What's the overall schedule you're working towards?
7. Personas: Who are the target personas for this product, and which is the key persona?
8. User Scenarios: These are full stories about how various personas will use the product in context.
9. User Stories/Features/Requirements: These are the distinct, prioritized features along with a short explanation as to why this feature is important.
10. Features Out: What have you explicitly decided not to do and why
11. Designs: Include any needed early sketches, and throughout the project, link to the actual designs once they're available.
12. Open Issues: What factors do you still need to figure out?
13. Q&A: What are common questions about the product along with the answers you've decided? This is a good place to note key decisions.
14. Other Considerations: This is a catch-all for anything else, such as if you make a key decision to remove or add to the project's scope



# Main Takeaways

**PRDs are live Documents:** As you build the product, you need to constantly update the PRD.

**They must be flexible:** As you write your first drafts, it's ok to leave TBD and placeholder comments for unknowns.

**A good PRD is concise:** Note key decisions, add relevant links, and don't leave anything up for interpretation.

**PRDs are a product of teamwork:** Even though the PM is ultimately responsible for owning the product/defining what to do. It's much better to have a collaboration/soft power approach when it comes to creating the PRD.

**They are excellent communication tools:** Use the PRD to communicate what you're building and why.

# Product Hunt

*"for people who love products"*

## Intro & Goal

Our goal is to make Product Hunt the destination to share and discover new, innovative products and services, from mobile apps to hardware products. Others in this space focus on editorial curation, following more of a blog-like model. Product Hunt is a community, a place to geek out about products with other enthusiastic people.

## Who's it for?

1. **Product people** - those building products that enjoy discovering, playing with, and learning from new, innovative products. Also serves as a pulse on potential competing products
2. **Seed-Stage Investors** - always sourcing new deals and seeking signals to curate what startups to evaluate and meet.
3. **Everyday Tech Consumers** - people that love to find new stuff

## Why build it?

1. It's something we personally enjoy using
2. Early, initial traction from "linkydink MVP" - 175+ subscribers, 30 contributors (some VC's and founders)
3. Community verticals on the rise. GrowthHackers.com, Designer News, and Quibb have gained traction in specific startup/tech verticals.
4. Monetization opportunities in advertising and/or data
5. Tech-risk very low

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## What is it?

### Glossary

1. **Post** - new product hunt submissions
2. **Comments** - comments on a post
3. **Replies** - replies to comments
4. **Vote** - votes for a post
5. **Index View** - homepage of Product Hunt (all users can view this)
6. **Detailed View** - permalink page for each post
7. **Profile View** - user profile page

### User Types

1. **Non-Registered Users** - people that have not yet registered
2. **Registered Viewers** - people that have registered and can vote on posts but cannot post or comment.
3. **Contributors** - registered users that can post, comment, and upvote (ie, "Hunters"?)
4. Admins



PXM

PXM

*product experience management*



Avec *Easycom*

DATA

## **Le PXM pour augmenter la satisfaction de vos clients, et bien plus encore**

Définition du Product Expérience Management Dans un monde numérique en constante évolution, où les consommateurs interagissent avec les marques via de multiples canaux, le Product Expérience Management est une solution incontournable pour créer des expériences produit distinctes et mémorables. À l'inverse de l'approche traditionnelle axée sur les aspects techniques des produits, le PXM intègre les émotions, les [...]



# PIM

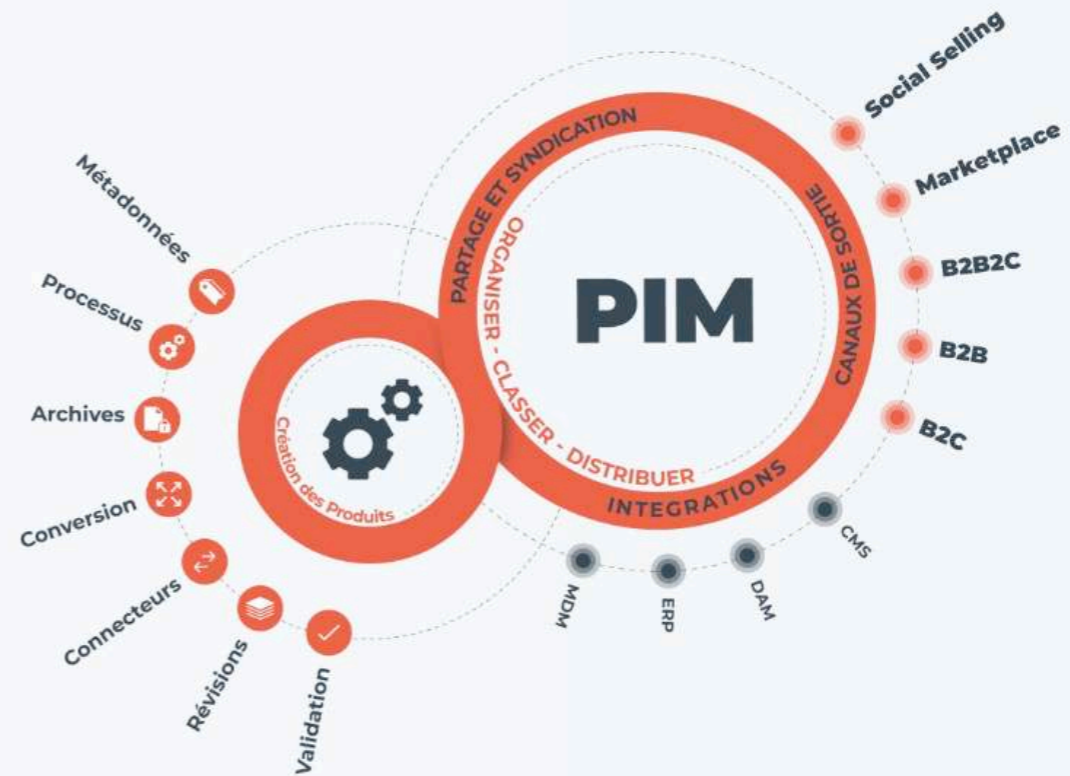
product information management



# Qu'est-ce que le Product Information Management ?

Aujourd'hui, il faut être sur tous les fronts : vos collaborateurs doivent fournir une multitude d'informations vers divers canaux de diffusion et de vente, et le tout à vitesse grand V ! En effet, le concept de la bonne information diffusée à la bonne personne et au bon moment n'a jamais aussi été présent.

Le **Product Information Management (PIM)** est alors devenu incontournable pour toutes les entreprises qui souhaitent briser les silos de données et diffuser leurs informations produits en omnicanal.



# Définition du Product Information Management

À mesure que les consommateurs développent de nouvelles habitudes et attentes, il convient à toutes les entreprises qui souhaitent améliorer l'expérience client et augmenter leur performance de mettre en place une solution de gestion de données efficace. Le PIM fait partie des outils de gestion les plus réputés. Pour vous aider à comprendre de quoi il s'agit, découvrez ci-après la définition du Product Information Management (PIM).

Le Product Information Management (PIM) ou Gestion de l'Information Produit (GIP) en français, est une solution qui coordonne la gestion et la diffusion des informations produits vers tous les canaux de vente : [sites e-commerce](#), sites web, catalogue produit imprimé ou encore places de marché.

Plus précisément, le PIM concentre et harmonise chacune des informations de vos produits tout en garantissant que l'ensemble des contenus diffusés soit constamment mis à jour et adapté pour le référencement naturel (SEO). Le PIM s'inscrit dans le concept de [Master Data Management \(MDM = PIM + DAM + CMS\)](#).

# What is Product Live ?

Product Live is the most complete set of solutions to manage a distributed catalog.



## Catalog Manager

Centralize, enrich and make accessible your catalog of products. Without changing your existing tools.



## Product Sync

Make accessible your products to your retail network. For all your retailers.



## Global Collect

Collect product data in your format. From all your suppliers and vendors.



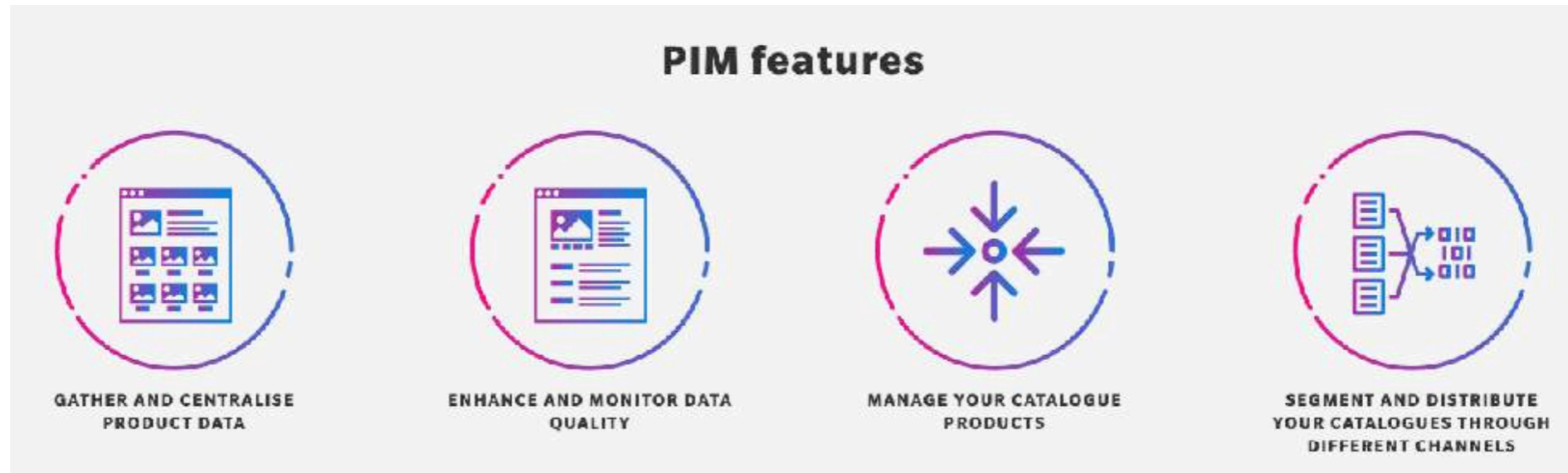
# PIM

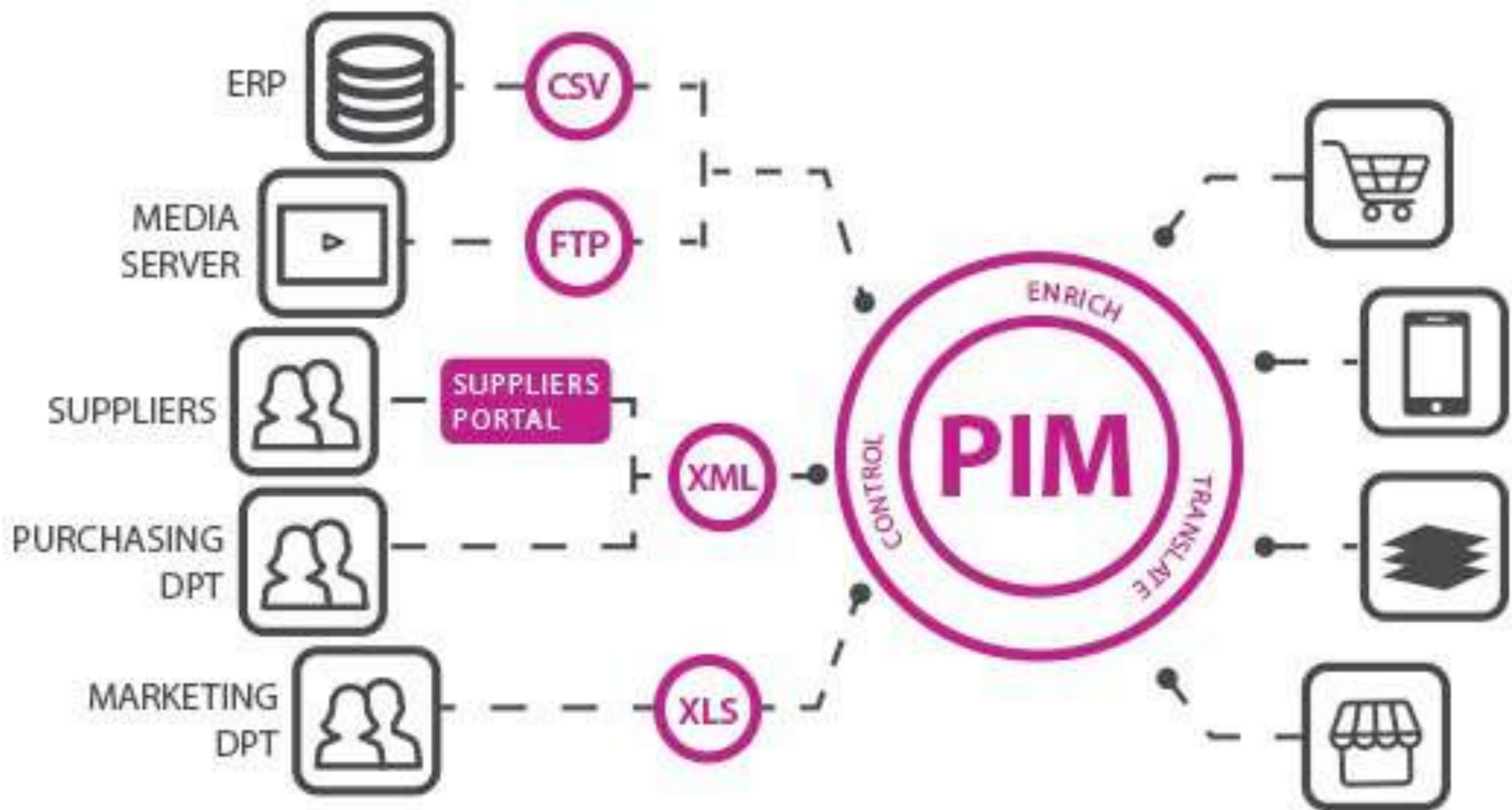
## Product information management

PIM, pour la gestion multicanal du catalogue "produits"

known as PDM (Product Data Management), product MDM (Master Data Management)

Optimise your multi-channel strategy by centralising product information





# PIM Guide : comment gérer votre catalogue produits plus efficacement

Comment faciliter la gestion de vos informations produit et optimiser votre diffusion omnicanale ?

