

# Agenda | Innovation Training Day 1

## Set a business model adapted to the Martinican Market

Village by CA Martinique-Guyane | 58 Rue Ernest Deproge | Fort-de-France 97200, Martinique

28.09.2022

**Focus area of the day:** Targeted Nutrition

**Competency framework of the day:** Entrepreneurship and Food systems

8:30 – 9:00	<b>Arrival of participants</b> Welcoming reception Ice Breaker
9:00 – 10:00	<b>Activity 01   Innovation &amp; Entrepreneurship Course Session</b> <b>Course:</b> "Starting a food business in Martinique: defining a viable business model in a specific market" <b>Speaker:</b> Yadji Zami – CEO, Galanga Fish Bar  Yadji Zami, a Martinican chef, is the founder of Galanga Fish Bar, a creative restaurant based on seafood products and nestled in Fort-de-France since 2018. He is committed to highlighting Martinique's biodiversity through creative cooking made exclusively from the products offered by the island's terroirs. Yadji Zami has a particular affection for the "rimèd razié", a legacy of medicinal plants left by his elders, which reveal aromatic scents that are still little known. In 2022, Yadji Zami opened a second concept space: Galanga Street Food.

10:00 – 11:00

### Activity 02 | Startup Inspiration

**Conference:** “Learn from niche markets, and offer a specialized service for the food market”

**Speaker:** Satyam Dorville – CEO Table

Satyam Dorville, creator of Table, a management software for restaurant owners, shares best practices for dealing with this small revolution in the local restaurant industry.

Table's ambition is to accompany the digitalisation of restaurants to allow restaurant owners to remain free by giving them tools to automate their daily operations and better serve their customers:

- Creation of an online booking and/or ordering page
- Generation of payment links
- "Notify" button to send an automatic email to the customer to pick up their order
- Integration with the main delivery services
- Possibility to export customer files for integration into an external CRM tool
- Promotional offer on transaction fees for any Payplug account creation

11:00 – 12:00

### Activity 03 | Startup Inspiration

**Conference:** “Test and learn on a local market to spread it internationally”

**Speaker:** Jonathan Theodose – CEO Food Report

Jonathan Theodose, a specialist in business intelligence, has observed the decision-making power that data analysis tools offer to large groups such as Hermès and LVMH.

Jonathan has designed Food Report to enhance with great precision the useful data for restaurants in the form of an online reporting platform that collects from different sources all the necessary information to constitute a dashboard that is easy to access and understand : turnover, time schedules, orders and stock management, sales prices, distribution and management of teams...

	<p>Jonathan was able to offer his solution with a high local coverage rate. Today he is solicited by integrators on the French territory in Europe. Considering the different cultural and organizational aspects, this internationalization is a real challenge.</p> <p>Thanks to this Startup Inspiration, participants will be able to address and identify the keys that would allow them to expand internationally: think globally and act locally</p>
<p>12:00 – 12:15</p>	<p>Break</p>
<p>12:20 – 13:00</p>	<p><b>Activity 04   Workshop</b></p> <p><b>Workshop and assignment:</b> “Build your Business Model with the Business Model Canvas method”</p> <p><b>Facilitator:</b> Harold Crico – Animator and Startup Manager of the Village by CA Martinique-Guyane</p> <p>Harold coaches Village by CA Martinique startups in their acceleration strategy through kick-offs, challenges and collaborative workshops. With 5 years of experience in entrepreneurial support: public funding strategy for innovation, launch of positive impact projects, and business acceleration, Harold is also specialised in innovation techniques like Design Thinking and Lean Startup.</p>



# Agenda | Innovation Training Day 2

## Designing the best product market fit and launch local environmentally conscious trends

Village by CA Martinique-Guyane | 58 Rue Ernest Deproge | Fort-de-France 97200, Martinique

