

IO1 – A2

Needs Validation Report



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Introduction

B-CAPP Project

According to a study presented by an organization of French entrepreneurs, 55% of young people aged 18 to 24, and 56% of 25-34 year olds want to start a business. Between administrative constraints and financial difficulties, embarking on the entrepreneurial bath when you are very young is not easy. When a young person embarks on the entrepreneurial adventure, he can of course benefit from the many aids open to all project promoters. But specific help also exists, which takes into account the difficulties of business creation, at an age when, often, one still seeks, and where to be accompanied until maturity can become a serious asset.

The B-CAPP project is a project that aims to help young entrepreneurs to anticipate new trends, optimize the costs related to the activity or operation of their structures to ensure the sustainability of their businesses. We will develop a toolkit to help start-ups manage their budgets easily to improve their productivity.

This project will enable young entrepreneurs to be informed about the different financial aids to improve their activities. In addition to financial assistance, the B-CAPP project will allow companies to use TIC in their companies to sell their goods or know-how.

ECAM EPMI Partner

ECAM-EPMI is a Graduate School of General Engineering created by four major industrial groups: EDF, Philips, PSA and Schneider.

Our primary objective is to produce operational engineers with top-level scientific and managerial skills. We offer courses created to reflect the industry's needs, thanks to our strong tradition of cooperation.



A member of the prestigious French « Conférence des Grandes Ecoles », ECAM-EPMI is accredited to award graduate and Masters-level engineering degrees.

ECAM-EPMI is part of the ECAM network, which brings together four engineering schools covering a large geographic area both in France and abroad. The group boasts over 2,500 students, 6,000 working graduate engineers in France and abroad, 380 lecturers including 120 permanent professors, and 15 teaching and research labs.

The school is also a member of FESIC (Fédération d'écoles supérieures d'ingénieurs et de cadres) which includes 28 management and engineering Grandes Ecoles. Today, it forms the largest network of private French higher education institutions.

FESIC schools are reputed for their high standards in terms of academic excellence, international curriculum, research development, and cooperation with businesses and various higher education institutes.

[The questionnaire and objectives](#)

The questionnaire is one of three major methods to study collecting information in order to understand and explain facts. If the interview and observation are individual and collective methods, the questionnaire is a method that is only collective.

It is a quantitative method that applies to a set (sample) that must allow statistical inferences. It is the number of elements in the set that ensures the validity of the questionnaire and allows the information obtained to be deemed reliable. On the other hand, in an observation or interview, quality is the criterion of relevance.

The creation of companies and their development are vital economic issues for Europe. But how to develop it among young people? How to foster the emergence of a spirit of entrepreneurship that would stimulate both a dynamic of innovation in large companies and the creation of new businesses?

The survey aims to describe as finely as possible the various resources and the management of young entrepreneurs:

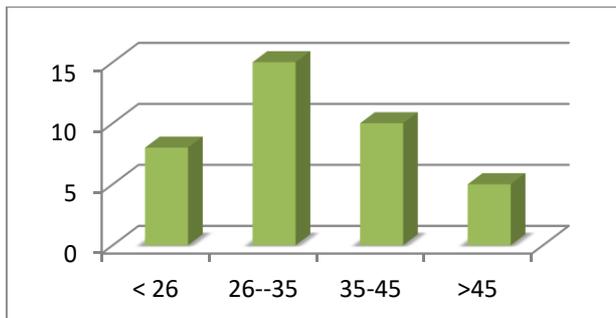
- Paid activities, social transfers, cash transfers in kind received from parents or other households.
- The place of communication and information techniques.