Un guide complet pour vous aider à mieux gérer votre catalogue produits.

La gestion de l'expérience produit est un sujet qui implique à la fois des compétences techniques, marketing et digitales, c'est d'autant plus vrai, lorsque les entreprises ont une présence omnicanale. Une gestion centralisée des informations produit est nécessaire pour optimiser la qualité des contenus diffusés auprès des clients sur tous les canaux, et ainsi accroître ses conversions.

Quable, solution PIM de référence sur le marché, vous propose un guide contenant de précieux conseils et bonnes pratiques afin de faciliter la gestion et la diffusion de vos produits sur tous vos canaux : site e-commerce, marketplaces, catalogues papier...

État des lieux de la gestion de l'information produit des entreprises

Au quotidien, travailler l'information produit peut s'avérer complexe sans outils adaptés et sans méthodologie. Les différentes équipes métiers d'une entreprise vont travailler sur plusieurs outils ou fichiers Excel, sans réelle centralisation ou synchronisation des données produits.

En général, les investissements qui ont le plus d'impact pour l'entreprise sont aussi ceux qui demandent une mise en place complexe, pouvant prendre parfois plusieurs années. Désormais, les entreprises peuvent s'appuyer sur des solutions SaaS dédiées à la gestion centralisée des produits, appelées : solutions PIM (Product Information Management). Ces solutions sont rapides à implémenter, les équipes n'ont pas besoin de solliciter la DSI (ou très peu), ce qui permet un déploiement rapide (8 semaines maximum).

Les avantages d'une gestion centralisée des produits

De plus en plus, les clients exigent de disposer d'un maximum d'informations avant de passer à l'acte d'achat, ils consultent donc plusieurs canaux pour visualiser vos produits. Il est primordial de proposer une expérience réussie à travers tous les canaux de vente de votre marque.

Pour mettre en place la meilleure expérience produit possible, il est pertinent d'utiliser une combinaison d'outils au sein d'une même plateforme. Cela permet une collaboration plus efficace entre les équipes métiers.

Vous pouvez vous appuyer notamment sur :

le PIM qui permet de gérer toutes vos données textuelles produits,

le DAM, une médiathèque pour gérer tous les médias associés aux produits : photos, vidéos, sons, fiches techniques...

Les étapes clés pour gérer efficacement ses données via un PIM

Dans son guide, Quable propose une méthodologie pour gérer plus efficacement vos informations produit par le biais d'une solution PIM. La mise en place d'une gestion centralisée des produits se fait en 3 étapes :

Faire un état des lieux et définir ses objectifs : l'idée est de faire le point sur votre fonctionnement interne actuel et de détecter les éventuels points bloquants, puis de définir les objectifs à moyen et long terme pour inscrire le PIM dans une vision stratégique globale.

Choisir une personne référente PIM : définir une personne qui jouera un rôle transverse pour fédérer les utilisateurs de tous les pôles (marketing, digital, IT, direction...)

Établir le « cadrage métier » : vous devrez déterminer un modèle de données (Data-Model), établir la cartographie des données, puis enfin construire votre workflow pour le meilleur process collaboratif possible.

Définir un modèle de données passe par une catégorisation des produits.

Dernière étape : diffuser vos produits vers vos différents canaux

La dernière étape : faire circuler vos flux de données vers les canaux de vente.

Une fois les données produits entrées et enrichies, vous pourrez alors paramétrer vos flux sortants qui constituent vos canaux de diffusion des fiches produits : sites e-commerce, marketplaces, éditions print (catalogues, dépliants, etc), extranet/portail produit et supports magasins physiques (tablettes, bornes digitales).

Après identification et validation des flux, vous pourrez enfin mettre en place une cartographie des flux : collecte, échange et transmissions des données produits.

Pour découvrir tous les conseils pour gérer vos informations produit et comprendre le fonctionnement et les avantages des solutions PIM,

## Get All Templates

### Product Requirements Document (PRD)

A **PRD** is a guide that defines a particular product's requirements, including its purpose, features, functionality, and behavior.

Your Product Has a Job To Do!

Understand What Matters

Set Your Requirements

### Roadmap

Product Roadmaps are the essential strategy document for all Product Managers, as it lays out your vision and the stages between where you are now and the realization of it.

Set Your Compass

Get Moving

Plan Your Journey

### Product Launch

Plan and execute successful product launches with these proven tools and templates.

Plan for Success

Break Sales Records!

Launch to the Moon

### Retrospectives

Retrospectives are brief exercises where team members discuss what could have made the last sprint/scrum more efficient.

Learn from the Past

Don't Look Back in Anger

Hindsight is 20/20

### Design Sprint

Design Sprints started at Google about 6 years ago. Since then, they have helped product teams from all over the world to solve design problems quickly.

Be the First!

Race to the Template

Ready, Set, Go!

### Customer Journey Maps

A Customer Journey Map (CJM) is a diagram that shows visually the stages a customer goes through when using your product.

Understand Your Users

Improve Your Entire Funnel

Master Every Step

### User Flow

User Flows are visual tools that depict the set of steps taken by a user to achieve a goal within a digital product.

Get Into "Flow!"

Trace User Experience

Enhance Your UX

### User Personas

Creating personas will help you to understand your users' needs, experiences, behaviors, and goals.

Meet Your Customer

Write Your Persona

Learn Your Users

### Feature Prioritization

Prioritization is the art and science of deciding what is important to do now, and what can wait until later, based on balancing cost with benefit.

Learn When to Say "No"

Validate Your Decisions

Know What Comes First



# DAM

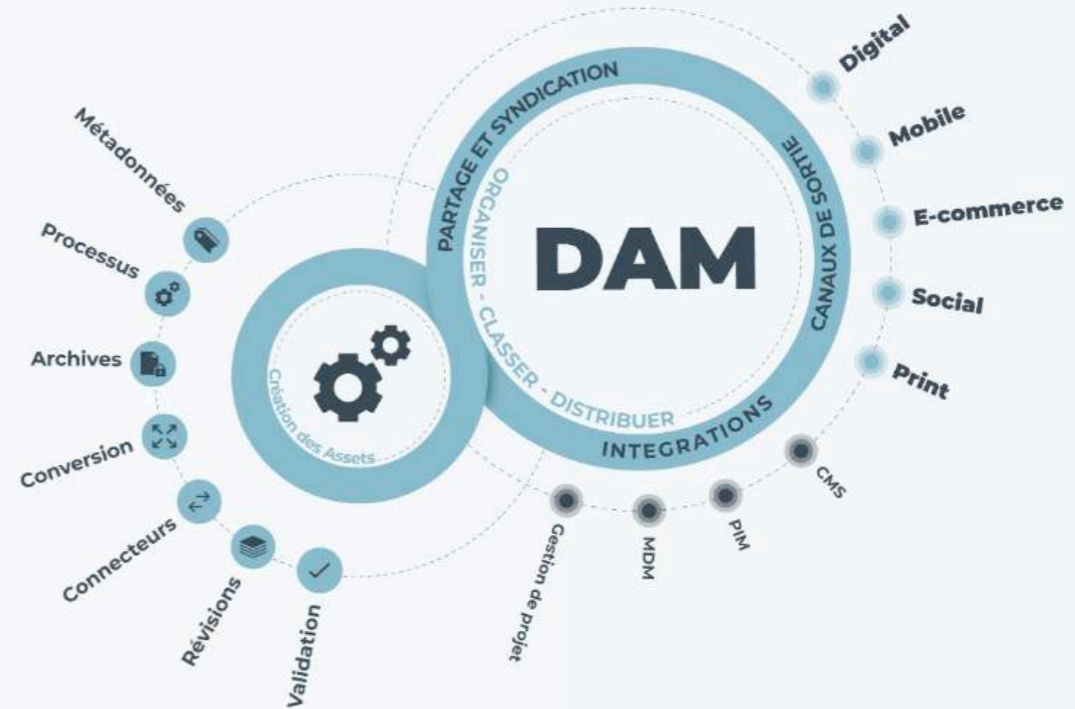
Digital Asset  
Management



# Qu'est-ce que le Digital Asset Management ?

Aujourd'hui, la communication des entreprises passe essentiellement par la création visuelle et le numérique. Dans ce contexte, de nouvelles problématiques voient le jour, notamment dans les entreprises en réseau qui doivent faire face à des milliers d'images, de vidéos et de ressources.

Grâce au **Digital Asset Management**, vous maîtrisez vos données marketing d'un point à un autre, comme une colle invisible qui relie tous vos systèmes entre eux.

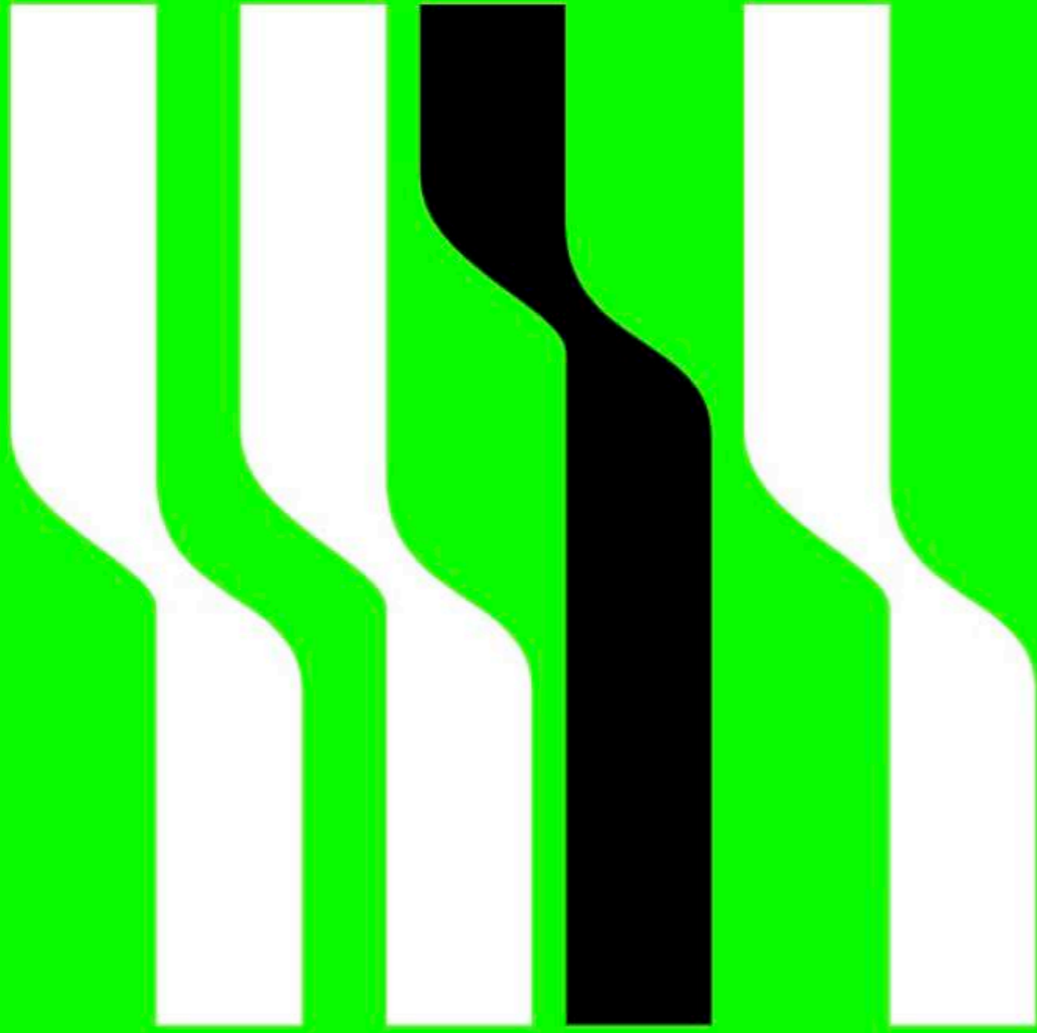


Le terme Digital Asset Management (DAM) signifie Gestion des Données Numériques en français. Il désigne les solutions logicielles permettant de stocker, organiser et partager les ressources numériques d'une entreprise, de manière centralisée.

