

SUGAR Program

Silvia Marchini



DIGITAL SYSTEMS
FOR HUMANS
GRADUATE SCHOOL AND RESEARCH



UNIVERSITÉ
CÔTE D'AZUR

Project

SUGAR Program

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Description of the Project

The SUGAR Program is a project where multidisciplinary teams of students work on real company projects in order to develop innovative solutions through the design thinking approach.



Who
IA2 et Stratégie digitale



Location:
Nice + international travels



Language:
English



Incentives:
international travels
Bonus entrepreneur



Length:
9 months (not full time)



Academic accreditation:
In semester 3 this project will take the form of a work equivalent to 6 ECTS.

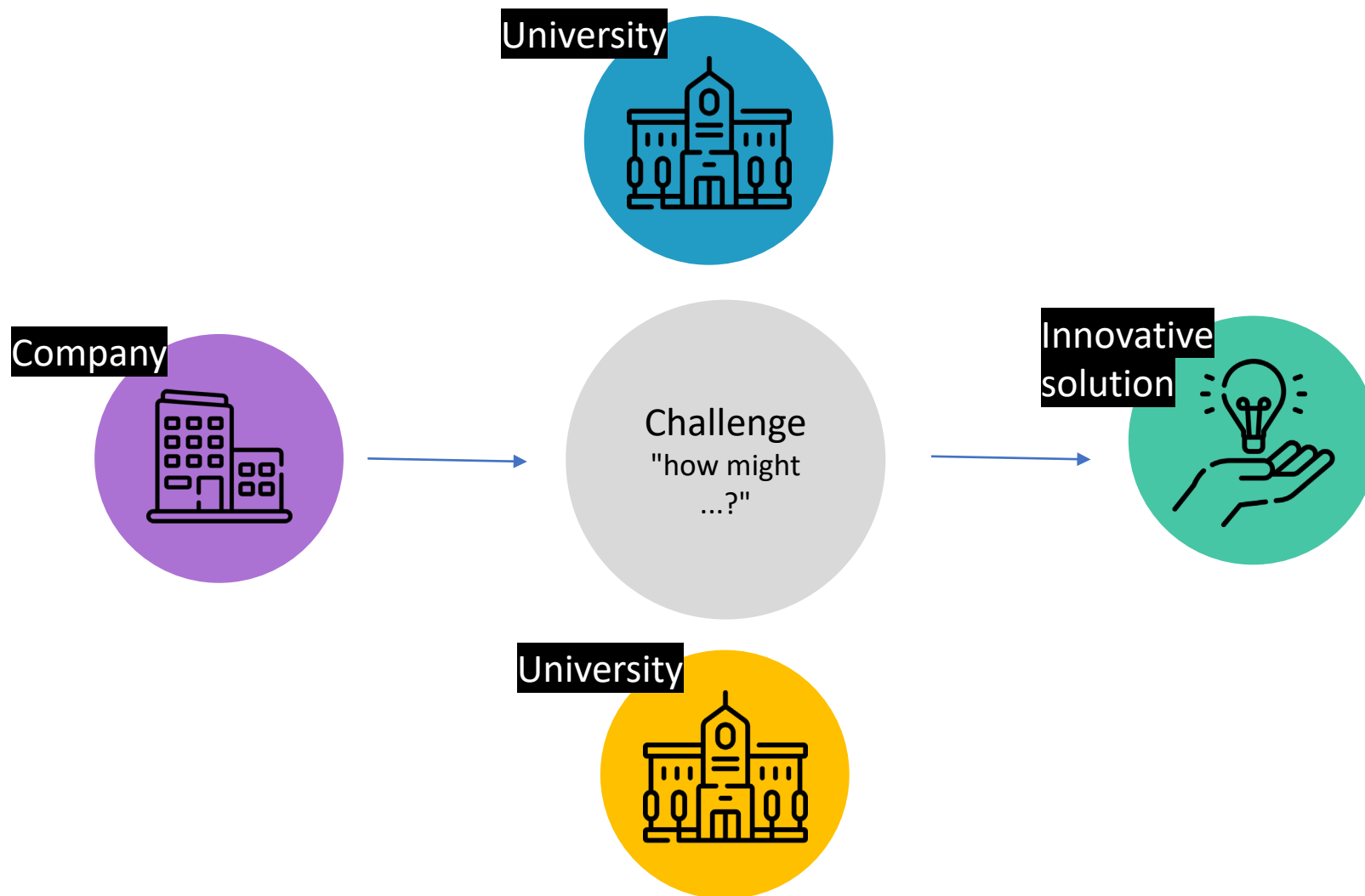


Format
1 weekly workshop
+ teamwork & coaching

In semester 4, the continuity of this project will replace the end of master internship.