28.09.2022

**Focus area of the day:** Sustainable Agriculture

**Competency framework of the day:** Problem Solving, Marketing, Global Agrifood Trends

<p>8:30 – 9:00</p>	<p><b>Arrival of participants</b> Welcoming reception Ice Breaker</p>
<p>9:00 – 10:00</p>	<p><b>Activity 01   Innovation &amp; Entrepreneurship Course Session</b></p> <p><b>Course:</b> Rethinking local agricultural production: a win-win systems approach</p> <p><b>Speaker:</b> Coraline MÉRIL – CEO, Acomora</p> <p>Coraline is an entrepreneur from Martinique. A chemical engineer by training, she is the CEO of ACOMORA COSMETICS. She offers elixirs for women's and men's skin exposed to solar and tropical environments.</p> <p>For almost 2 years Coraline worked at PETIT COCOTIER as Head of Operations. During her mission, she structured the entire value chain of this company that delivers baskets of organically grown fruits and vegetables. She is one of the people in Martinique who has a clear vision of the systems that link farmers, distributors, and end consumers.</p> <p>With her vision and her systemic approach, she will address in this course the importance of taking into consideration the systemic approach in agriculture with the aim of spreading it on a larger scale in fields that could benefit from it such as cosmetics.</p> <p>By integrating into her course how future agricultural plots could be innovative and benefit all, notably by abolishing the monoculture strategy.</p>

	<p>At the end of this course, participants will be able to better understand the agricultural reality of the Martinique territory and imagine new systems that are more responsible and respectful of the environment.</p>
<p>10:00 – 11:00</p>	<p><b>Activity 02   Startup Inspiration</b></p> <p><b>Conference:</b> Be crisis-ready: pivot, resilience, and new product launches</p> <p><b><u>Speaker:</u></b> Cédric COLMAN, Co-Founder Petit Cocotier</p> <p>Cédric is the co-founder of Petit Cocotier. Petit Cocotier's mission is to help the people of Martinique to have a healthy and tasty diet by giving them easy access to quality local produce.</p> <p>Petit Cocotier also works to promote food sovereignty in Martinique, by promoting local know-how and terroirs, while ensuring a beneficial collaboration with producers.</p> <p>With his specialised approach to user-centred marketing, Cédric is dedicated to the continuous improvement of Petit Cocotier's customer experience. The Covid-19 crisis has prompted Cédric to redouble his creativity and propose alternative products to his customers.</p> <p>A few months ago, a spin-off of Petit Cocotier was born. This new startup named TERREATOUMO offers processed products such as juices and sauces, all of which come from healthy agriculture and respect local systems.</p> <p>At the end of this inspiring startup, participants will leave with the keys and tips to be resilient and know how to turn the negative externalities of their entrepreneurial environment to their advantage.</p>
<p>11:00 – 12:00</p>	<p><b>Activity 03   Startup Inspiration</b></p> <p><b>Conference:</b> “Test and learn on a local market to spread it internationally”</p> <p><b><u>Speaker:</u></b> André-Judes Cadasse – Co-Founder Petit Cocotier</p> <p>André-Judes is the co-founder of Petit Cocotier. As a farmer, André-Judes is a hands-on man, together with his brother Sébastien Cadasse he grows fruit and vegetables in a healthy and organic way, taking care of the natural resources they use.</p> <p>André-Judes is a strong advocate of the food sovereignty movement, which is defined as "the right of peoples to healthy and culturally appropriate food produced with sustainable methods, and the right of peoples to define their own agricultural and food systems. At the end of this Startup Inspiration, participants will be made aware of how to :</p> <ul style="list-style-type: none"> <li>• Identify people's food needs</li> </ul>

	<ul style="list-style-type: none"> <li>• Identify knowledge and skills, especially through the transmission of traditional knowledge to future generations</li> <li>• Identify how to work in harmony with nature</li> <li>• Learn to value food suppliers</li> <li>• Bring food circuits back from producers to consumers on a local scale</li> <li>• Giving control of food systems to local food providers</li> <li>• Promote the sacredness of food</li> </ul>
<p>12:00 – 12:15</p>	<p>Break</p>
<p>12:20 – 13:00</p>	<p><b>Activity 04   Workshop</b></p> <p><b>Workshop and assignment:</b> “Design a new product or service taking into consideration the systemic approach to the Caribbean environment”</p> <p><b>Facilitator:</b> Harold Crico – Animator and Startup Manager of the Village by CA Martinique-Guyane</p> <p>Harold coaches Village by CA Martinique startups in their acceleration strategy through kick-offs, challenges and collaborative workshops. With 5 years of experience in entrepreneurial support: public funding strategy for innovation, launch of positive impact projects, and business acceleration, Harold is also specialised in innovation techniques like Design Thinking and Lean Startup.</p> <p>During this co-construction workshop the participants will have to design a new product or service that they could offer to the local population taking into consideration the circular economy and the systemic approach.</p>