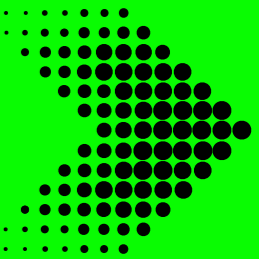
À l'origine de simples logiciels de stockage de contenus multimédias d'une entreprise, le Digital Asset Management s'est développé jusqu'à devenir une véritable plateforme collaborative de gestion de contenus digitaux.

Le DAM est particulièrement utile pour transmettre de façon rapide et sécurisée les actifs numériques au sein d'une entreprise (images, vidéos, fichiers audio etc.). Il offre la possibilité aux équipes marketing, commerciales et graphiques d'avoir un accès pratique et réglementé à tous les contenus digitaux de l'entreprise.

Le DAM gère la déclinaison d'un média pour plusieurs canaux différents. L'image est stockée une seule et unique fois en haute définition sur la plateforme puis elle sera automatiquement déclinée en fonction du besoin et du canal sur lequel elle sera exploitée.

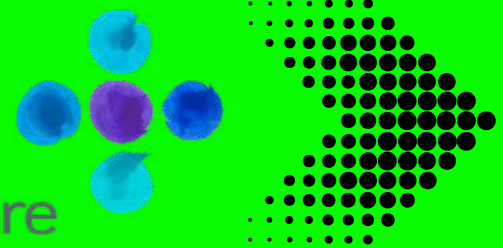


# Next Big Things In Tech



# Next Big Things in Health-Tech

Cerba HealthCare



# 1972



## Royal Oak

With its steel case, octagonal bezel, "Tapisserie" dial and integrated bracelet, the Royal Oak overturned the prevailing codes in 1972 and took its rightful place as a modern icon.

# 1980

BIG BANG  
**ORIGINAL GOLD**

44MM

EUR 36,200



# Royal Oak



With its steel case, octagonal bezel, "Tapisserie" dial and integrated bracelet, the Royal Oak overturned the prevailing codes in 1972 and took its rightful place as a modern icon.

## BIG BANG ORIGINAL GOLD

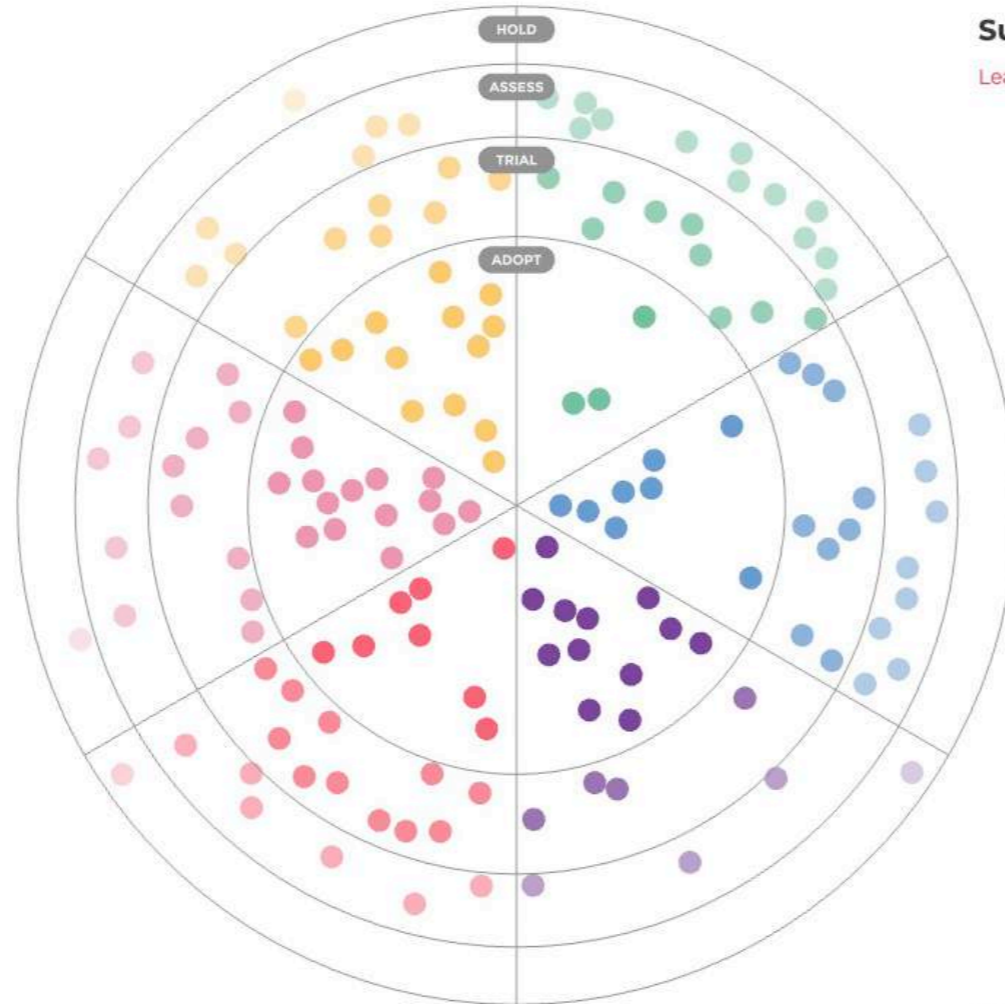
44MM

EUR 36,200



## Digital Business & Products

[Learn more](#) —



## Sustainability enabled by Digital

[Learn more](#) —

## Data-driven Intelligence

[Learn more](#) —

## Distributed Cloud

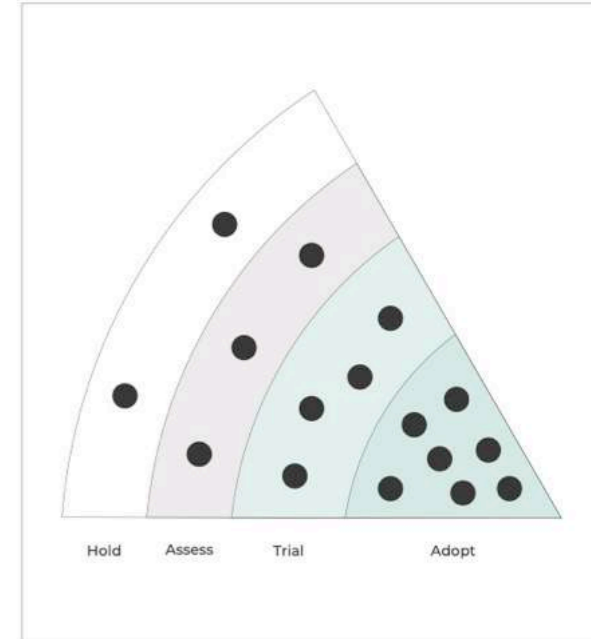
[Learn more](#) —

## Trust & Cybersecurity

[Learn more](#) —

## Business Automation

[Learn more](#) —



### Hold

Proceed with caution. We advise waiting to see how the technology evolves.

### Assess

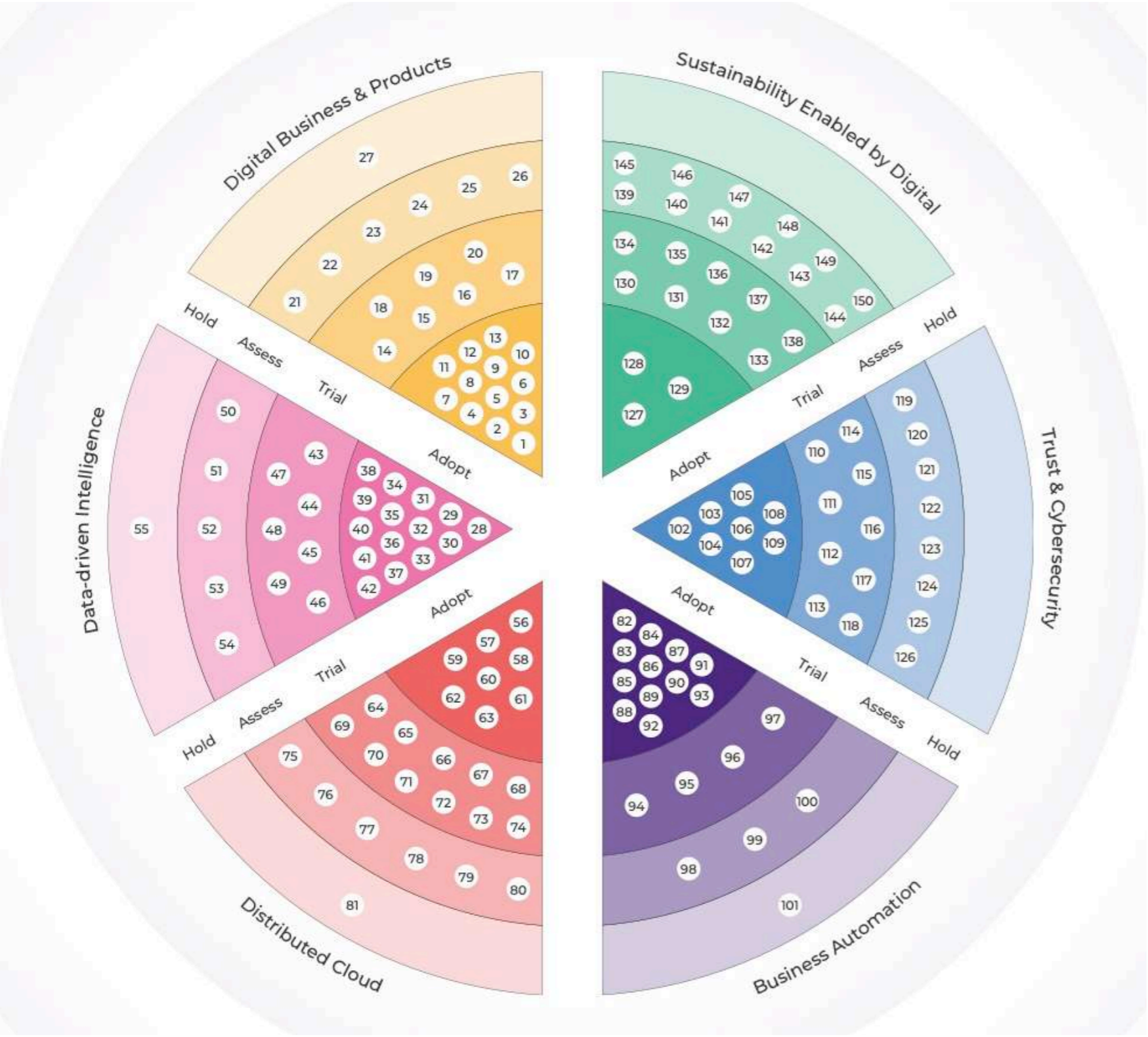
Worth investigating to understand how it may impact your organisation.

### Trial

Worth pursuing. You might want to test out this technology with a pilot to get a better idea of how it could perform on a larger scale.

### Adopt

We believe that this technology should be adopted by the industry. We use it whenever appropriate in our projects with clients.