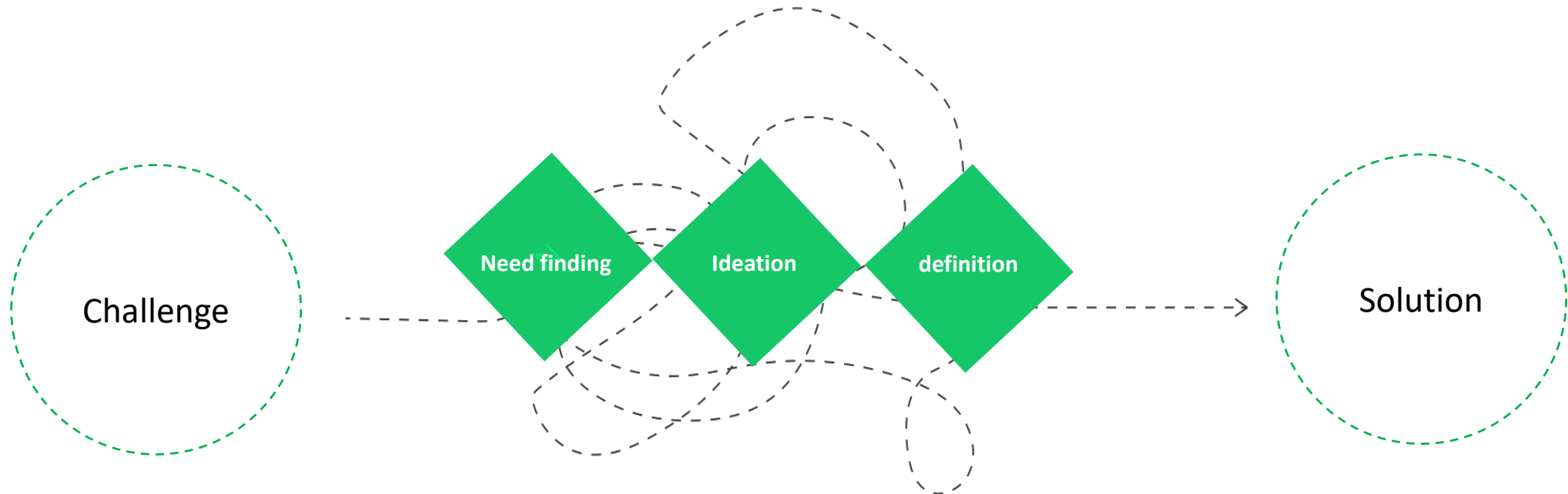
SUGAR Program





Design thinking

Design thinking is the design approach born in the Stanford Design School, which has fueled much of the entrepreneurial culture of Silicon Valley. This approach is human centered because it is based on the concept that real and lasting innovation requires a deep understanding of the context and the needs of the people for whom it is designed. Our process consists of three main stages: Discover (Research), Design, Develop.