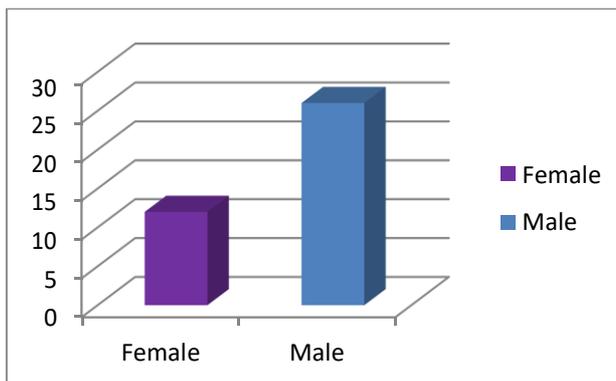
Questionnaire Results

A. Personal information

A.1. Age

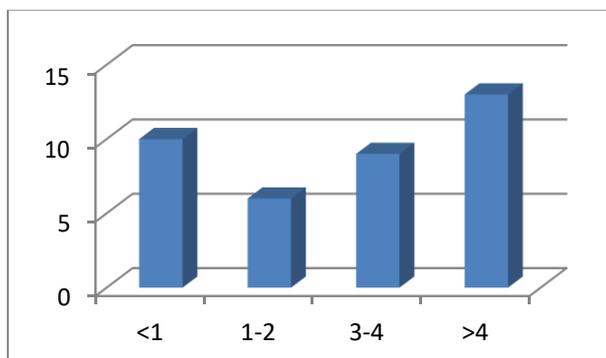


A.2. Gender

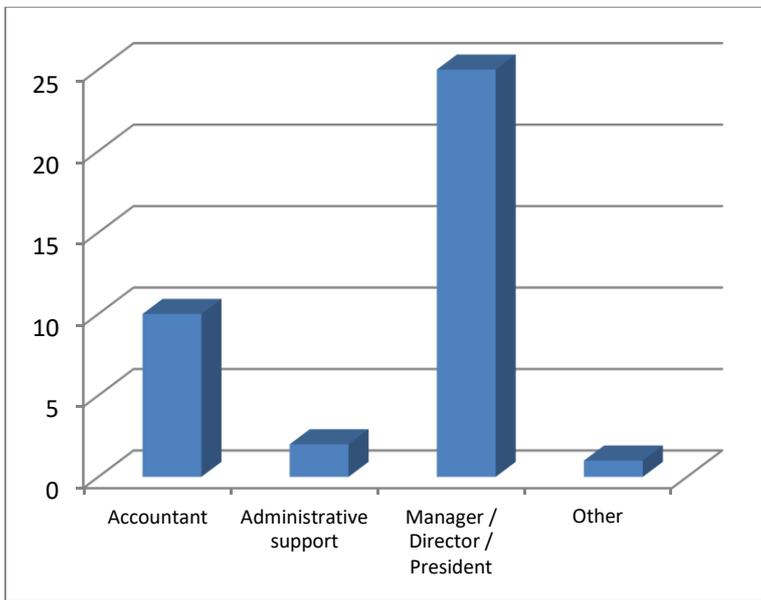


A.3. Country of origin : France

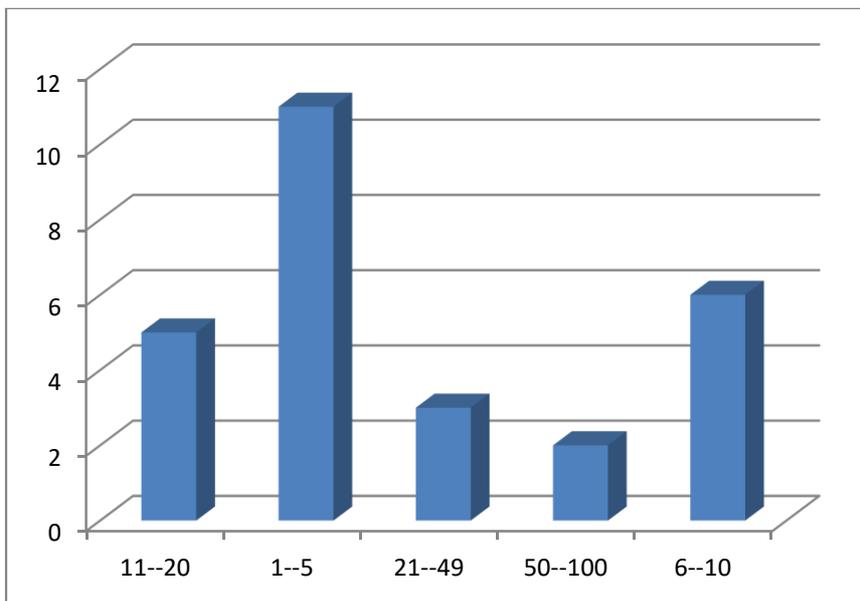
A.4. How many years have you been running your business?



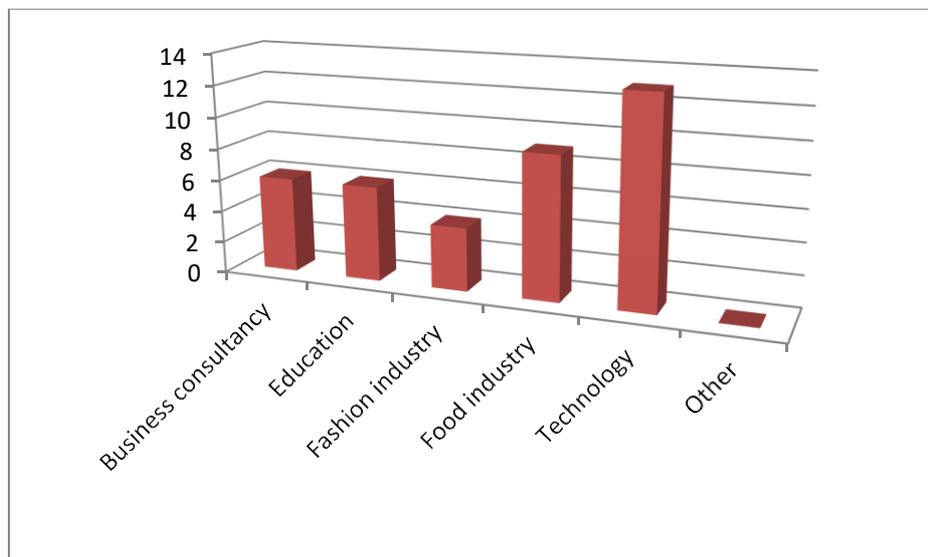
A.4. What is your current position within the company?



A.6. How many employees does your company occupy?



A.7. Your business area is:

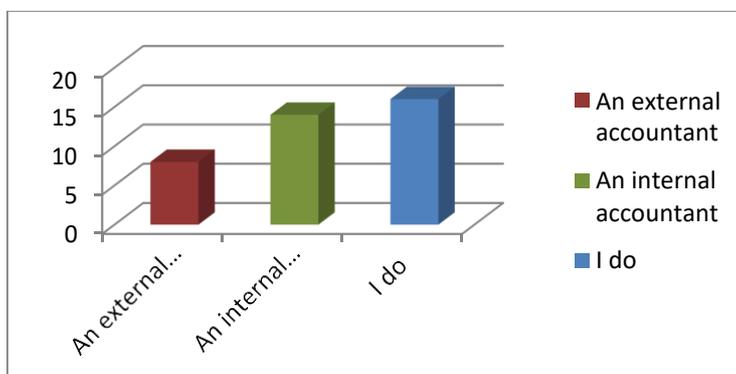


A.8 Conclusion Section A

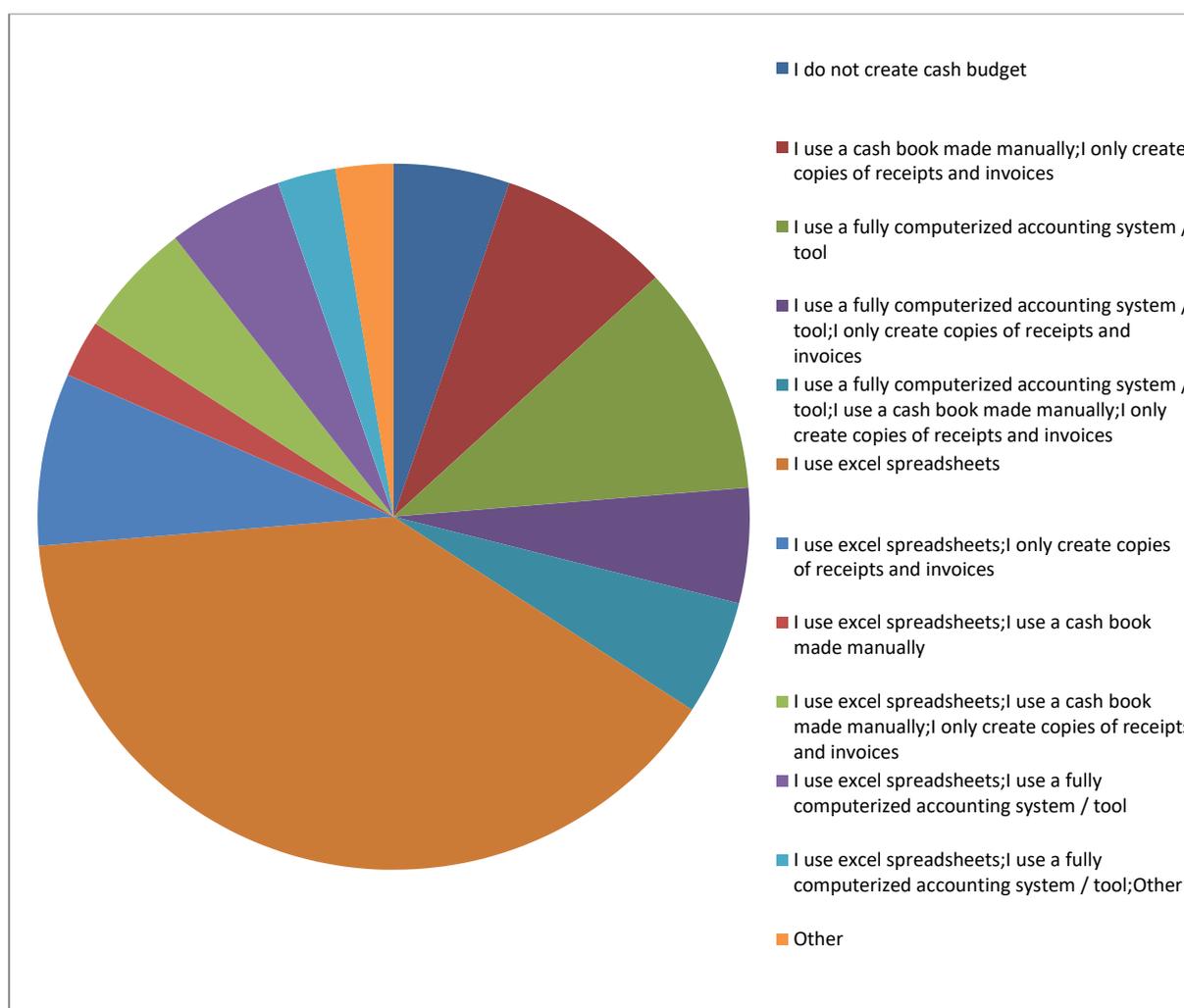
In this part of the questionnaire the average age of participants is 26-45 and 60% male and 40% female. Our project is targeted at young entrepreneurs that is why we had 70% of participants are startups less than 4 years old. The majority of participants are the managers of their company and their workforce is less than 5 employees. The France is a tourist country, that's why we had a lot of companies coming from the food industry. Technology is a priority of the French government and in our questionnaire we have a large number of technological startups.

B. Budgeting

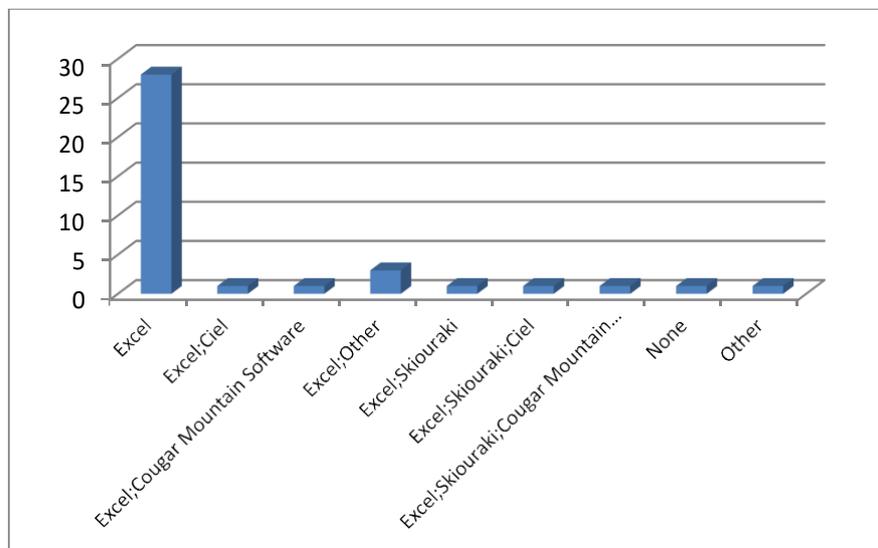
B.1. Who is creating the cash budget in your company?