### Digital Business & Products

#### Adopt

- Amazon CodeCatalyst <sup>N</sup>
- Apache Camel <sup>N</sup>
- Apigee
- Argo CD
- Cypress
- Fastlane <sup>N</sup>
- Figma <sup>N</sup>
- Flutter
- Flux CD <sup>†</sup>
- OpenTelemetry
- Storybook <sup>†</sup>
- TypeScript <sup>N</sup>
- vFunction <sup>N</sup>

#### Trial

- Amazon CodeWhisperer <sup>N</sup>
- Backstage <sup>†</sup>
- Dapr <sup>†</sup>
- Duet AI <sup>N</sup>
- Kora <sup>N</sup>
- LogicMonitor <sup>N</sup>
- Snyk <sup>N</sup>

#### Assess

- Anypoint Code Builder <sup>N</sup>
- Ardoq <sup>N</sup>
- DevPod <sup>N</sup>
- Svelte.js <sup>N</sup>
- Testkube <sup>N</sup>
- Wasm <sup>N</sup>

#### Hold

- Rust

### Data-driven Intelligence

#### Adopt

- Airbyte
- Alteryx
- Amazon Bedrock <sup>N</sup>
- Apache Airflow
- Collibra Data Intelligence Cloud <sup>†</sup>
- Databricks Lakehouse Platform
- Dataiku
- dbt
- Fivetran
- Google Bard <sup>N</sup>
- Google Generative AI Studio <sup>N</sup>
- Informatica Intelligent Data Platform
- MLflow <sup>N</sup>
- Monte Carlo Data Observability Platform
- Snowflake Data Cloud

#### Trial

- Apache Iceberg <sup>†</sup>
- Apache Superset <sup>N</sup>
- CastorDoc <sup>N</sup>
- ChatGPT Enterprise <sup>N</sup>
- DataGalaxy <sup>N</sup>
- ThoughtSpot <sup>N</sup>
- Vertex AI Search and Conversation <sup>N</sup>

#### Assess

- AWS Clean Rooms <sup>N</sup>
- Hugging Face <sup>N</sup>
- LangChain <sup>N</sup>
- Llama 2 <sup>N</sup>
- Pinecone <sup>N</sup>

#### Hold

- Kubeflow

### Distributed Cloud

#### Adopt

- Buildah
- Consul <sup>N</sup>
- eBPF <sup>†</sup>
- Elastic Observability
- Envoy proxy <sup>N</sup>
- Kasten K10
- KubeVirt <sup>†</sup>
- Linkerd

#### Trial

- Amazon VPC Lattice <sup>N</sup>
- CAST.AI <sup>N</sup>
- Crossplane
- EdgeX Foundry <sup>†</sup>
- Harvester <sup>N</sup>
- Kyverno <sup>†</sup>
- Microsoft Cloud for Sovereignty <sup>N</sup>
- MinIO <sup>†</sup>
- Ridge <sup>N</sup>
- Scion <sup>N</sup>
- Unikernels <sup>N</sup>

#### Assess

- Ansible Lightspeed <sup>N</sup>
- Nitric <sup>N</sup>
- Nomad <sup>N</sup>
- Skupper <sup>N</sup>
- Submariner <sup>N</sup>
- Zededa <sup>N</sup>

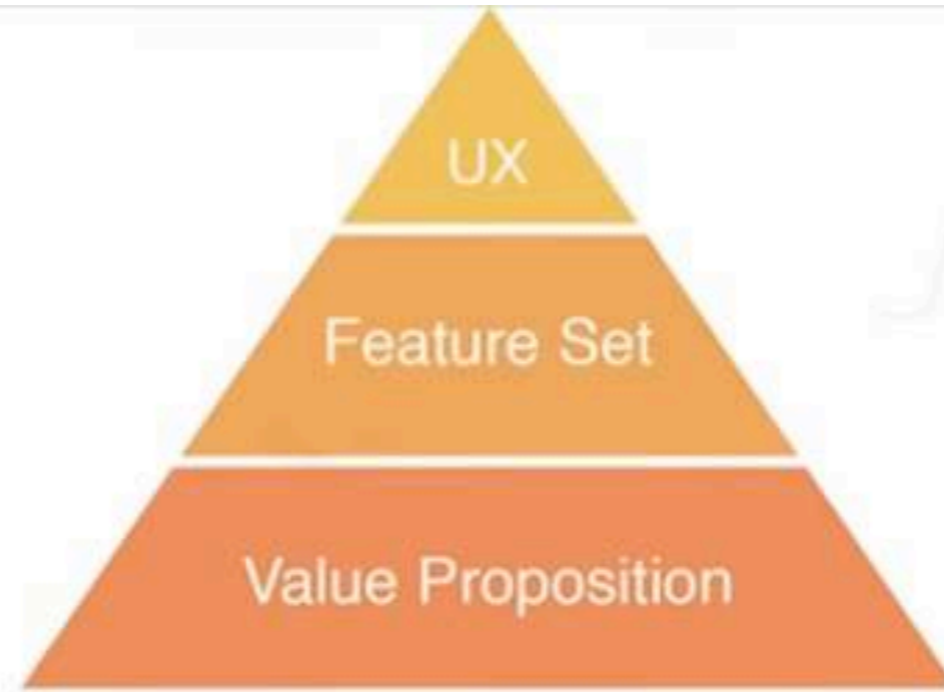
#### Hold

- Pulumi





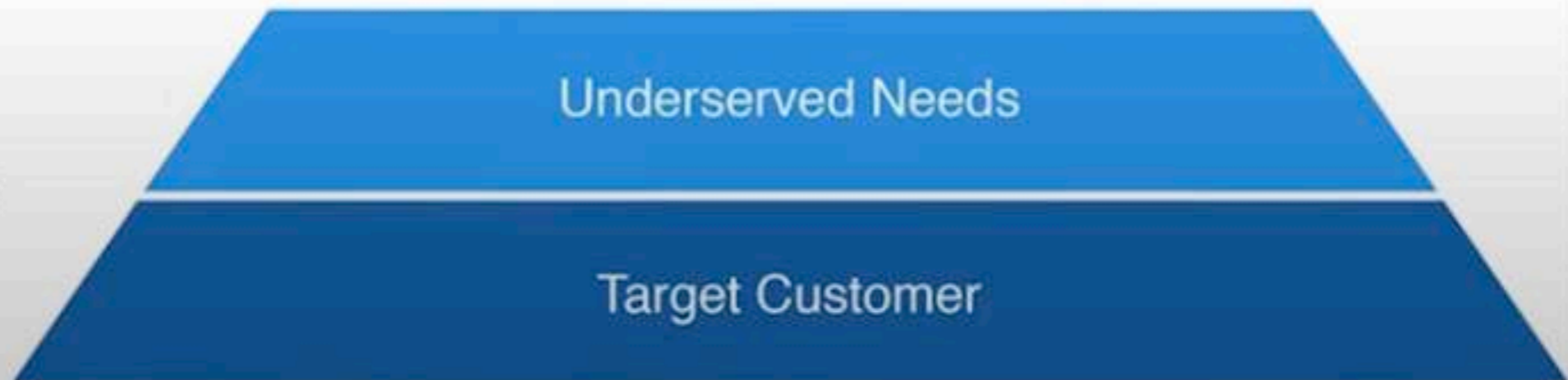
**Product:**

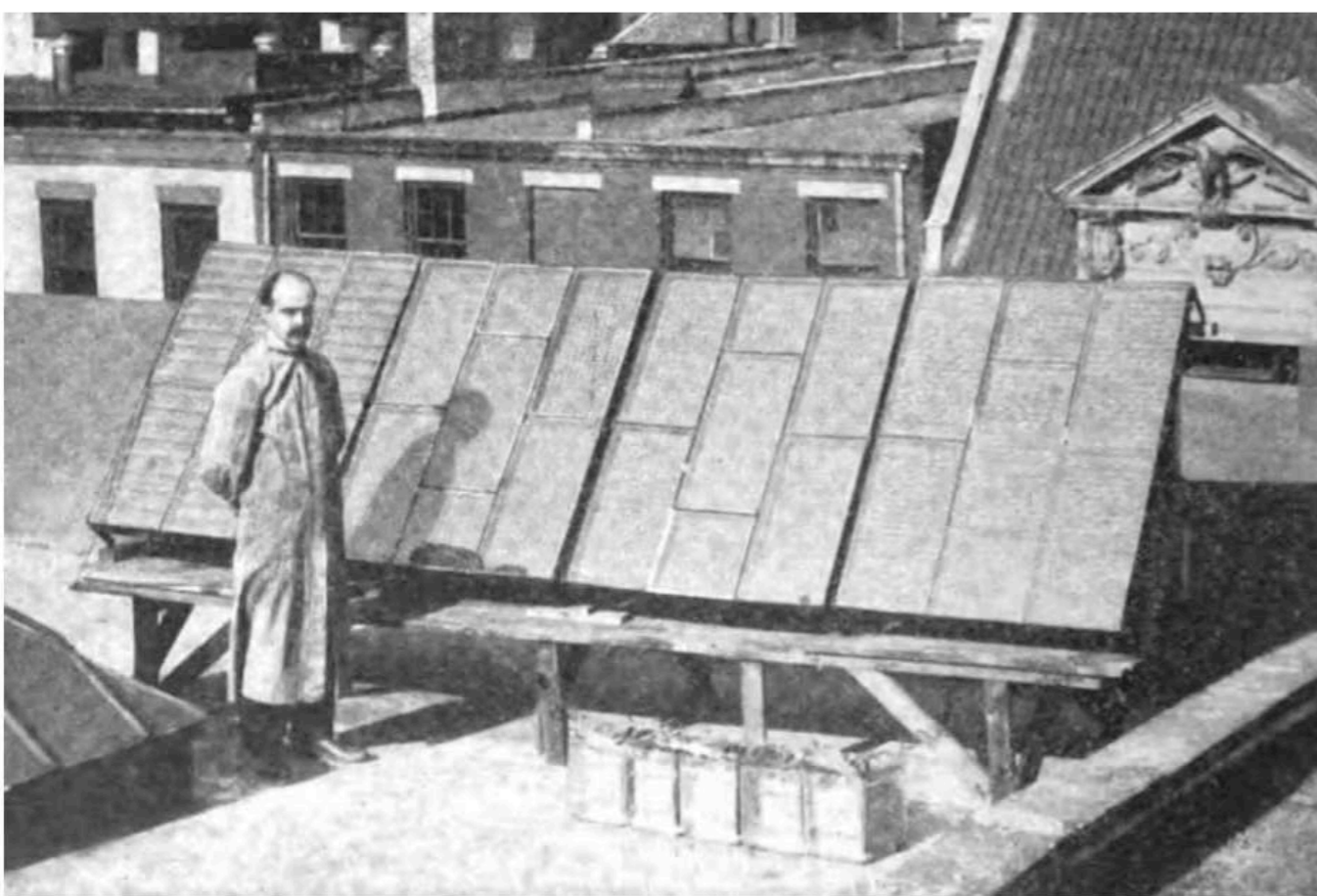


**Product-Market Fit**



**Market:**





George Cove à côté de son troisième panneau solaire. Popular Electricity Magazine, April 1910 / Low Tech Magazine

# MODERN ELECTRICS

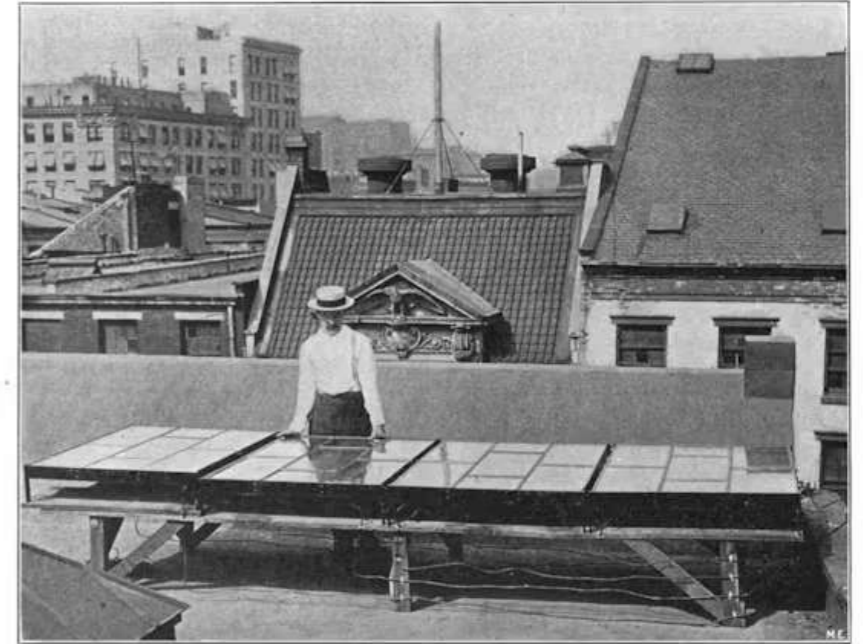
Vol. II.

SEPTEMBER, 1909.