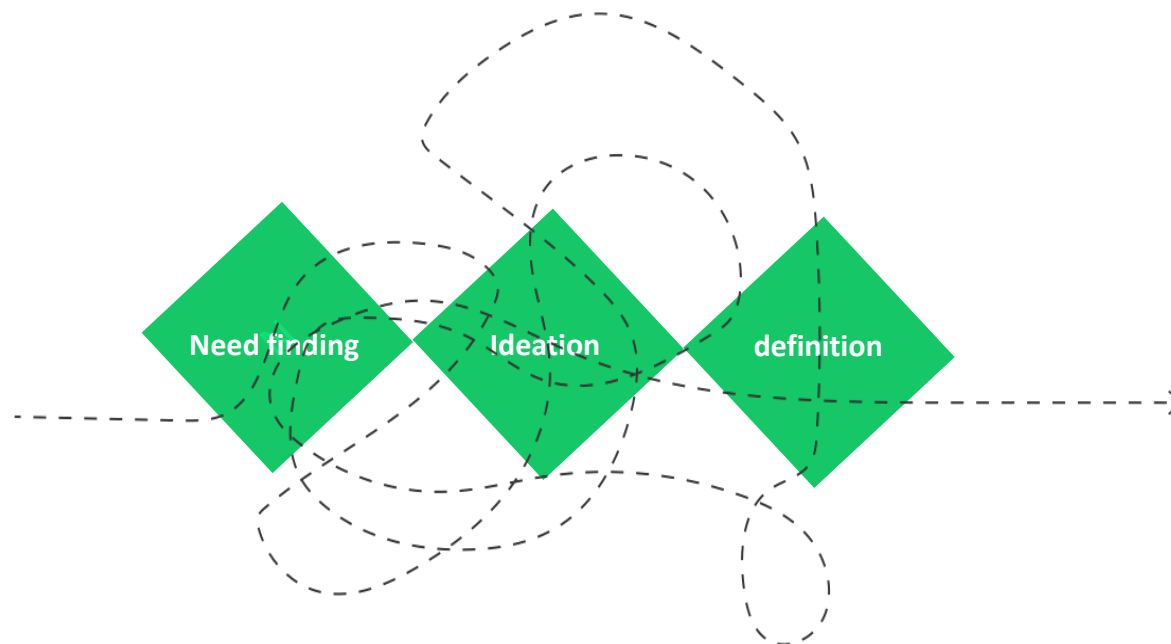




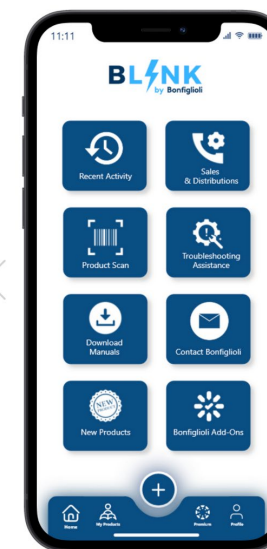
Design thinking

Brief-challenge:

How might we extract value from the data gathered by Bonfiglioli Products according to the customers' needs in order to develop a range of services that generates new business opportunities for the company?



Discover Blink.

