

INTRAPRENEURSHIP PROGRAM

L'ORÉAL x **hack**⁴⁰
PARIS



Develop a startup culture to spur innovative projects

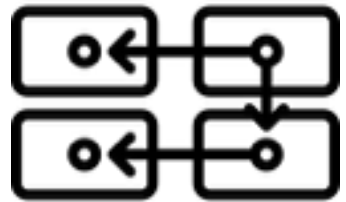
6 months and 10 workshops to lead 120 participants to quickly test new business ideas in a market, while seizing entrepreneurial methods and culture.

ASSIMILATE, EXPERIMENT, CONVINCe



LEARN

The entrepreneurship posture, methods and culture



PROTOTYPE

Give body to your ideas and test them in the market



TEST

Test several versions of the prototypes until the business model is found



PITCH

Pitch the results and the business forecasts in front of a jury

4 CHALLENGES

01. RETAIL

Change the relationship with distributor through co-creation and prototyping

02. DIGITAL

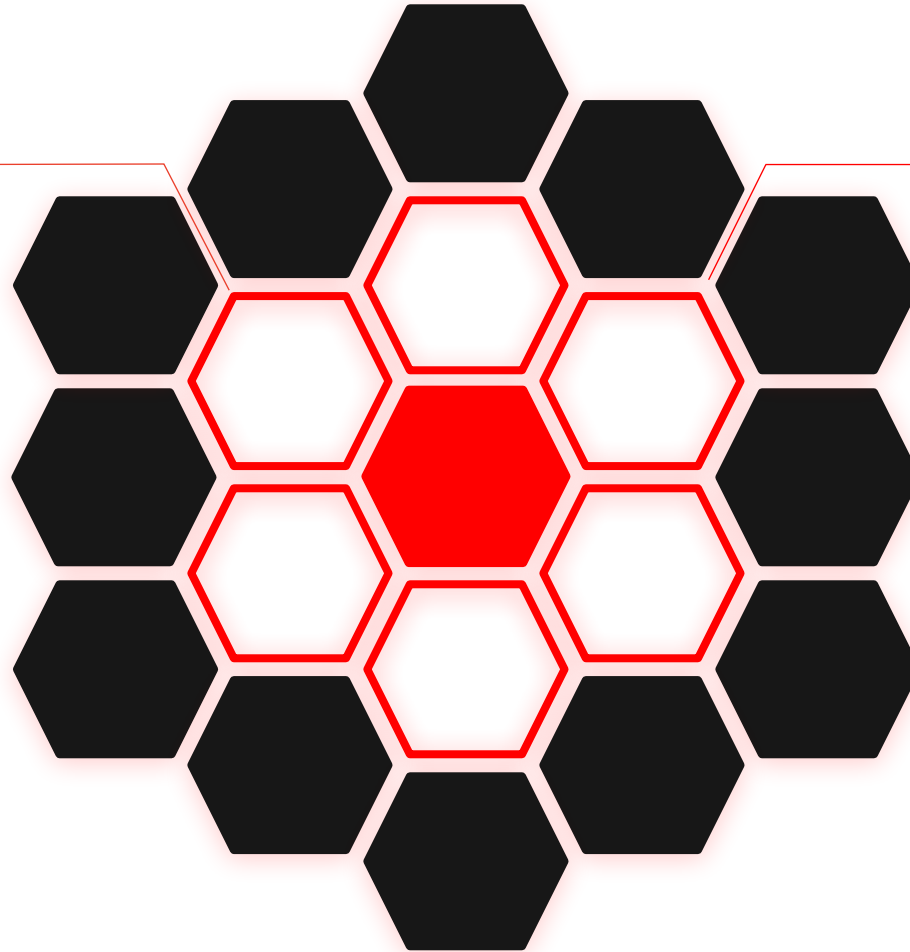
Acquire clients through new channels (chatbox, app..)

04. EVENT

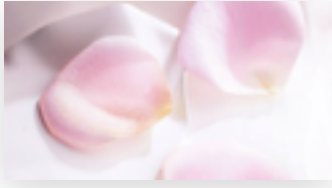
Acquire clients through new experiences (pop up stores...)

03. COMMUNITY

Develop new relationships with influencers

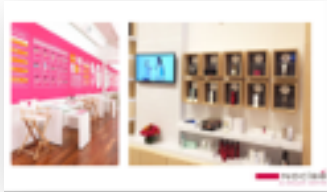


Nocibé Soin



New advising merchandising table in-store

#MyNociTribu



selfies contest campaign

La collection du parfumeur



Boxset of 5 mini perfumes

#AlloLola



Beauty Advisor Chatbot for men

MakeMeUp



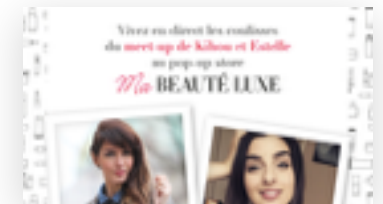
Make-up workshops organized at a concept store

Beauty Shaker



A mobile app to access skin care product with a 'shaker' feature.