No. 6

## Harnessing Sunlight

By RENE HOMER



Mr. Cove and his Sun Electric Generators

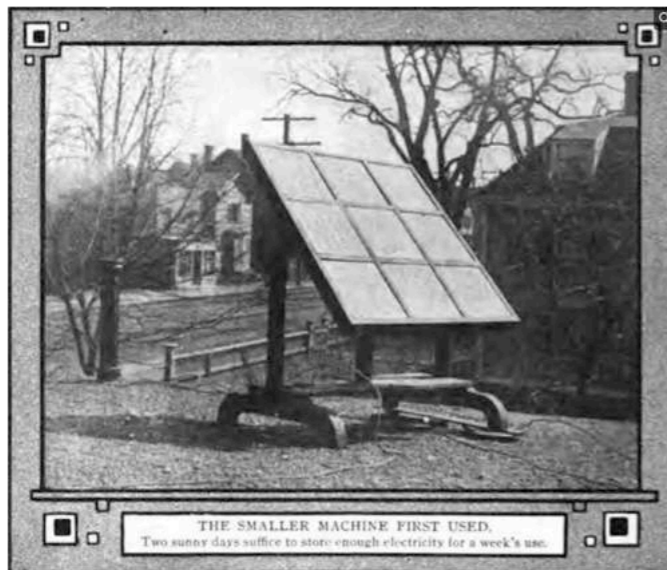
Four units are shown in the picture, each containing 1804 plugs of the new secret alloy. These units develop 60 watts each: 6 amperes at 10 volts. One form upon which he is experimenting will show a voltage of 500 per 10 sq. ft., though the amperage is very slight.

It has been the contention of many eminent scientists during the past two centuries that the energy expended in any way upon the earth came originally from the sun. Thus the power derived from streams, waterfalls and the combustion of wood, coal and oil is directly traceable to the work done by the sun in lifting vapor to fall in rain or snow for the formation of streams or the growing of the trees and other vegetation that form the coal beds and petroleum deposits. So quietly does the sun do this work that the billions of tons of water constantly lifted from the ocean and the land for the slow growth of trees attracts no attention.

Our present civilization is mainly dependent upon the energy we develop from coal and petroleum, without which

our great activities would at once come to a standstill. The mines, factories, railways, automobiles and even airships would become useless; the water, gas and electric supply of our cities would be taken away and all our cities rendered uninhabitable, and yet the total amount of energy furnished by combustion of all the coal and petroleum of our world is quite infinitesimal when compared with that furnished us by the sun.

Dr. Langley estimates that a very small fraction of a second indeed would be taken by the sun in consuming all of the coal in the State of Pennsylvania. If the sun were one solid block of coal, it would have burned to the last cinder in about five thousand years. This leads scientists to the conclusion that the energy of the sun is not dependent upon



THE SMALLER MACHINE FIRST USED.  
Two sunny days suffice to store enough electricity for a week's use.

1909, George Cove

**system push work**

**vs.**

**pull model**

**techno push**  
**vs.**  
**market pull**

**TRUST**  
& TECH  
BY SOCOTEC

**TRUST**  
& TECH  
BY SOCOTEC

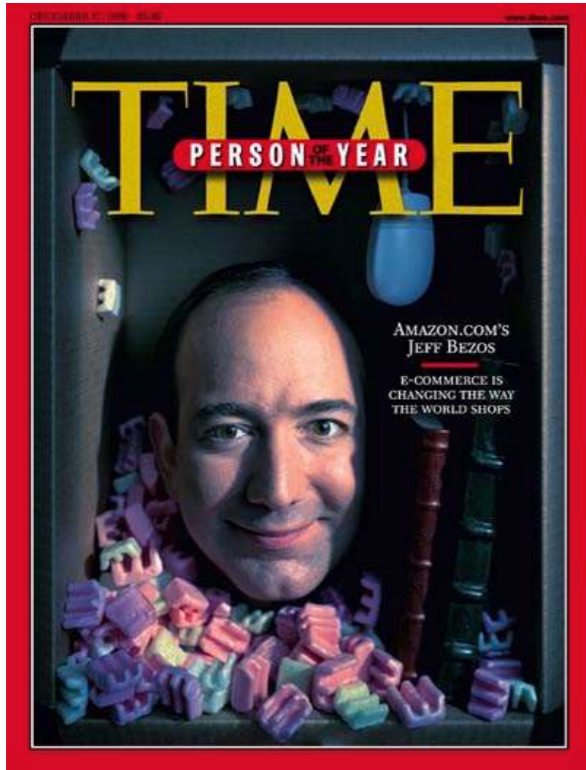




# FORTNITE







1999



2010

2019



2021

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



William Ford Gibson (1948-) cyberspace noir prophet

“

J'aime dire que la  
transformation  
digitale est finie.

”