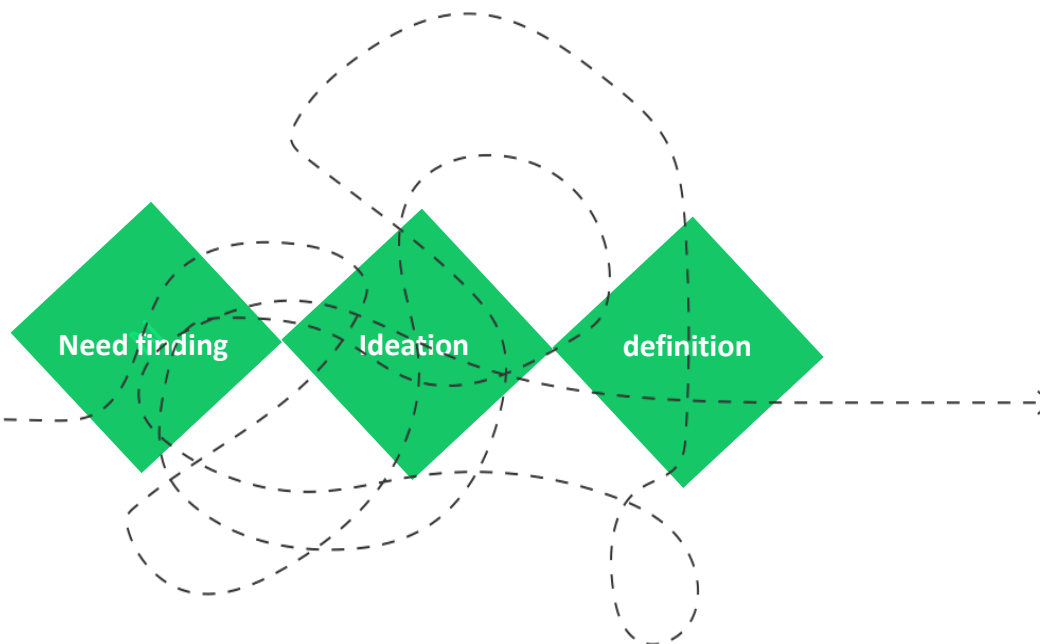




The challenge

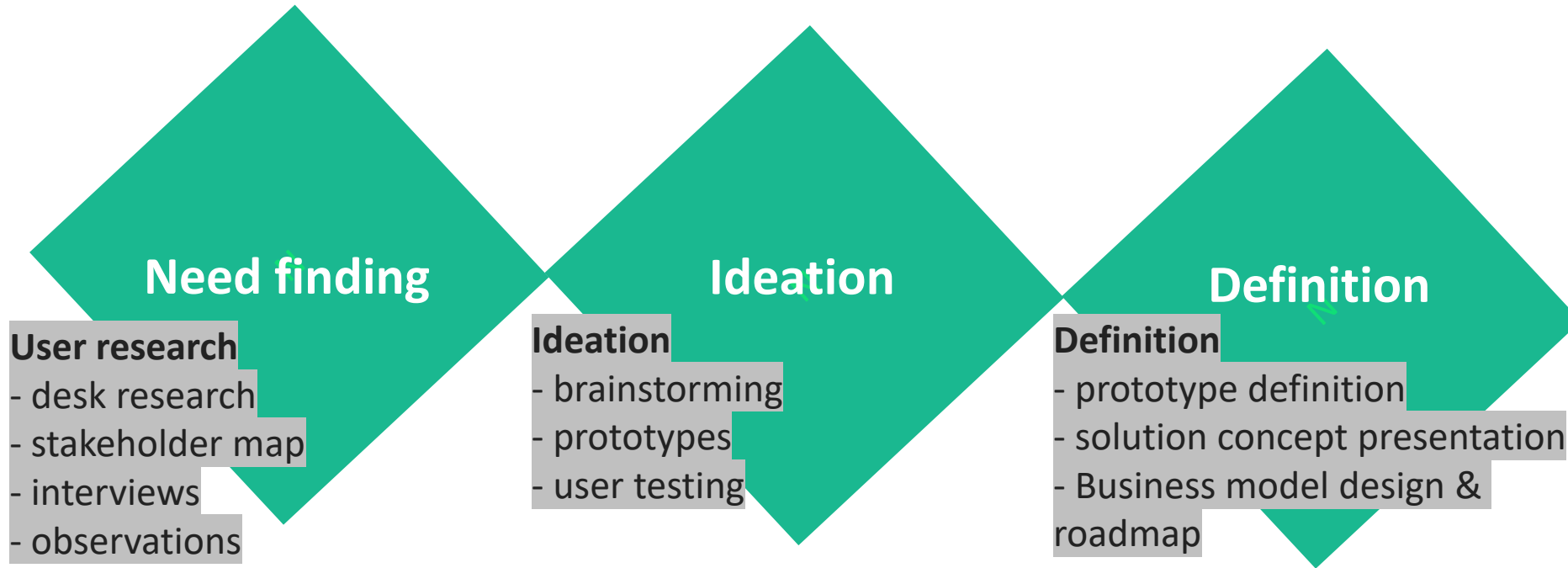
Brief-challenge:

“How might we identify an application for the “Artificial photosynthesis technology” and create a business opportunity based on the digital service system derived from it?”