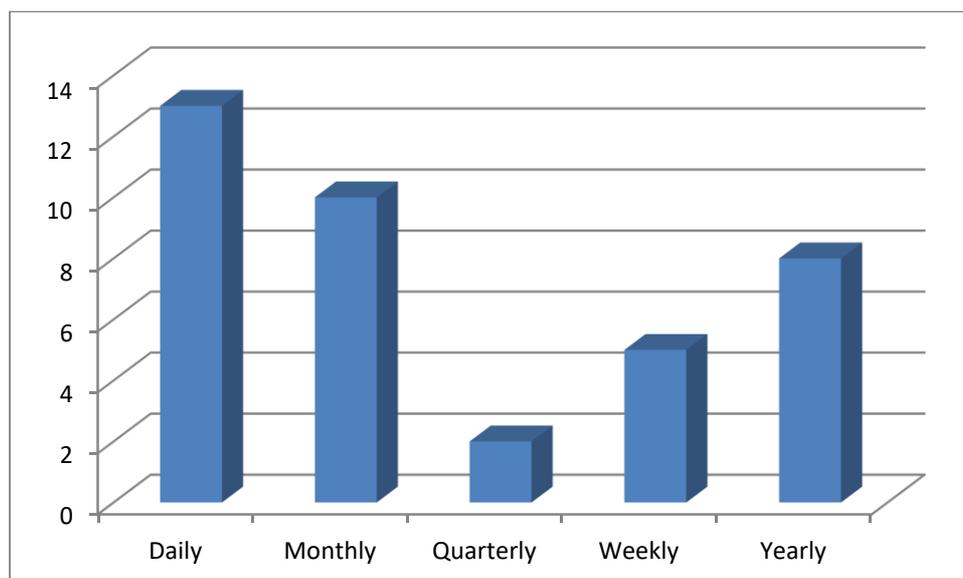
B.2 How do you create your cash budget?



B.3. Which of the following tools do you know / use for cash budgeting?



B.4. How often do you update your cash budget?

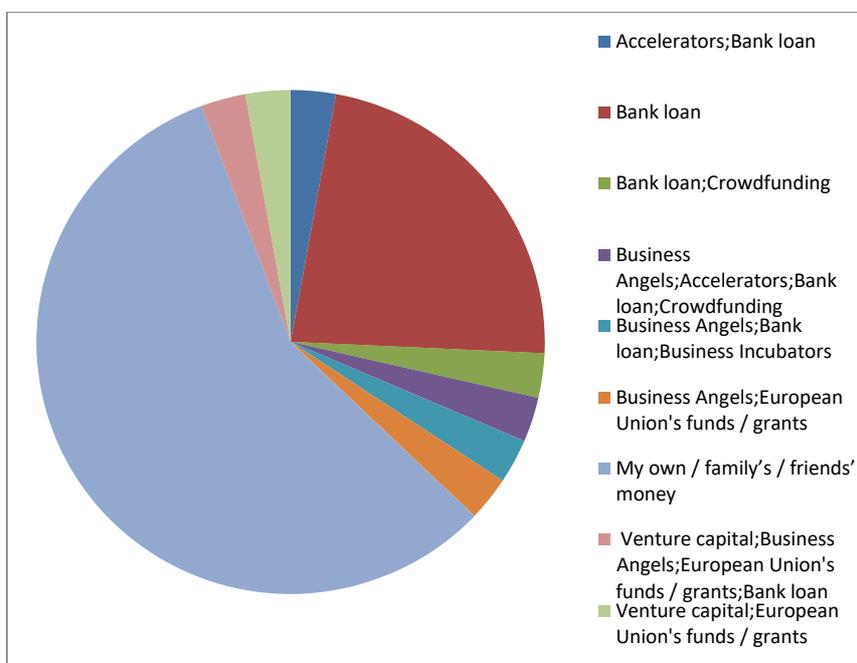


B.4. Conclusion section B

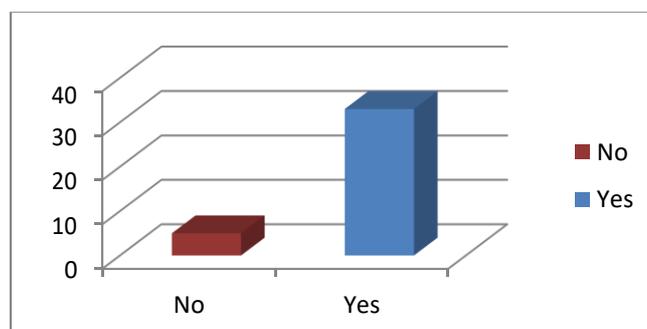
In this section, French participants responded almost equally between an internal accountant and themselves on the creation of the cash budget in their businesses. On the other hand, they rarely use an external accountant. For the creation of the cash budget the majority of participants use Excel spreadsheets. Other tools are used to create their budget.

C. Finance

C.1. Have you ever used any of these financial resources?



C.2 Did you get any advice from external partners / accountants before getting your financial resources?