**AurélieJean**

LP CEO et Fondatrice  
In Silico Veritas, LLC

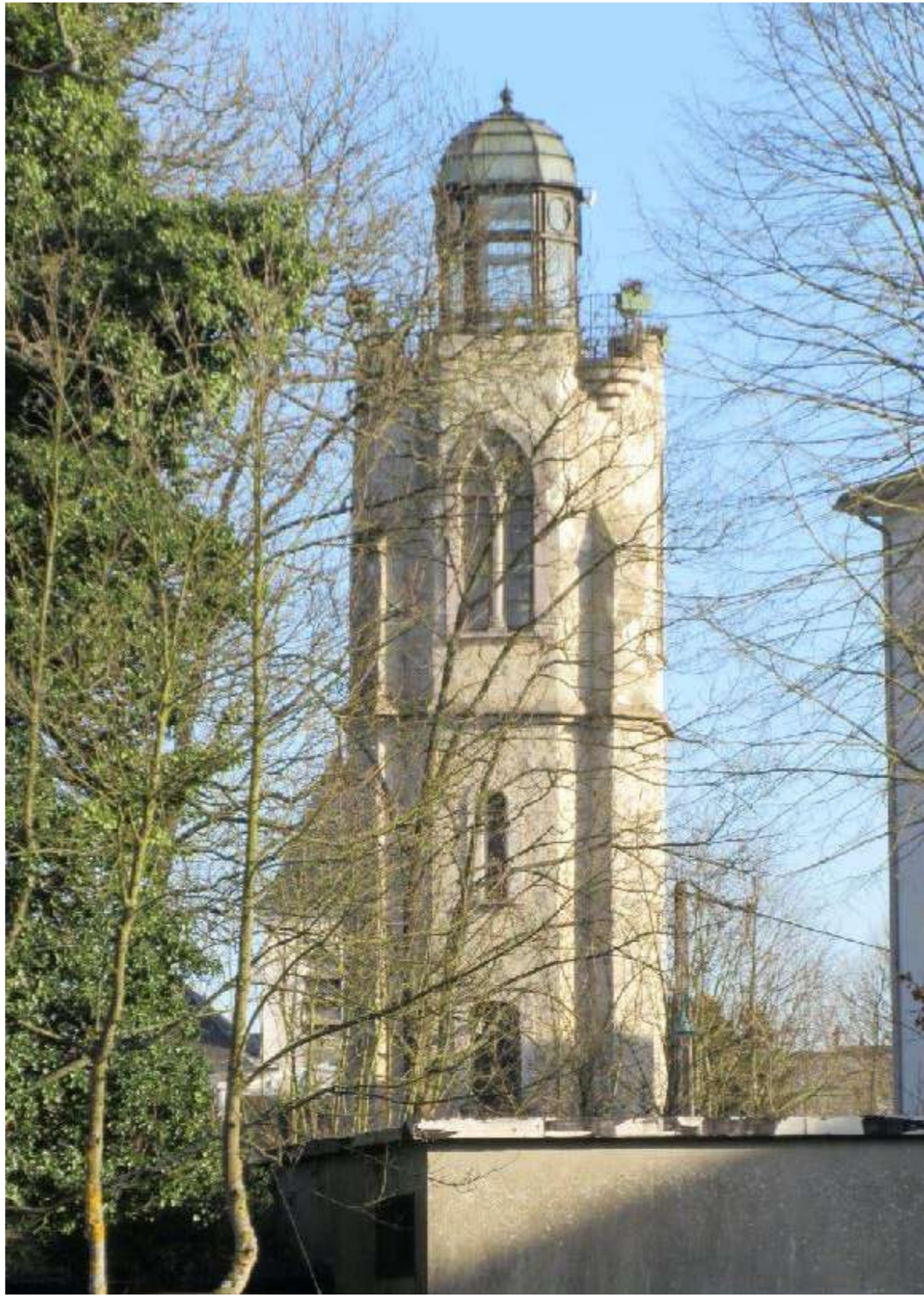


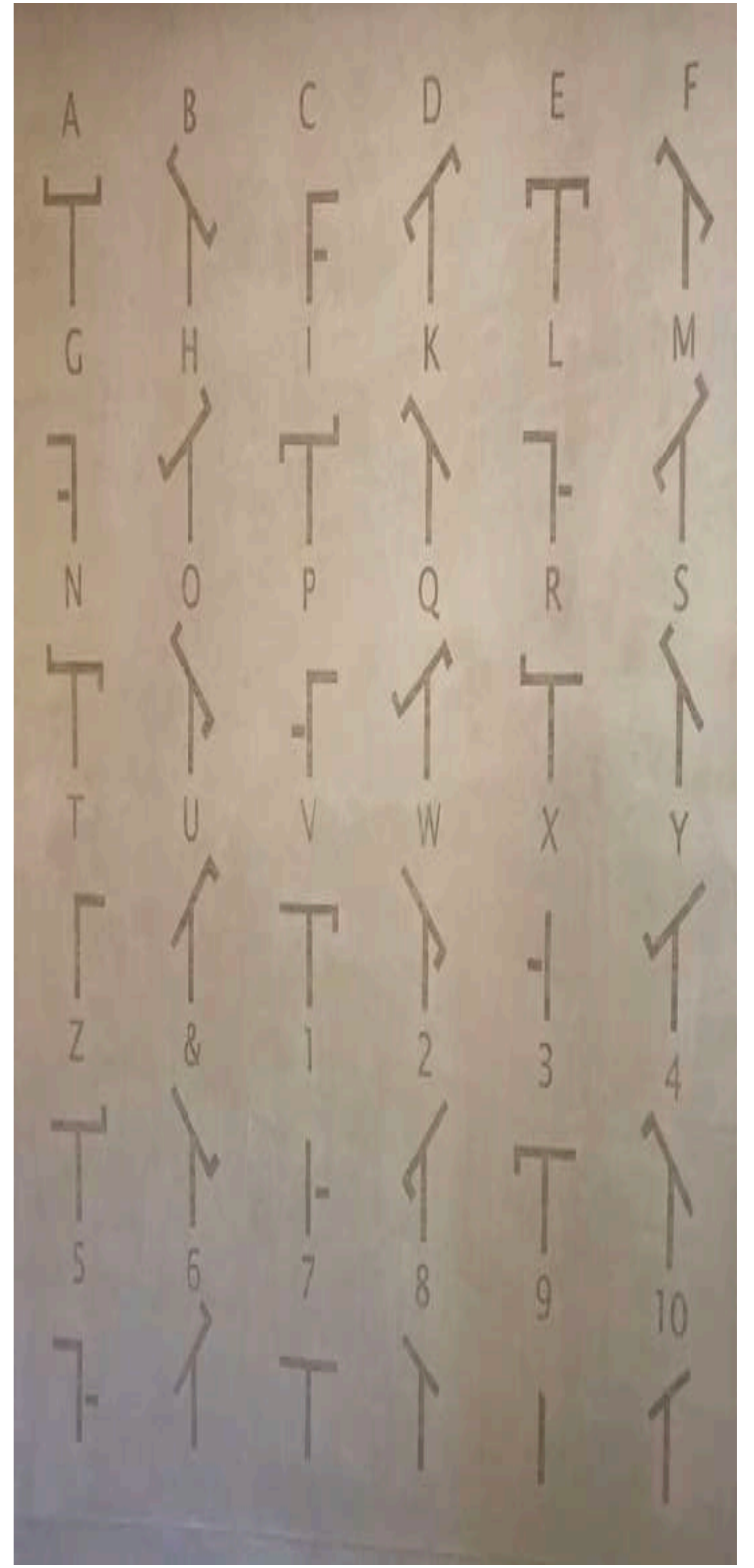
**INNOVATION**



innovation  
versus  
progrès

*build 2024*

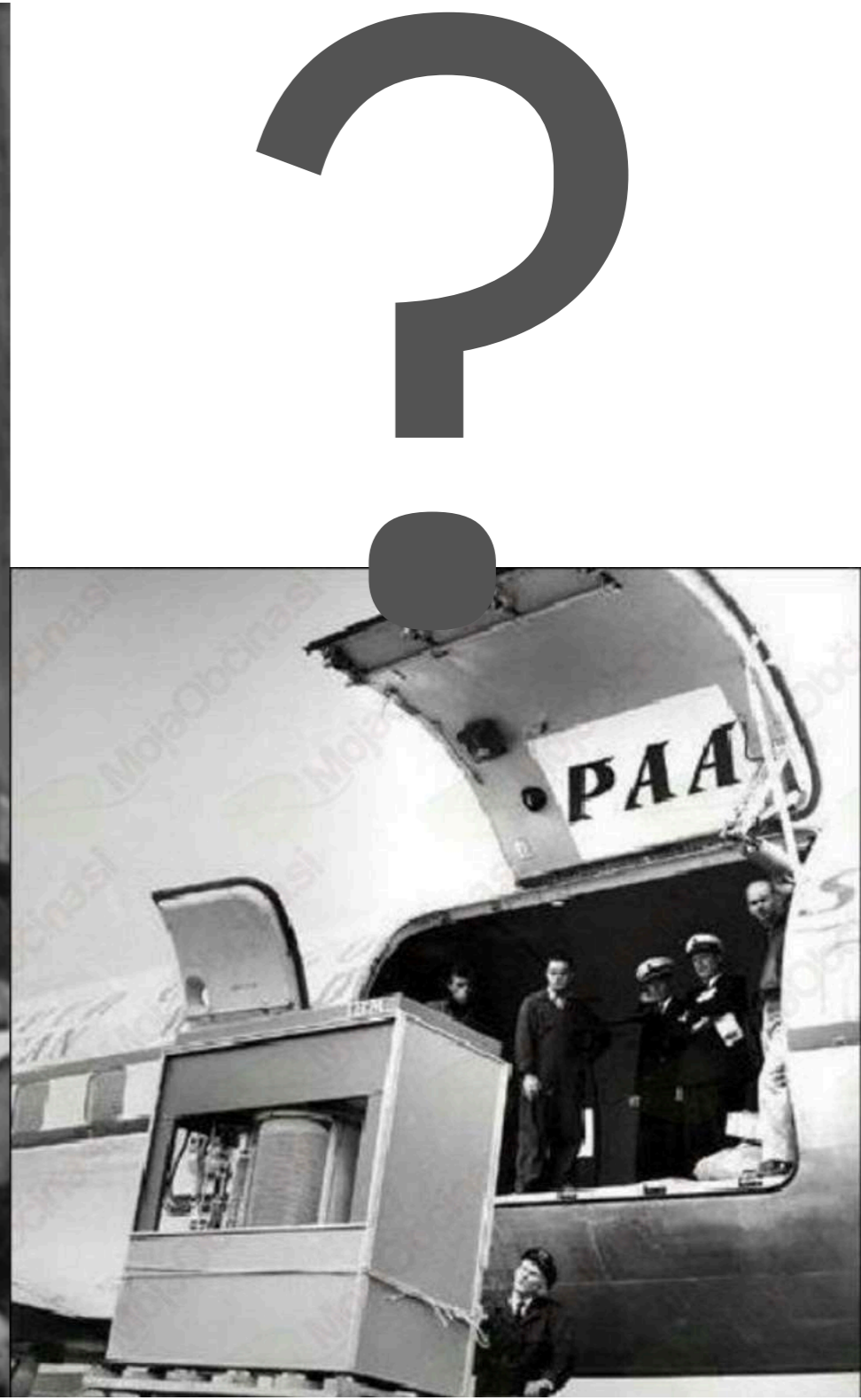















CHOIX

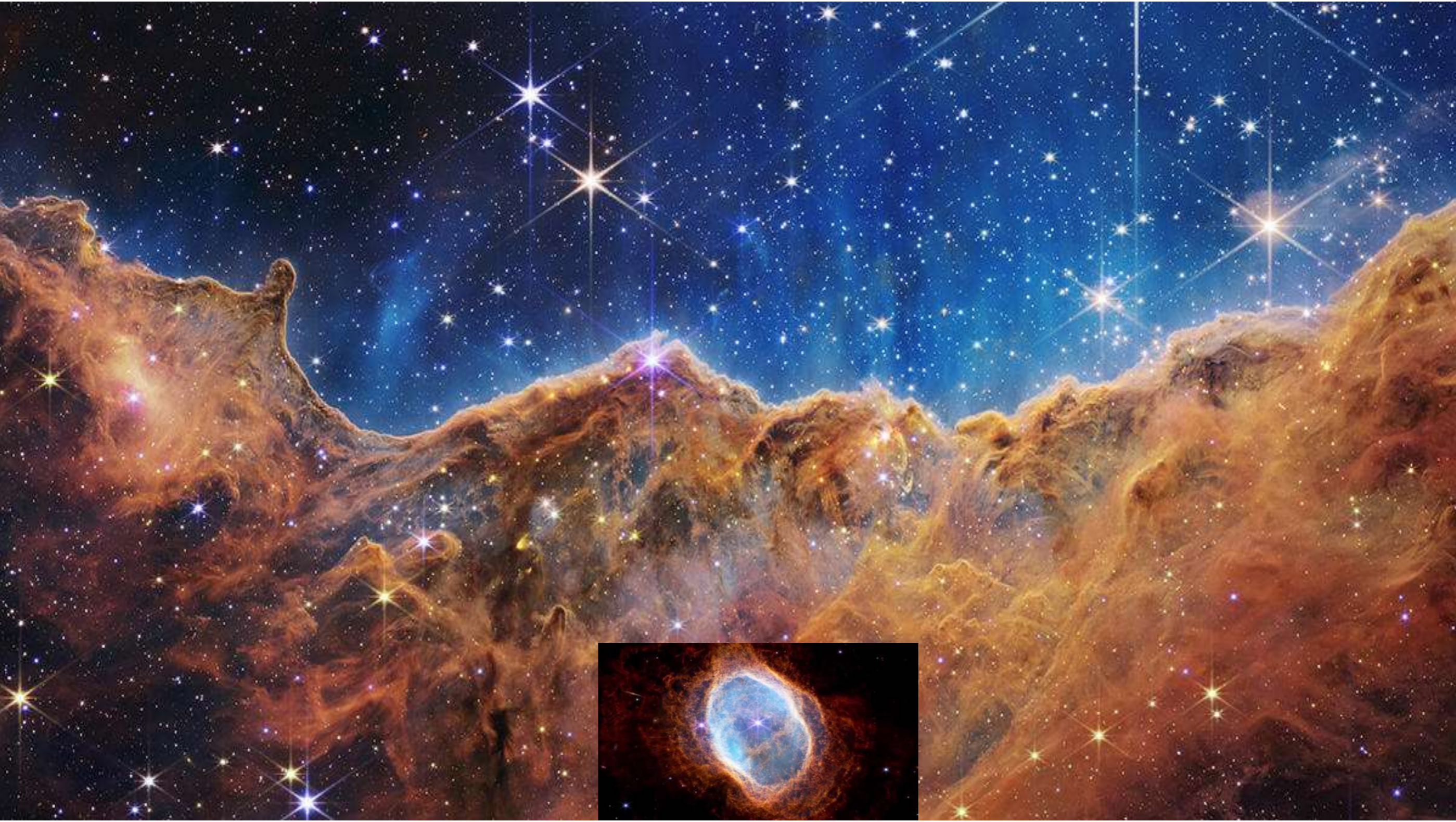
INNOVATION

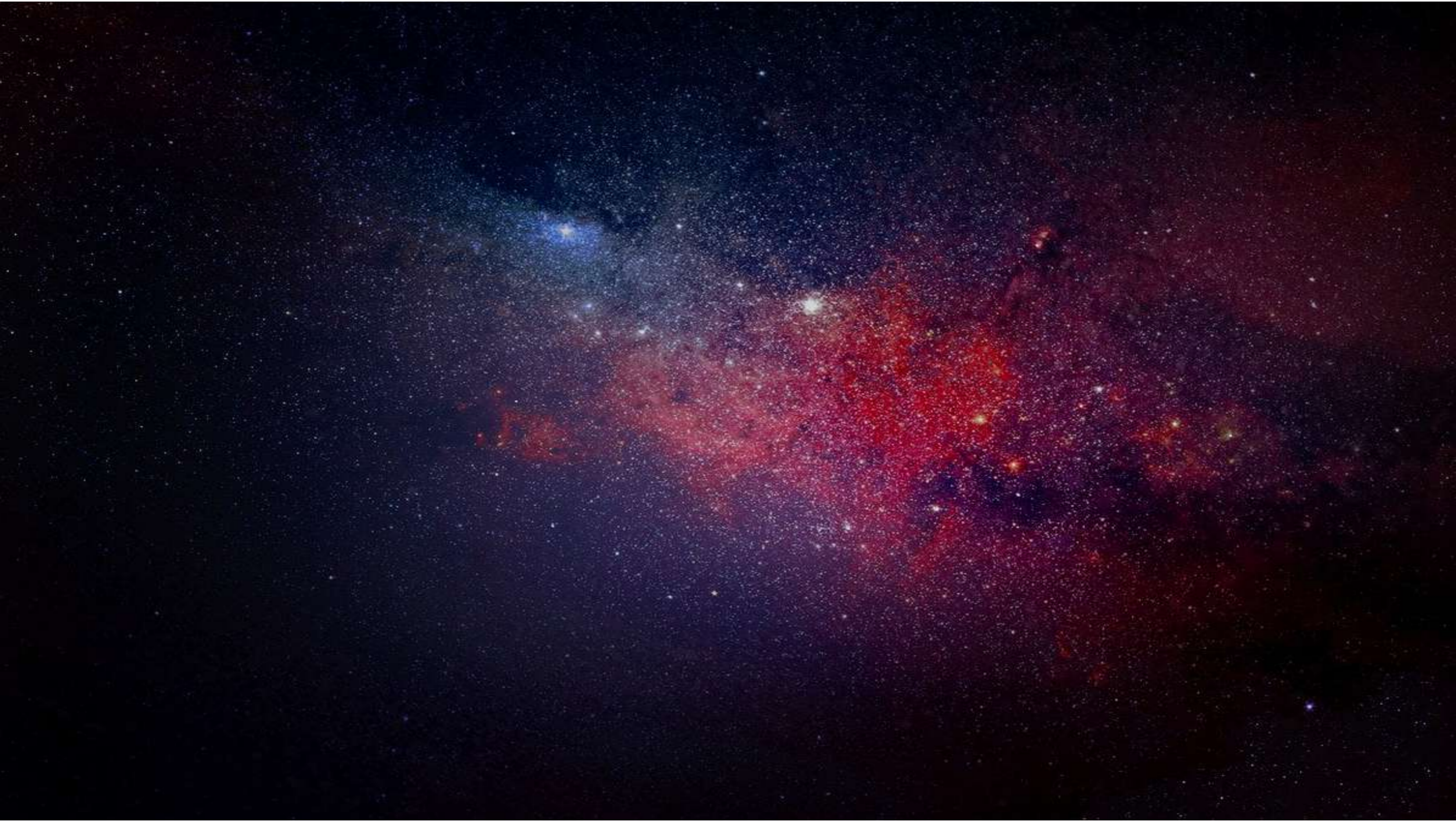
PROGRÈS



directed by  
LANA WACHOWSKI







## AI and Data

Innovations in artificial intelligence, algorithms, and data science, including customer-facing products and under-the-hood technologies

## Buildings and Real Estate

Property tech, architecture, construction, and related areas

## Consumer

Consumer electronics, smart home products, and other products and services aimed at individuals

## E-Commerce and Retail

Commerce products and services, including both online and physical retail

## Enterprise

Software, hardware, and services for use in organizations of all sizes

## Food and Agriculture

The future of food and farming

## Marketing and Advertising (New!)

Technologies that power more effective next-generation marketing campaigns

## Metaverse, Augmented Reality, and Virtual Reality

Hardware, software, and services relating to the metaverse, AR, VR, and other immersive experiences

## Robotics and Automation

Robots and supporting technologies as well as innovations in areas such as manufacturing and automated retail

## Social Good

Breakthroughs that benefit society and tackle humanity's most pressing problems

## Apps (New!)

Software for computers, phones, tablets, the web, and other devices and platforms

## Computing, Chips, and Foundational Technology

Processors, quantum computing, enabling tech such as lidar and 5G, and other core technologies

## Current Events (New!)

Products and technologies that tackle the world's most pressing problems

## Education

Products and services for teaching, learning, and training, both in and outside of school and for all age ranges

## Fintech, Crypto, Blockchain and Web3

Finance and cryptocurrency, as well as new applications of blockchain and web3 technology

## Health

Medical innovations, from products to research projects

## Media, Entertainment, and Social

Streaming services and other entertainment platforms, gaming, and social media

## Nonprofit and Academic (New!)

Products, technologies, and research projects from nonprofit and academic institutions

## Security and Privacy

Technologies that protect organizations and consumers against online and physical threats and privacy intrusions