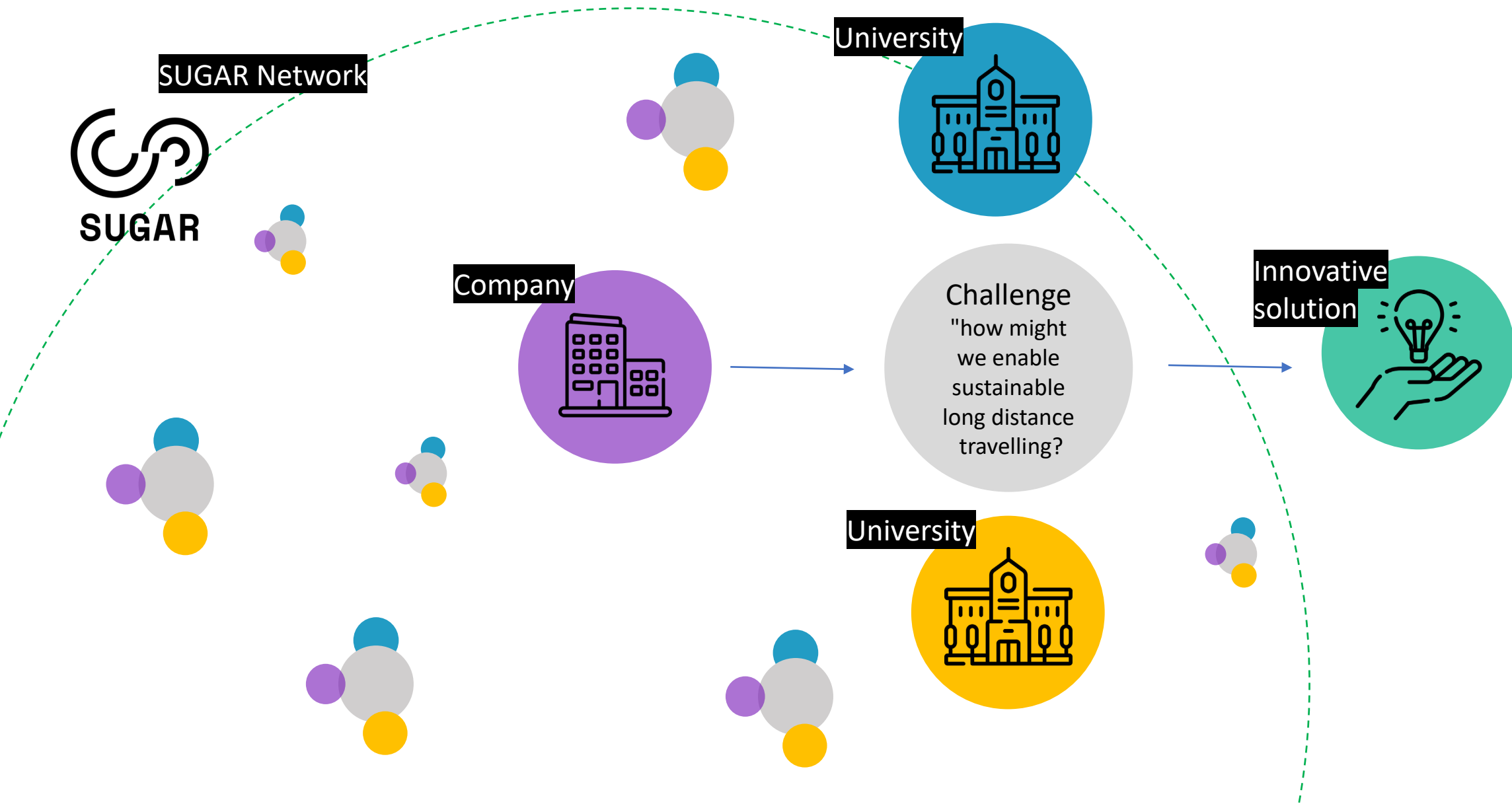


Design thinking



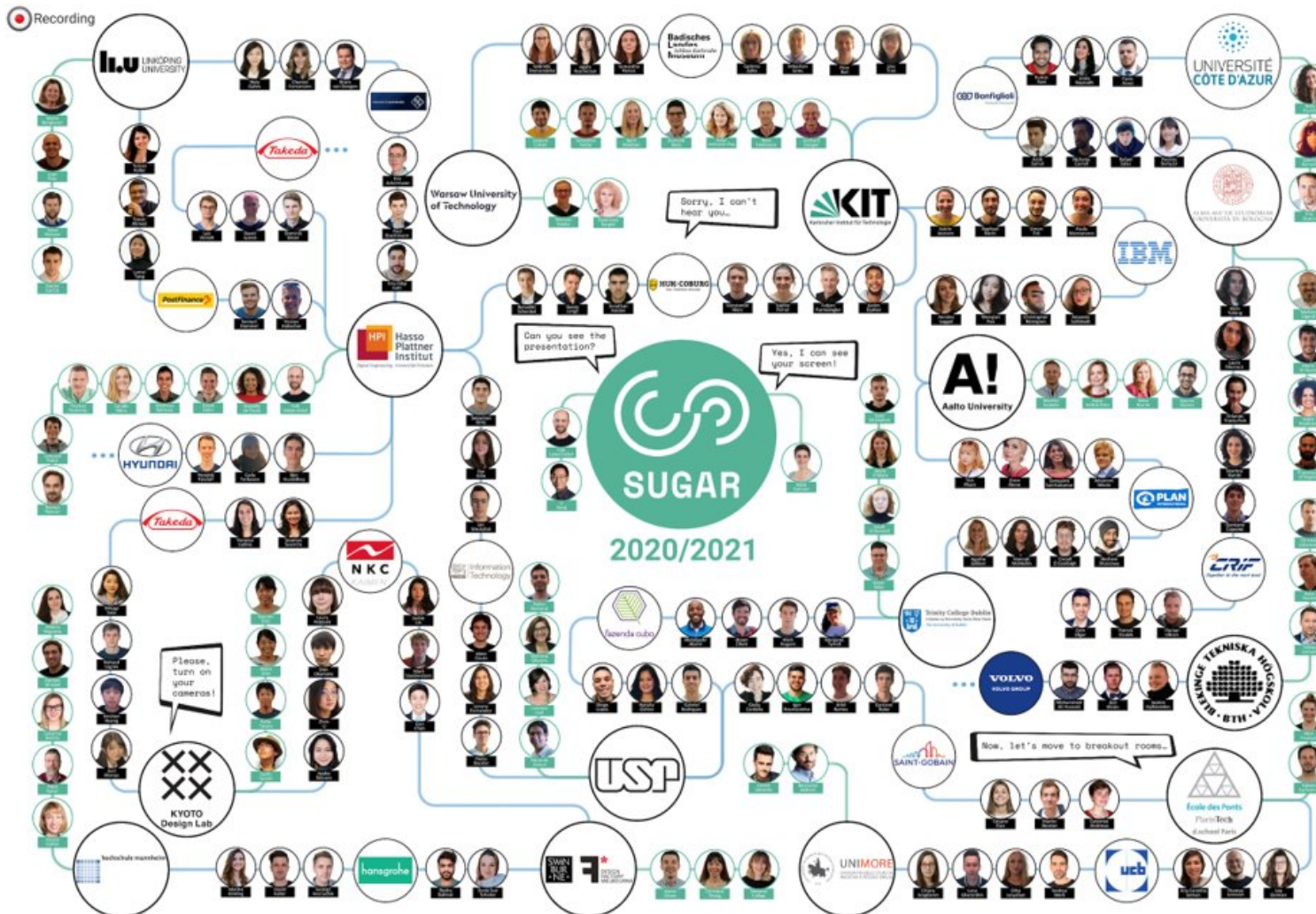


SUGAR Program





SUGAR Network



250

Multicultural
& Multidisciplinary
Students

26

Universities

15

Different countries

26+

Sponsors companies
and projects.