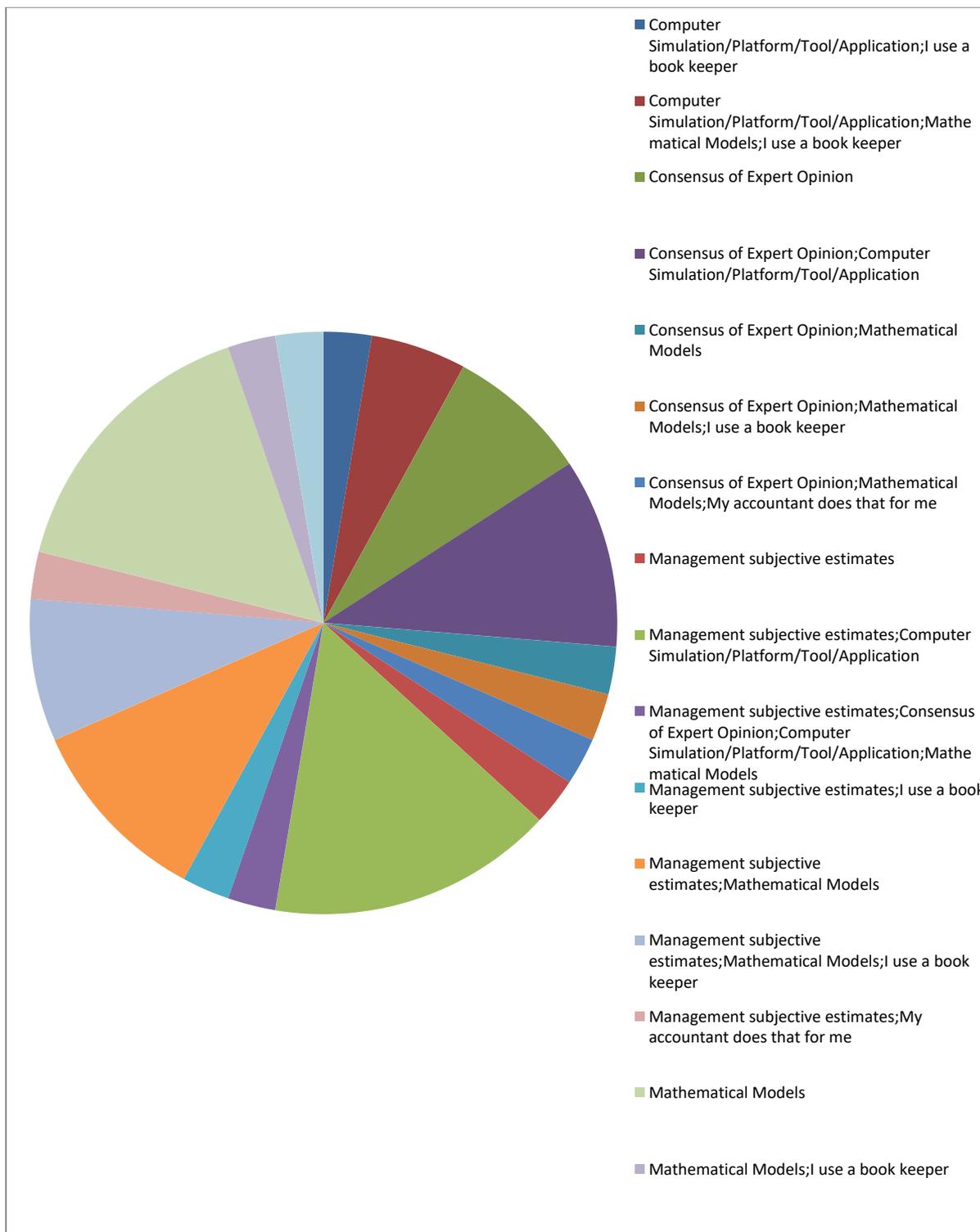


C.3. Conclusion Section C

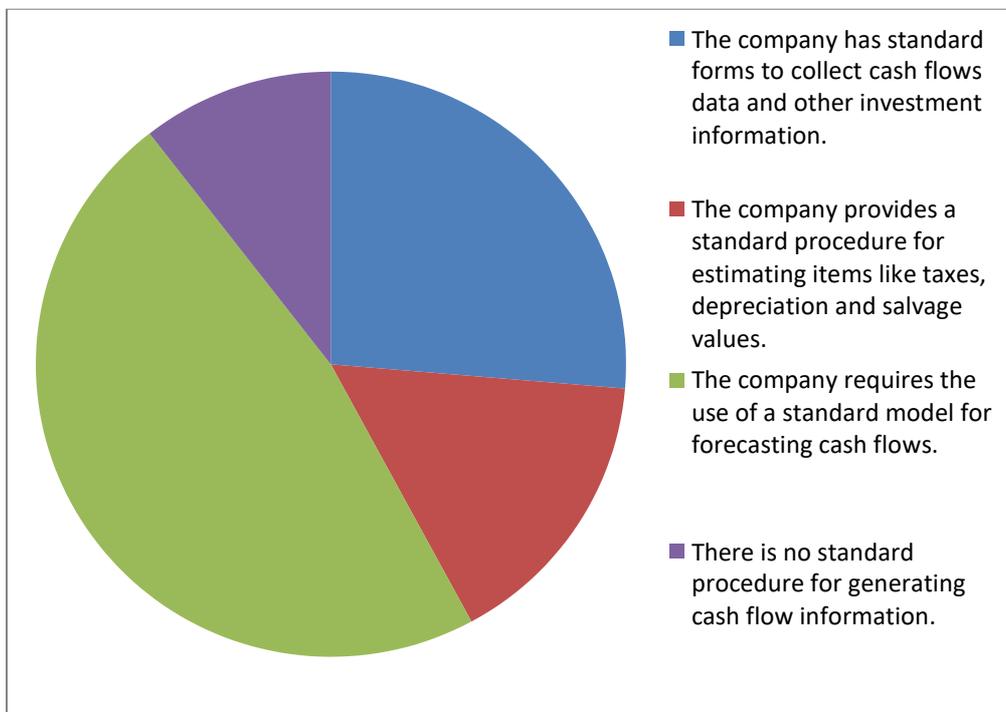
In this section, the majority of French entrepreneurs have financial resources based on their savings, that is, their money or that of their families. On the other hand, the bank plays an important role in a large part of young entrepreneurs by granting them bank credits. And an overwhelming majority informs us that it uses external advice in seeking funding.

