

# Annual Report 2024

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## Preface

01

Dear all,

A very warm welcome to the Entrepreneurship at ESCP Annual Report for 2024.

For the 3rd consecutive year, ESCP Business School ranked among the top 5 business schools in Europe according to the 2024 Financial Times ranking. Earning 5th place out of the top 100 schools ranked, ESCP bolsters its status as a European and global leader for excellence in business education.

Huge update has taken place around the Say Institute. As part of ESCP's LIGhTS initiative, the Say Institute finds its next iteration as ESCP's Institute for Innovation and Entrepreneurial Transformation, building on our exciting research activity and

We've also welcomed several new members to our community. Blue Factory welcomed some new faces, Harry McDonough and Livia Zimmermann in London and Berlin respectively. On the research side, we're excited to see growing momentum at the Say Institute. Today, over 30 PhD students are actively collaborating with faculty members across our campuses.

Teaching-wise, ESCP Business School and OpenAI announced a partnership to transform business education from the inside out. We are constantly working on our experiential teaching experiences, for which we thankfully received a lot of support from the ESCP Foundation and our alumni.

We hope that you enjoy this little recap of our activities!

All the best,

René Mauer, Director Say Institute for Innovation and Entrepreneurial Transformation

Robert Sheldon, Director Entrepreneurship Department

Maëva Tordo, Director Blue Factor

## TLDR

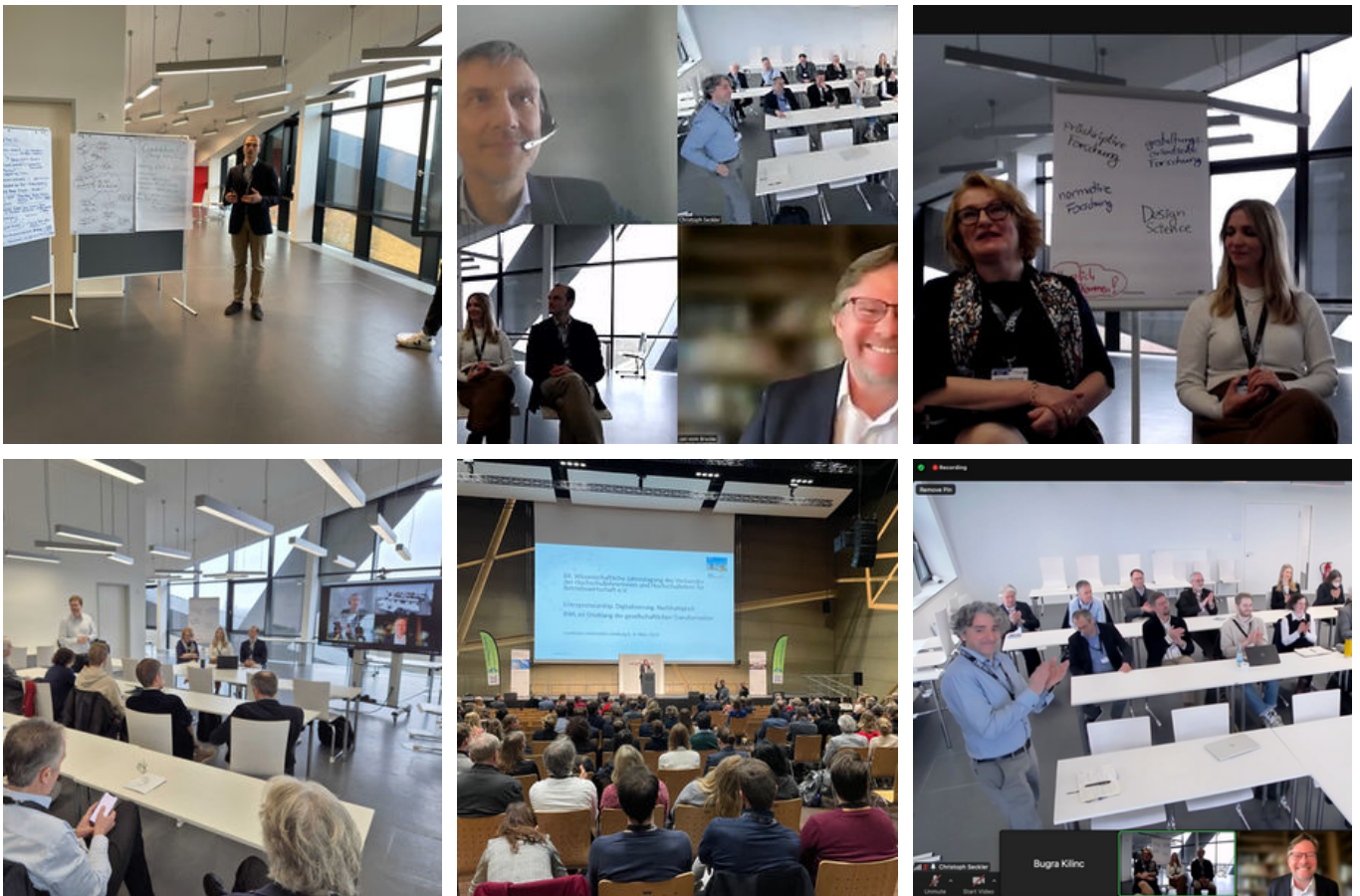
## 02

- **#1 in Germany for Startup Creation:** ESCP Berlin topped the 2023 TUM Entrepreneurship Performance ranking for startups per student—leading all German universities in entrepreneurial intensity.
- **Top 5 in Europe for Entrepreneurship:** ESCP ranked among the top 5 business schools in Europe for number of startups created (Le Parisien, 2024).
- **New Institute Identity: The Jean-Baptiste Say Institute is now positioned as ESCP's Institute for Innovation and Entrepreneurial Transformation,** bridging academic research with real-world application.