## Space and Telecom (New!)

Satellites, rockets, and related technologies as well as terrestrial and airborne communications

## Sustainability and Energy

Innovations relating to climate, energy production and consumption, and related topics

## Wellness and Fitness

Hardware, software, and services in areas such as meditation, exercise, and nutrition

## Excellence in Innovation

Organizations whose practices, programs, and other techniques enable uncommon technological innovation

## Next Big Things in Tech: North America (New!)

Innovations from organizations in the U.S., Canada, and Mexico that tackle their home countries' biggest challenges

## On the Rise (0-3 Years in Business) (New!)

Breakthroughs from organizations that have been in business from between 0-3 years

## Transportation

Technologies relating to automotive, autonomy, mass transit, and beyond

## Workplace and Productivity

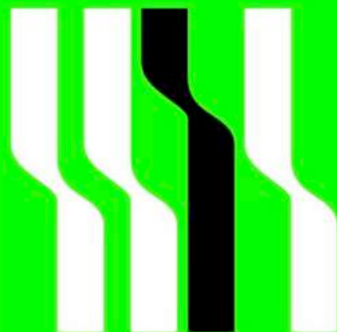
Tools for business productivity, collaboration, hiring, and HR

## Next Big Things in Tech: International (New!)

Innovations from organizations headquartered outside of North America, including both those for domestic markets and ones with global reach

## Small and Mighty

Organizations that have fewer than 50 employees with big ideas that put them at the vanguard of the next generation of technology

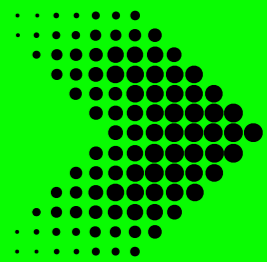
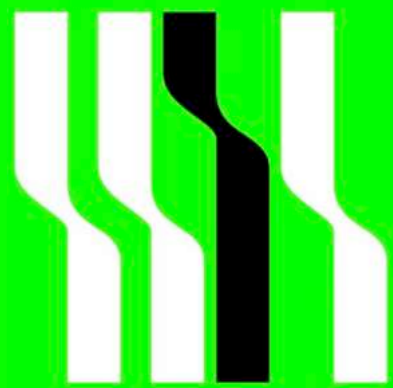
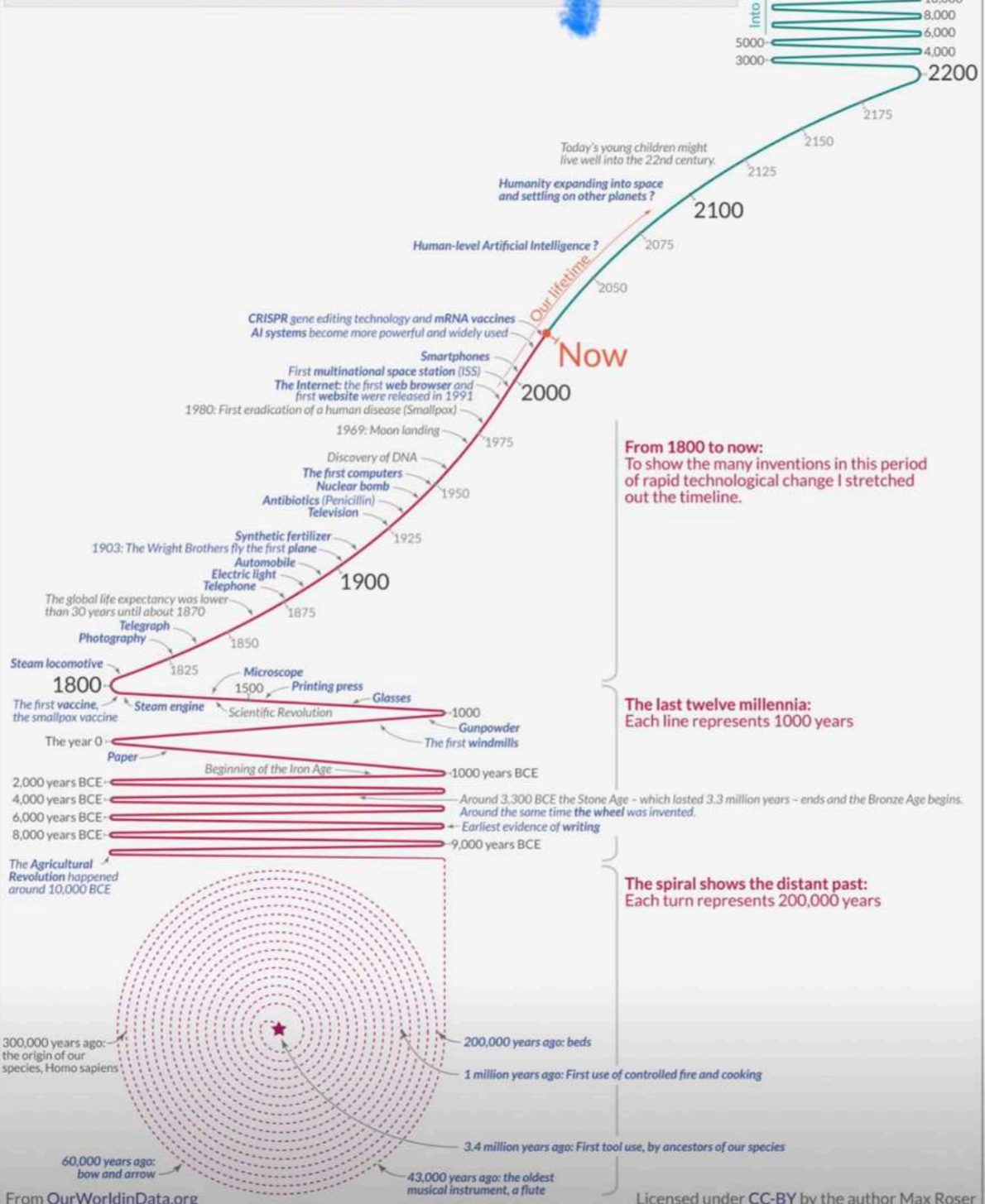




# A long-term timeline of technology

Our World in Data

From the distant past, to our lifetime, and into the distant future.



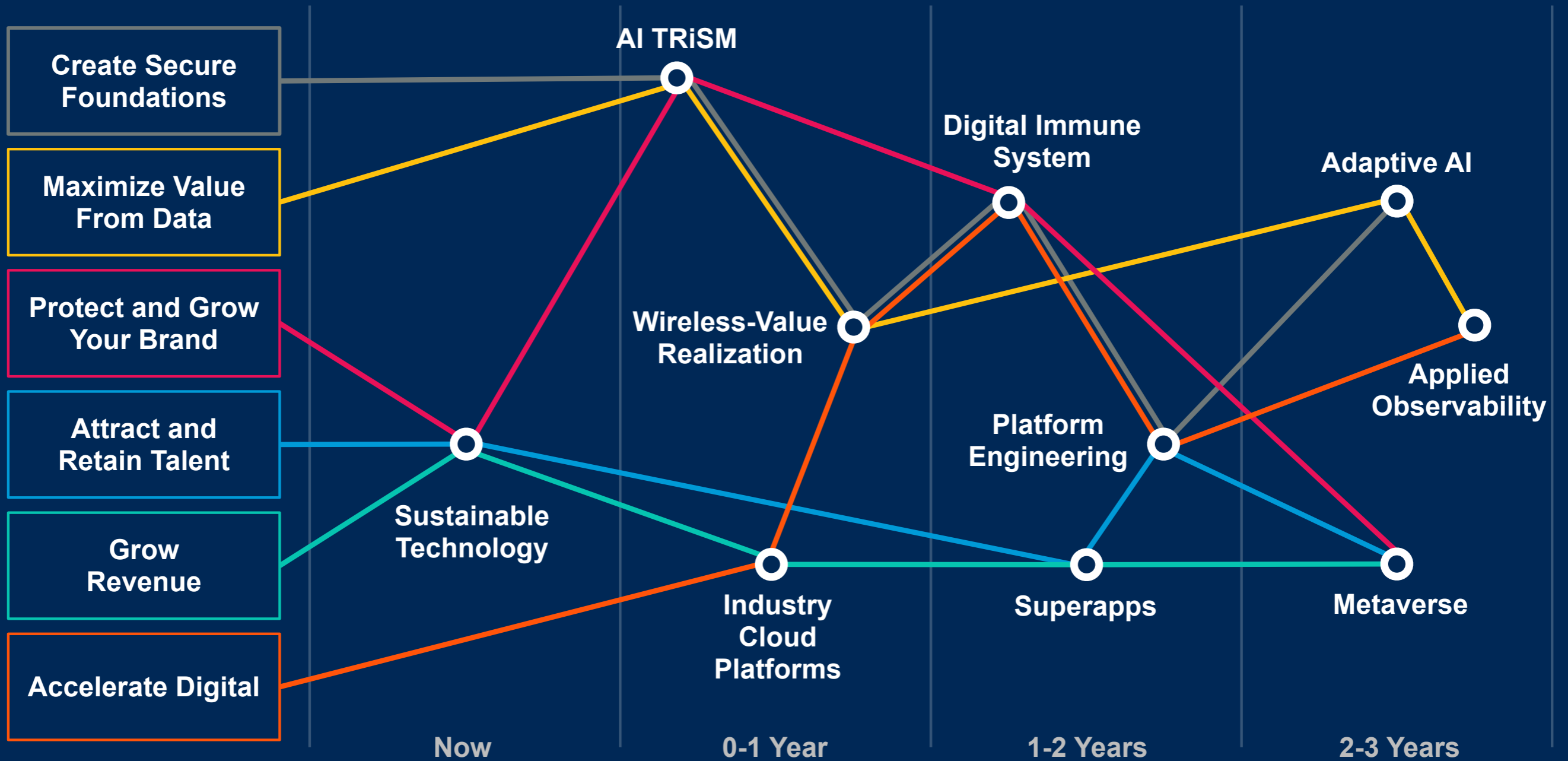
# Gartner's Top Strategic Technology Trends for 2023

## Optimize

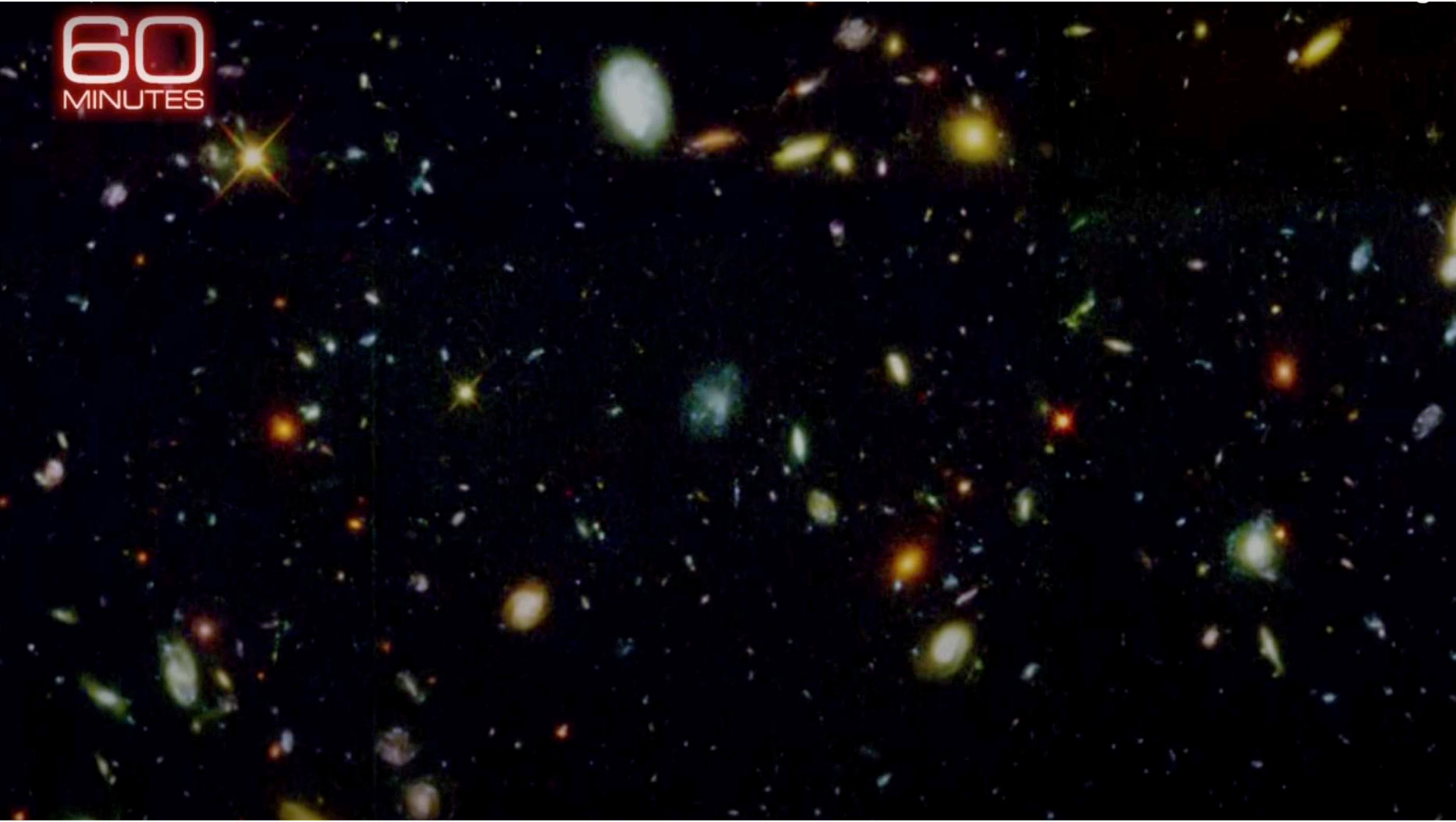
## Scale

## Pioneer

 Digital Immune System	 Industry Cloud Platforms	 Superapps
 Applied Observability	 Platform Engineering	 Adaptive AI
 AI TRiSM	 Wireless-Value Realization	 Metaverse
	 Sustainable Technology	