D. Cash-flow management

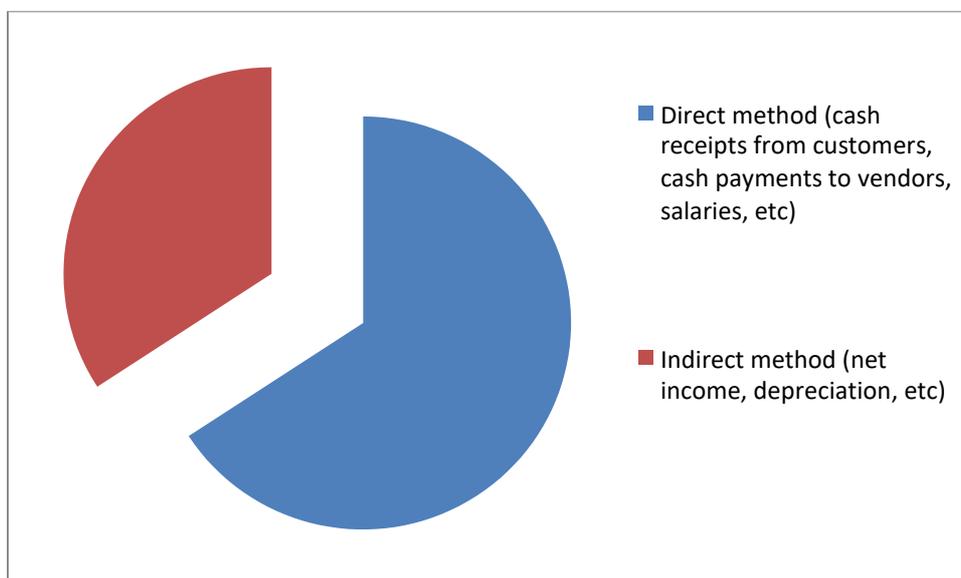
D.1. Which method do you use to estimate your inflows and outflows?



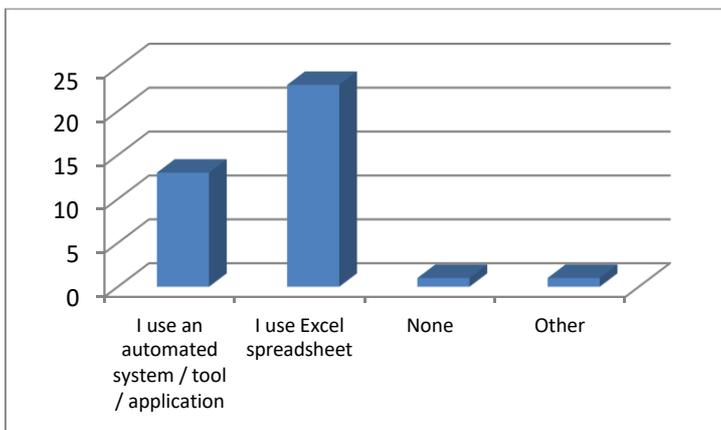
D.2. Which of the following sentences is true for your company?



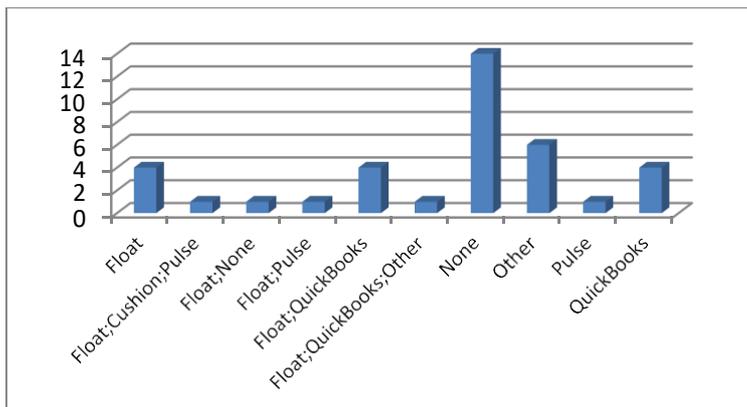
D.3. Which method do you use to deliver your cash flow statement analysis?



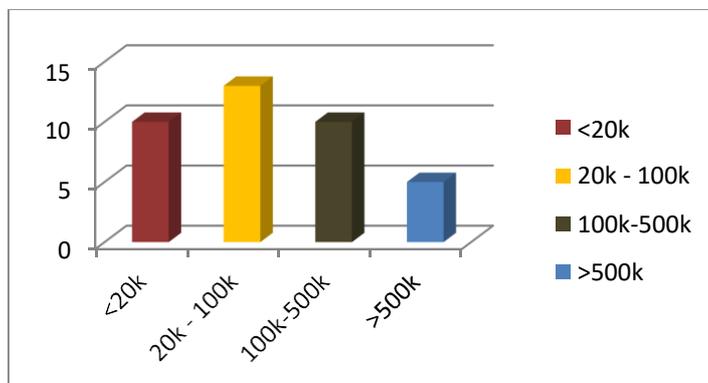
D.4. How do you calculate your cash flow ratios?



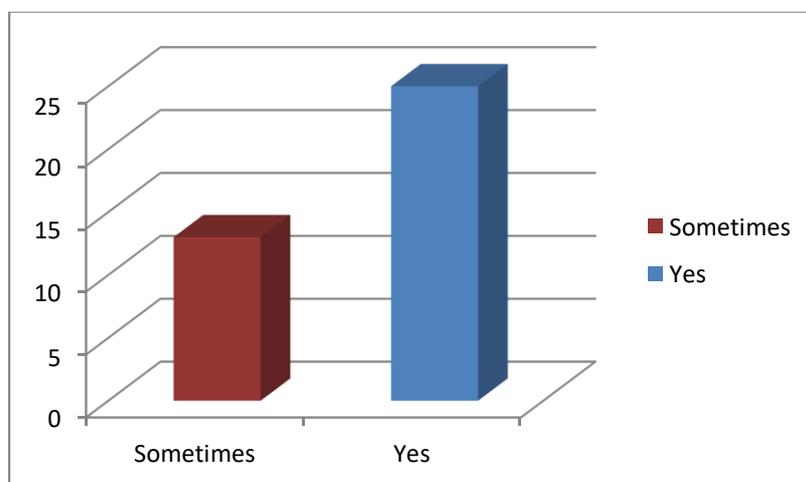
D.5. Which of the following cash flow automation tools do you know / use?