MBLxStrasbourg



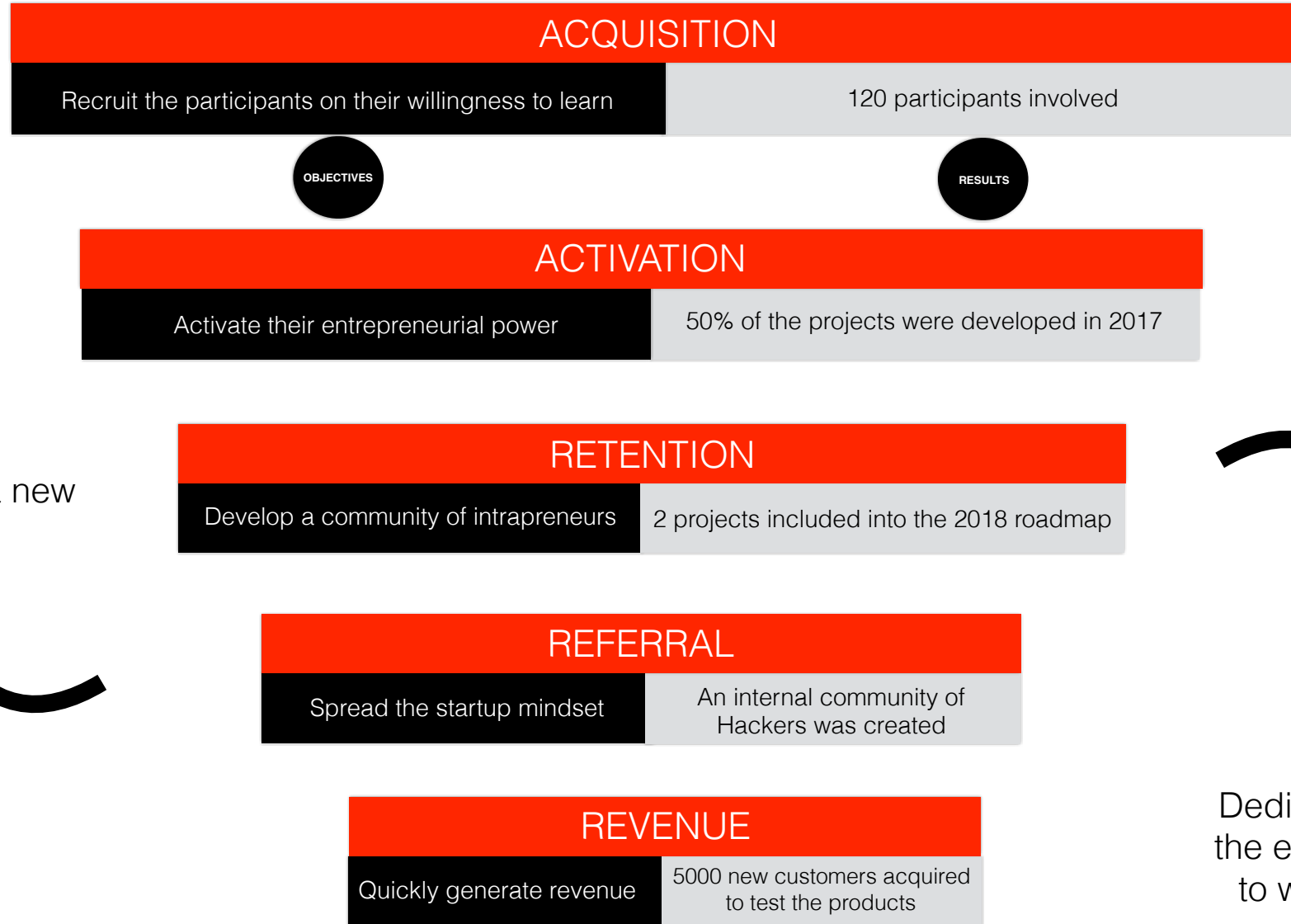
Pop up store to test a make up boxset

Blackroom



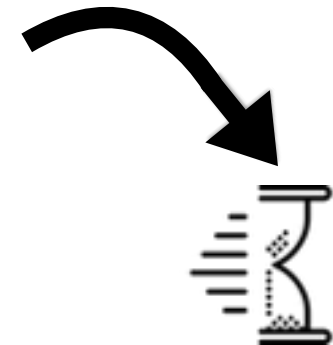
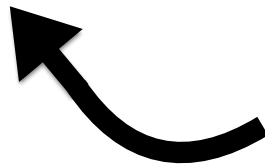
Pop up store to live a complete sensorial experience

MEASURING BUSINESS IMPACT



#CULTURE

Fast Prototyping as a new mindset



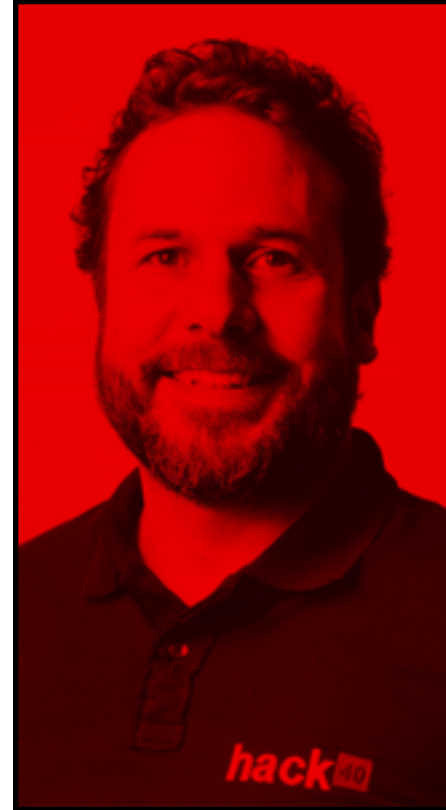
#ENGAGEMENT

Dedicated time integrated in the employees' daily routines to work on those projects.

CONTACTS



SOFIAN MEGUELLATI
sofian@hack40.com



FABRICE TRANIER
fabrice@hack40.com