# Agenda | Innovation Training Day 3

## Data Management : a springboard for an adapted value proposition and a sustainable production

Village by CA Martinique-Guyane | 58 Rue Ernest Deproge | Fort-de-France 97200,  
Martinique

28.09.2022

**Focus area of the day:** Digital Traceability

**Competency framework of the day:** Data Management

<p>8:30 – 9:00</p>	<p><b>Arrival of participants</b> Welcoming reception Ice Breaker</p>
<p>9:00 – 10:00</p>	<p><b>Activity 01   Innovation &amp; Entrepreneurship Course Session</b></p> <p><b>Course:</b> “Starting a food business in Martinique: defining a viable business model in a specific market”</p> <p><b>Speaker:</b> Fabienne Jean-Baptiste – QHSE Manager, Agri-food/Restaurant/Production Plant, Elizé Restauration</p> <p>Elizé Restauration is an important local operator. To date, it represents a dozen Creole fast food restaurants, including three franchises, and various restaurant concepts such as "Le Deck" brasserie lounge, and "Ciné Pizza". Elizé is a local company with a strong cultural identity and is an integral part of Martinique's heritage.</p> <p>Elizé Restauration is also SIMBI, a food production centre for dishes prepared with fresh products, delivered by local producers. These ready-made meals are distributed to restaurants and supermarkets in Martinique.</p> <p>The FLET purchasing centre carries out purchasing, storage and distribution operations for all restaurants and customers.</p>

	<p>Fabienne oversees managing the QHSE department. At the end of this course, about Quality, Health, Safety and Environment, the participants will have a global vision on how to</p> <ul style="list-style-type: none"> <li>• Comply with the regulations with a case study on the different Elizé professions</li> <li>• Standardise business practices</li> <li>• Implement processes that respect QHSE</li> <li>• Ensure and guarantee sanitary control</li> </ul>
<p>10:00 – 11:00</p>	<p><b>Activity 02   Startup Inspiration</b></p> <p><b>Conference:</b> “Optimize your agricultural production processes”</p> <p><b>Speaker:</b> Sébastien Luissaint, - CEO Myditek</p> <p>Myditek is a start-up specialising in the optimisation of agricultural production processes.</p> <p>This startup offers a complete digital solution for the optimisation of agricultural and fish farming processes and systems. They develop a set of tools to meet the needs of farmers and simplify their daily life; alerts, decision support, disease prediction, yield assessment, referencing, mapping. Their main lines of action are:</p> <ul style="list-style-type: none"> <li>• Precision agriculture and breeding thanks to connected objects (IOT)</li> <li>• Aerial imagery / mapping</li> <li>• Security</li> <li>• Traceability and Blockchain</li> </ul> <p>Recently, Myditek has raised €2.2 million to continue its development. Thanks to this Startup Inspiration, participants will be able to better understand the importance of integrating digital traceability to optimise their decision-making processes.</p>
<p>11:00 – 12:00</p>	<p><b>Activity 03   Startup Inspiration</b></p> <p><b>Conference:</b> “Test and learn on a local market to spread it internationally”</p> <p><b>Speaker:</b> Jonathan Theodose – CEO Food Report</p> <p>Jonathan Theodose, a specialist in business intelligence, has observed the decision-making power that data analysis tools offer to large groups such as Hermès and LVMH. Jonathan has designed Food Report to enhance with great precision the useful data for restaurants in the form of an online reporting platform that collects from different sources all the necessary information to</p>

	<p>constitute a dashboard that is easy to access and understand : turnover, time schedules, orders and stock management, sales prices, distribution and management of teams...</p> <p>Thanks to its vision of the market, and its sharp knowledge of the data. Participants will be able to use this startup inspiration to identify the key KPIs to monitor and challenge in their business to ensure performance is achieved</p>
12:00 – 12:15	Break
12:20 – 13:00	<p><b>Activity 04   Workshop</b></p> <p><b>Workshop and assignment:</b> “Choose which KPIs will measure your own performance in Martinique and on two other territories”</p> <p><b><i>Facilitator:</i></b> Harold Crico – Animator and Startup Manager of the Village by CA Martinique-Guyane</p> <p>Harold coaches Village by CA Martinique startups in their acceleration strategy through kick-offs, challenges and collaborative workshops. With 5 years of experience in entrepreneurial support: public funding strategy for innovation, launch of positive impact projects, and business acceleration, Harold is also specialised in innovation techniques like Design Thinking and Lean Startup.</p>