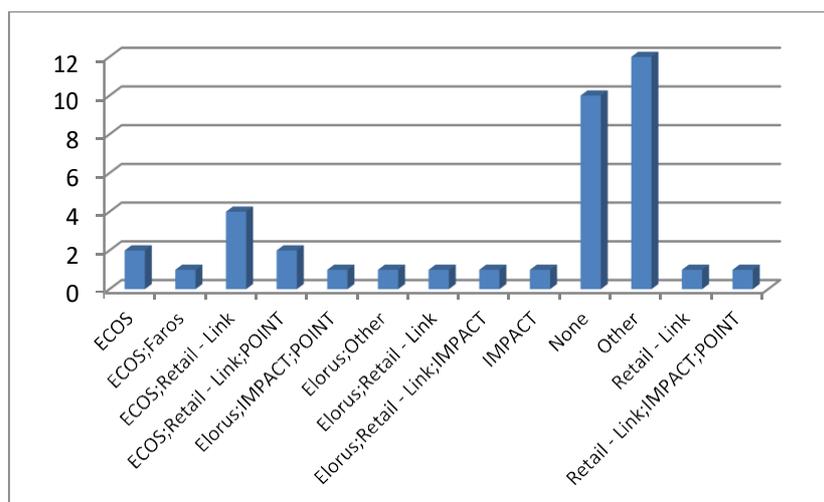
D.6. How much money have you invested in your business so far?



D.7. Are your invoices fully electronic?



D.8. Which of the following tools of e-invoicing do you know / use?

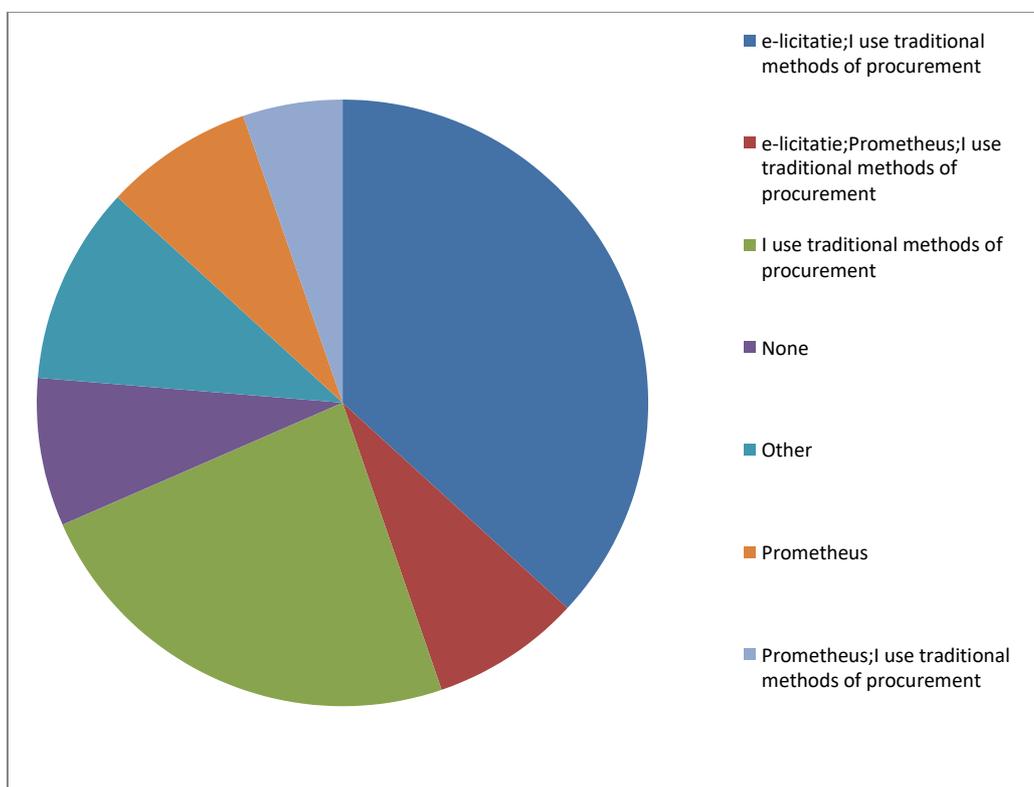


D.9. Conclusion section D

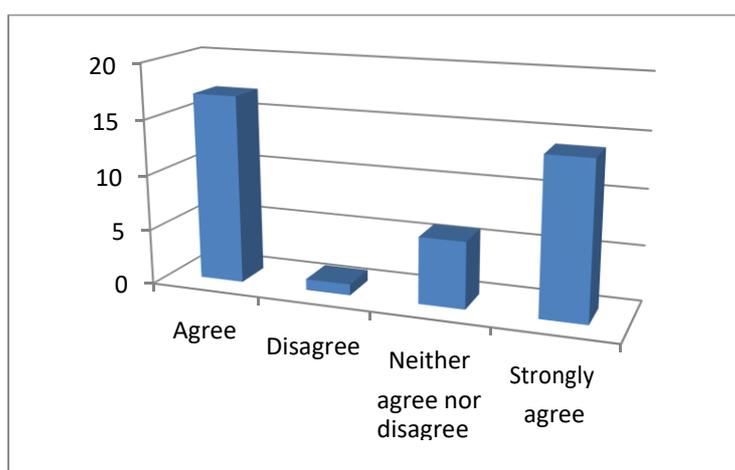
In this part of the questionnaire we find that participants use several methods to estimate their inflows and outflows. Among the most popular methods we find Management subjective estimates, Computer Simulation, Expert Opinion and Mathematical Models. The majority of startups are the companies require the use of a standard model for forecasting cash flows and used indirect method (net income, depreciation, etc) to deliver your cash flow statement analysis. The majority of participants do not know the tools of cash flow automation and e-invoicing proposed in this questionnaire and their invoices are fully electronic.