50+

professors and coaches

200

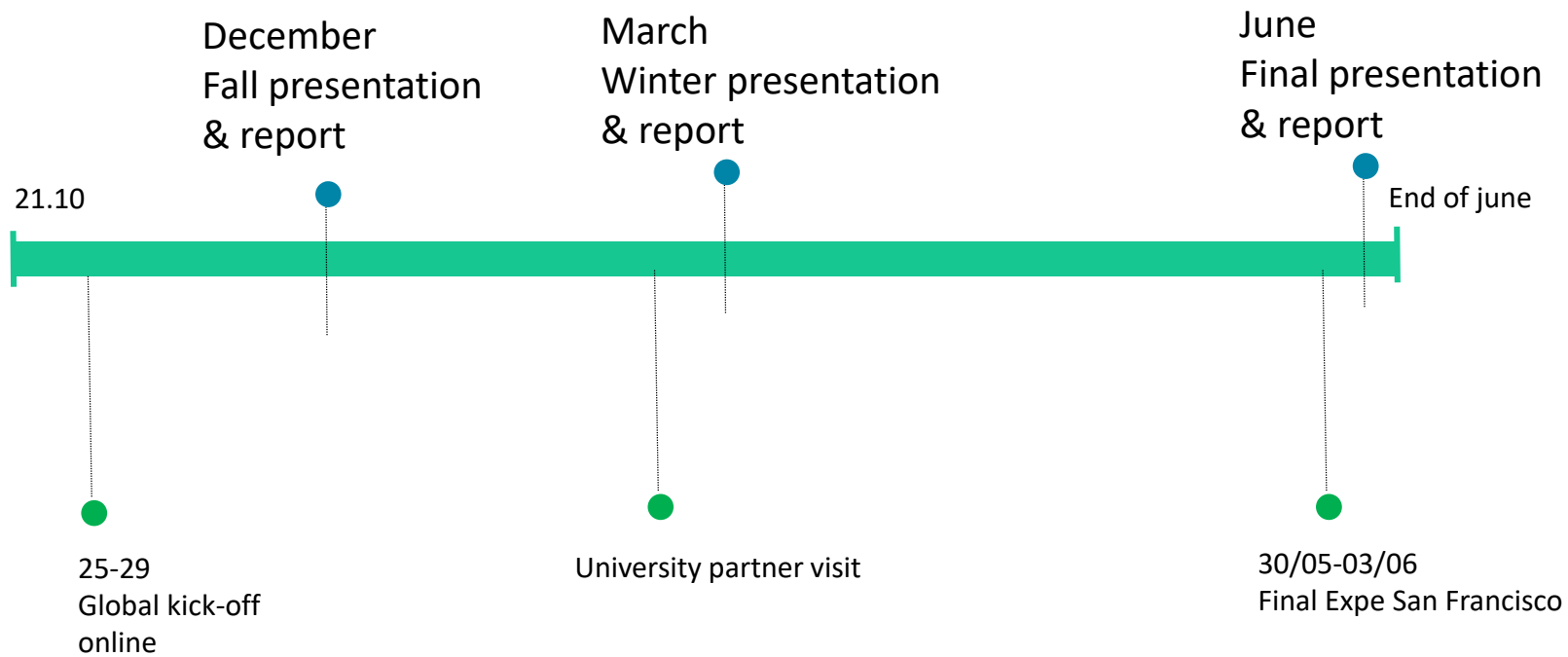
Past collaboration with
enterprises.

2\$+

Millions in project
funding



SUGAR Program





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SUGAR Program

9 Good reasons to pick this project

- Learning to innovate with Design Thinking process
- A chance to expand your knowledge out of your regular field of study
- Learning and training necessary skills for the future jobs
- Working with an awesome multidisciplinary team
- Learning from a coach, researchers & professors from all over the world
- Lectures you'll immediately put into practice
- Deep diving in a specific challenge
- Making lots of good friends
- Making your mind and your CV shine!





SUGAR Program

Who are we looking for?

- Master's degree students from all disciplines and departments
- **Fluent in English** (previous international experience)
- **Strong team player** (Enjoy working in group, previous teamwork experience)
- **Ambitious & hardworking** (Willing to go **out of your comfort zone**, willing to compromise your Saturday beer to go an extra mile)
- **Curious & proactive** (not waiting a to-do list, able to try, fail, learn and find your way by yourself)





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Commitment

- Weekly workshop on Thursday morning
- Teamwork and coaching
- Availability to travel
- Full time commitment during the Global events





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Application procedure

Send an e-mail to silvia.marchini@univ-cotedazur.fr by **October 3rd 2021**.

The mail should contain the following information:

Resume

- ☐ attach your resume to the e-mail

Link to your self-presentation video*:

Create a 2-minute (max) video IN ENGLISH to present yourself :

- ☐ What's interesting about you (university path, personal passions)
- ☐ extracurricular experiences (projects, associations, working experience)
- ☐ previous teamwork experiences, inside or outside the university.
- ☐ explain the reason why you would like to join the SUGAR Program.

Paste the link** to access the video in the e-mail.

* We don't ask for professional content, just an amateur video covering the points listed above. The video can be recorded with your laptop or smartphone with no post-production activities.

**How can you create a link to access your video? You can upload your video on a digital platform such as "Vimeo" or "Youtube" or on a cloud space (like google drive); each platform has its way to create the link to access the video.



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