

WHO ARE WE LOOKING FOR

To ensure the **best learning outcomes** the class size is limited to **45 students**.

So if you are ready to apply and experience the best semester in your student's life...

...you got to demonstrate some **qualities** which are **essential** to us, we are looking for:



COMMITTED PLAYERS

Option E will require you to take part in **multiple** awesome activities, some will need **economic** participation, some will have a duration **exceeding** the curricular one, a lot of them will take place **outside** the campus.

HARD WORKERS

The participation in the specialization's lectures, activities, team-work and extra tasks is **compulsory** and will require a constant and thorough **focus**.



MAKERS

The type of learning activities you will be exposed to will require you an **active** role and a direct and **practical application** of your knowledge: you will be evaluated upon the **results** you are able to **create**.

TIME MANAGERS

The **schedule** of Option E is challenging, **5 days** of classes per week, **full time**. (no student job / alternance is allowed during the 4 months of the option)



HOW TO APPLY

- If you are an **ESCP Europe's student**, just follow the application process of ESCP Europe on the intranet.
- If you are an **external student**, send your application to Mallaury Minot: mminot@escpeurope.eu



EVERY candidate will have to **SEND US** the following:

- a. **Flash Idea**
Something that helps us understand who you are: a video, an essay, a picture, a work of art ...
- b. **Curriculum Vitae**
- c. **Cover Letter**

COSTS

- Discovery Trip plane **ticket** costs and **food** expenses are up to the students. The Jean-Baptiste Say Institute contributes with 25,000 € for the additional costs of the experience.
- Additional Fee only for **Non-ESCP** students of 3,000 €

CONTACTS

Berlin
Nicolas Van De Sandt
nvandesandt@escpeurope.eu

London
Davide Sola
dsola@escpeurope.eu

Paris
Mallaury Minot
mminot@escpeurope.eu

Madrid
Natalia Andia
nandia@escpeurope.eu



BERLIN
LONDON
MADRID
PARIS
TURIN
WARSAW



SIMPLY ESCP EUROPE'S MOST POPULAR SPECIALIZATION

IF...

... YOU ARE BORED OF AN EDUCATION BASED ON LECTURES ONLY

... YOU WANT TO **IMPACT** THE WORLD RIGHT HERE, RIGHT NOW

... YOU LOOK FOR **IMPROBABLE** OPPORTUNITIES FOR YOUR LIFE & CAREER

THEN...

... OPTION E IS PROBABLY THE **ONLY** OPTION.

DESIGNING TOMORROW



OPTION E

Since 2007, is the specialization in **Entrepreneurship** of the Grande Ecole (ESCP's Master in Management).

Open also to students from other **partner schools**, Option E takes place for 4 months either in Madrid, Berlin, Paris or London.

4 POSSIBLE LOCATIONS



Berlin	London	Madrid	Paris
Fall Semester "Seed Tech" (EN)	Spring Semester "Scale" (EN)	Fall Semester "Seed Social" (EN)	Fall Semester "Seed" (FR)

PARTNER SCHOOLS



CAREER PATH

Option E is designed for students with the ambition to become **entrepreneurial leaders** in future start-ups and international corporations, future **owners** of small and medium-sized enterprises, **successors** to family businesses, innovative leaders in societal programs, **specialists** in business development and consulting or any path that requires **creativity** and **innovation**.

Entrepreneurs

Start-Up Founders
Owners of SMEs
Repreneurs

Growth Specialists

Consultants
Venture Capitalists
Business Developers

Intrapreneurs

Key innovative roles in international corporates

Creative Talents

Designers
Communicators
Artistic Directors

KEY FIGURES



Julien Sylvain
Co-Founder - Tediber - Option E 2008

I was planning to do private equity, but at option E I met two designers who now have been my partners in crime for over ten years, with them I ended up selling mattresses and I have no regrets!



Camille Kriebitzsch
Co-Founder – Eutopia (VC) - Option E 2017

De l'option E je me souviens précisément d'une slide qui nous poussait à toujours aller chercher "le miles de plus". C'est aujourd'hui ma ligne directrice dans tout ce que j'entrepris : comment chercher toujours à aller plus loin et à se dépasser.



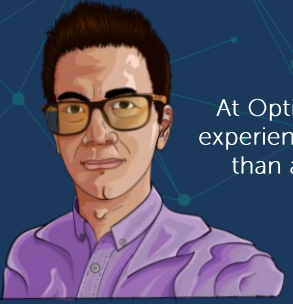
Simon Roser
Growth Executive - Google - Option E 2017

One of the best things about Option E is the mindset and talent of the students who surround you. Each of them had different skills I could learn. They inspired and shaped me along the way, and it's also thanks to them if I ended up where I am today.



Maxime Beaugrand
UI Designer – Le Monde – Option E 2013

At Option E I was exposed to a new way of learning that relies on practical experience. Once we had to get out on the street with nothing else to trade than a pen and get back in class with the highest possible value in return. Everybody managed to come back with way more than a pen, the added value in our deals were the positive human interactions that we were able to establish with the people.



A BRAND NEW EXPERIENCE

Option E is essentially an interactive, co-constructive specialization based on **experience learning**. The journey will consist on a bonding activity followed by the 3 methodological steps of Option E:

- 0. DISCOVERY TRIP
- 1. ART THINKING
- 2. DESIGN THINKING
- 3. BUSINESS THINKING

You will get the chance to **bond** with your fellow students, by leaving together on a trip across the best start-up ecosystems in the world.

0

ECOSYSTEM

Visit the US through a **Discovery Trip**

One-week trip to New York, San Francisco or Shanghai.



2

The next step in your learning process is to practice a **design thinking** approach by applying it to the organization of the...

DESIGN THINKING

Organize the **Entrepreneurship Festival**

Prototype solutions for one of the most important ESCP Events of the year.



The future is ambiguous and uncertain, Entrepreneurs must apply their skills **intuitively**, clearing up their preconceived ideas.

1

ART THINKING

An **"Improbable"** Experience

Unlearn what you know and **disrupt** the status quo together with artists and art education experts, you will get the chance to expose your work of art in the "Improbable" vernissage gallery.



3

At the end of the experience you will have the chance to apply what you learned in a **business-thinking** framework by elaborating a plan for your entrepreneurial idea

BUSINESS THINKING

A **Made in ESCP** Experience

Create your Business Model in 10 hectic days of brainstorming and workshops co-chaired by experienced entrepreneurs and Professionals.