E. ICT-enabled business development

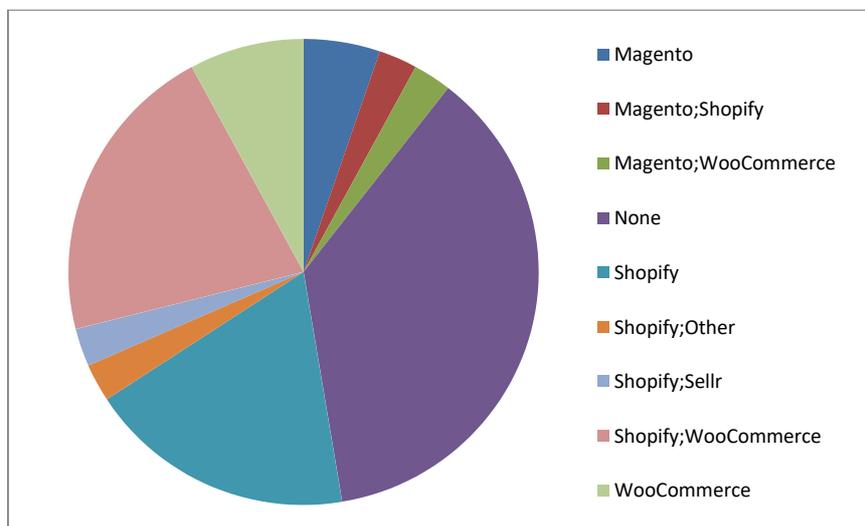
E.1. Which of these e-procurement systems do you use?



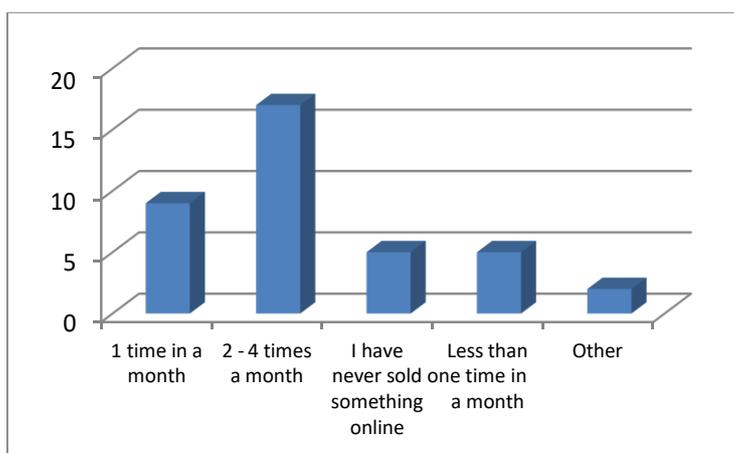
E.2. Do you agree that the integration of e-commerce can help to the development of your company?



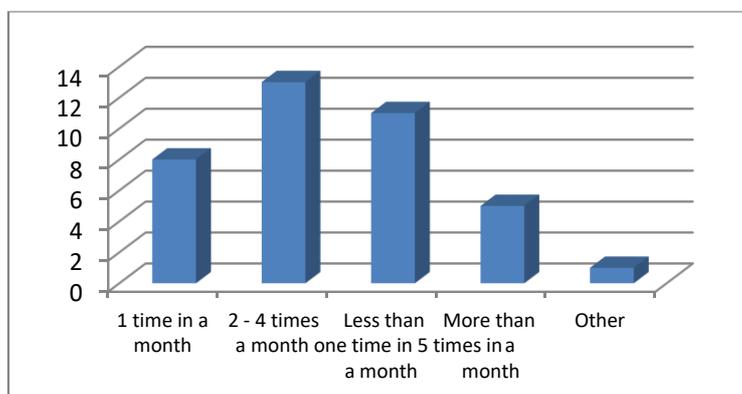
E.3. Which of the following e-commerce platforms do you use or would like to use to buy/sell products?



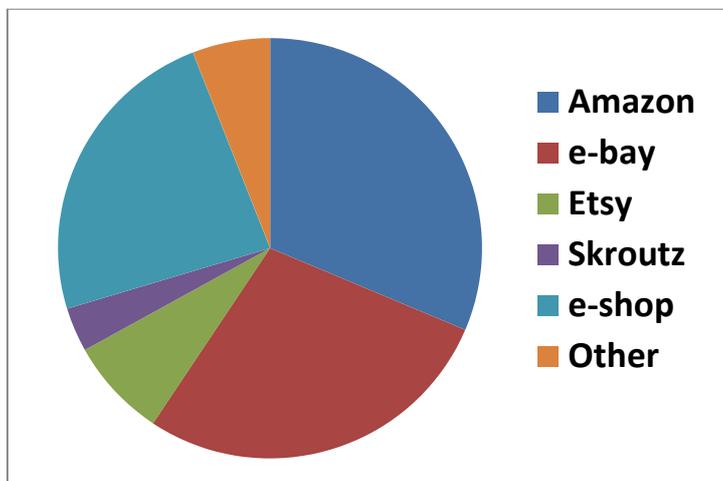
E.4. How often do you sell your products online?



E.5. How often do you purchase online?



E.6. From which e-shop do you buy the most?



E.7. Conclusion Section E

In this part of the questionnaire we are interested in the electronic procurement systems used by startups. Indeed, the majority use e-licitatie and traditional methods of procurement. It is clear that young French companies believe that e-commerce can help your business grow. On the other hand, the e-commerce platforms used to buy / sell products are different from one company to another; the majority does not know the platforms proposed in the questionnaire.

Amazon's appetite for conquest does not seem to stop in France. The US online trading giant must, Tuesday, October 3 (2017) in the early afternoon, inaugurate its new logistics site Amiens-Boves (Somme), in the presence of the head of state, Emmanuel Macron, it became more and more the most used online platform in France, it is for this reason that the majority of participants use Amazon. There are other platforms that develop like e-bay and e-shop