60  
MINUTES





**THE**  
**Accomplish'd Midwife,**  
 Tracing of  
**The Diseases of Women With**  
**Cyts, and in Child-bed.**  
 AS ALSO,  
 The best Directions how to help them in  
 Natural and Unnatural Labours,  
 With the Remedies for the several Indis-  
 positions of New-born Infants,  
 Reduced with down her Figures, with all  
 very useful experiments in Cases,  
 & What each may prefer that may be either in  
 English, may very usefully be all Things  
 done, with the all Populosity, German  
 and Italian for practice. 1664.

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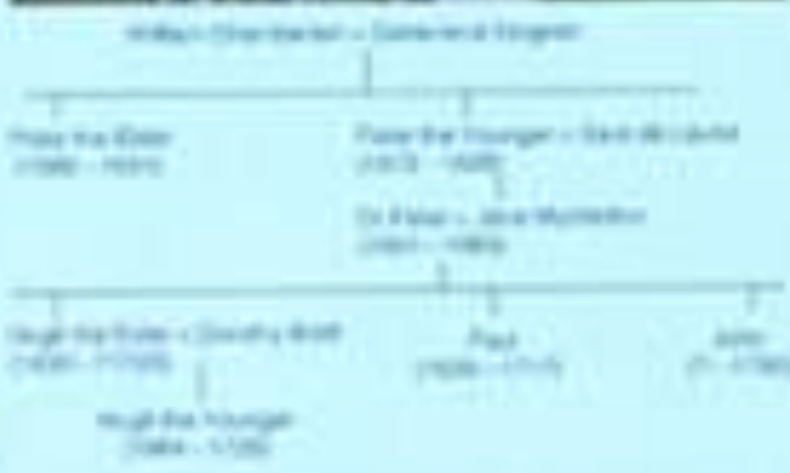
Author of the said **FRANCIS HARRISON**  
 Trained, and assisted with some Surgeons,  
 by **WILLIAM CHAMBERLAIN, M.D.**  
 at the end of a Quire in his Study.

---

**LONDON,**  
 Sold by J. Smith, at the Sign of the Anchor in  
 St. Dunstons Church in London, near  
 the Royal Exchange, 1772.

The eighth chapter of the Chamberlains would have been all right  
 to be called his grand way of how to bleed women and to  
 bleed it with his own hands... including all physicians.  
 For that is, these graying surgeons, had only an iron and  
 a lancet, and the patients who were held hardly could be seen to  
 bleed them.

The Chamberlain's lecture... around 1760 England, changing  
 anatomy from a simple practical skill to a more formal subject.  
 The lecture was presented in a public hall or school room. The  
 lecturer would be wearing a wig and a powdered wig, and  
 the students would be wearing a wig and a powdered wig.  
 The students would be wearing a wig and a powdered wig.  
 The students would be wearing a wig and a powdered wig.  
 The students would be wearing a wig and a powdered wig.



This ledger is a record of the...  
 and it is a very important document...  
 and it is a very important document...  
 and it is a very important document...



# INNOVATION TECH & PROJÉT

DIGITAL MINDSET

2023

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***PERVASION***



# **DIFFUSION OF INNOVATION MODEL**

# IMPERMANENCE

无常

# ABOUT FUTURE TODAY INSTITUTE

# théorie générationnelle Strauss-Howe

Grand Pouvoir	Missionnaire	prophète	1860-1882	The High (Idealist) Reconstruction & Gilded Age	1865-1886
	Perdue	nomade	1883-1900	éveil: Troisième grand réveil	1886-1908
	Grandiose	héros	1901-1924	démêler: Première Guerre mondiale & Prohibition	1908-1929
	Silencieuse	artiste	1925-1942	crise: Grande Dépression & Seconde Guerre mondiale	1929-1946
Millénaire	Baby boomer	prophète	1943-1960	haut: Capitalisme	1946-1964
	X	nomade	1961-1981	éveil: Contre-culture & Quatrième grand réveil	1964-1984
	Millénaire	héros	1982-1996	démêler: Grande modération & Guerres culturelles	1984-2000
	Z	artiste	1997-2010	crise: Crise économique mondiale, Guerre contre le terrorisme & Crise climatique	2000-2015

# The Strauss-Howe Generational Theory : Fourth Turning theory

1. The High (Idealist): Born 1900-1924, e.g., the GI Generation
2. The Awakening (Reactive): Born 1925-1942, e.g., the Silent Generation
3. The Unraveling (Civic): Born 1943-1960, e.g., Baby Boomers
4. The Crisis (Adaptive): Born 1961-1981, e.g., Generation X

The cycle repeats with the following generations:

1. The Millennials (Idealist)
2. Generation Z (Reactive)
3. Generation Alpha (Civic)
4. Generation [MARS ou autre] (Adaptive)

EARLY MARKET

THE CHASM

MAINSTREAM MARKET

# DIFFUSION OF INNOVATION MODEL

TECH ENTHUSIASTS

VISIONARIES

PRAGMATISTS

CONSERVATIVES

SKEPTICS

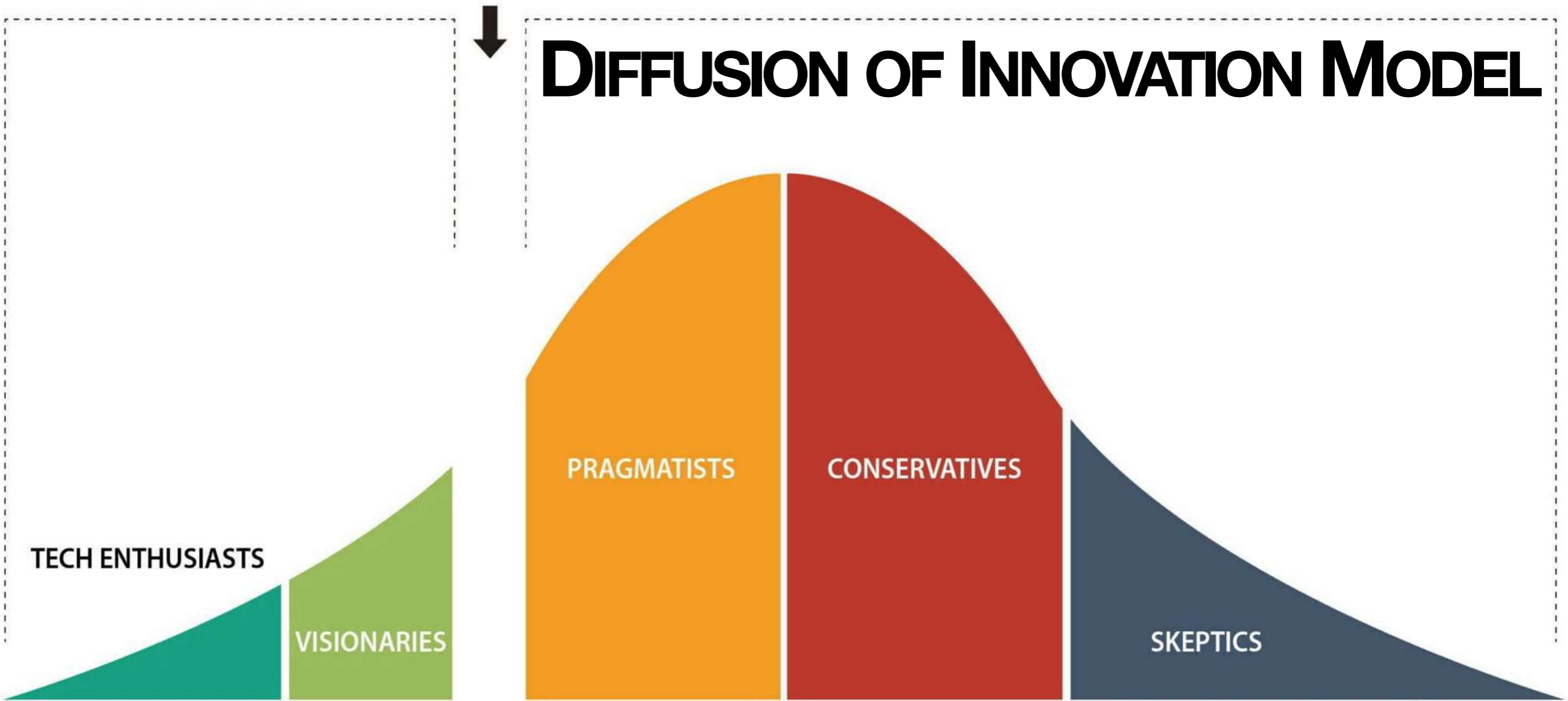
INNOVATORS  
2.5%

EARLY  
ADOPTERS  
13.5%

EARLY  
MAJORITY  
34%

LATE  
MAJORITY  
34%

LAGGARDS  
16%



# Innovation Project Scorecard

## Strategic Fit

The team has shown the...

### Alignment

		None	Little	Limited	Some	Strong	Very strong
 Corporate identity	Idea/project is aligned with our corporate identity (strategic direction, organizational culture, brand image).	0	1	2	3	4	5
 Innovation guidance	Idea/project is aligned with our company's innovation guidance.	0	1	2	3	4	5
 Leadership support	Idea/project has support from at least one key sponsor who can help it become reality.	0	1	2	3	4	5





## Opportunity

The team has shown the...




### Value

		None	Little	Limited	Some	Strong	Very strong
 Expected return	Financial potential of the idea.	0	1	2	3	4	5

## Desirability

		No evidence	First light evidence (Say)	Light evidence with real artefacts (Say)	Light call-to-action evidence (Do)	Strong call-to-action evidence (Do)	Irrefutable evidence from market
 <b>Customer segment</b>	Our critical customer segments have the jobs, pains, and gains relevant for selling our value proposition.	0	1	2	3	4	5
 <b>Value proposition</b>	Our value proposition resonates with our critical customer segments.	0	1	2	3	4	5
 <b>Channels</b>	We have found the best channel(s) to reach and acquire our critical customer segments.	0	1	2	3	4	5
 <b>Customer relationship</b>	We have developed the right relationships to retain customers and repeatedly earn from them.	0	1	2	3	4	5



## Feasibility

		Evidence & confidence					
 <b>Key resources</b>	We have the right technologies and resources to create our value proposition.	0	1	2	3	4	5
 <b>Key activities</b>	We have the right capabilities to handle the most critical activities for creating our value proposition.	0	1	2	3	4	5
 <b>Key partners</b>	We have found the right key partners who are willing to work with us to create and deliver our value proposition.	0	1	2	3	4	5



## Viability

### Evidence & confidence

	Revenues	We know how much our customers are willing to pay us and how they will pay.	0	1	2	3	4	5
	Costs	We know our costs for creating and delivering the value proposition.	0	1	2	3	4	5

## Adaptability

### Evidence & confidence

	Industry forces	Our idea/project is well positioned to succeed against established competitors and new emerging players.	0	1	2	3	4	5
	Market forces	Our idea/project takes known and emerging market shifts into account.	0	1	2	3	4	5
	Key trends	Our idea/project is well positioned to benefit from key technology, regulatory, cultural, and societal trends.	0	1	2	3	4	5
	Macroeconomic forces	Our idea/project is adapted to known and emerging macroeconomic and infrastructure trends.	0	1	2	3	4	5