- **30+ PhD Researchers & Rising Visibility:** More than 30 PhD students are driving entrepreneurial research across campuses. Recognition highlights include Mona Ghazi's 40 Under 40 award, and ESCP's strong presence at DESRIST, AoM, and HICSS.
- **Blue Factory, ESCP's Entrepreneurship Center Goes Fully European:** With five active hubs and new leadership in Berlin and London, Blue Factory is now fully pan-European—delivering founder support across ESCP's campuses.

## 03

## VHB Conference 2024

René Mauer and Christoph Seckler from the Say Community moderated the session on “The Promise of Design Science as a Research Approach” at the DSR World Café during the VHB Conference 2024 at Leuphana University. The conference centered on how digitalization, entrepreneurship, and sustainability intersect to shape future business research. [Watch recorded sessions here.](#)



## Launch of the new LinkedIn account of the DS:E

The [DS:E – Center for Design Science in Entrepreneurship](#) has launched their new LinkedIn account. The DS:E celebrates impactful entrepreneurship scholarship through design science. Design science can enable entrepreneurship scholars to combine cutting-edge research with real-world impact. The DS:E uses three main avenues for engagement: bringing together design science experts to develop the research paradigm, educating entrepreneurship scholars in high-impact design science research, and providing a platform to match real-world challenges with interested scholars. You can follow the DS:E from [this link](#) to stay connected with their initiatives.

Our Say Community & DS:E fellows traveled to Umeå, Sweden, for DESRIST 2024, exploring the theme “Design Science Research for a Resilient Future” among diverse global communities. Highlights included a Best Paper nomination for Konstantin Remke and Henry Willem Müller for their work on circular systems design, a dynamic session on Design Science in Practice led by DS:E fellow Jan vom Brocke and John Venable, and a panel discussion featuring Christoph Seckler, Leona Chandra Kruse, Sandeep Purao, and Monica Chiarini Tremblay. Check out the highlights [here](#).



## Say Institute’s Impact at AoM 2024 in Chicago

At the Academy of Management 2024 in Chicago, ESCP demonstrated its research strength. The school contributed to a Professional Development Workshop aimed at generating research impact. Two Say Community members also presented papers: Mona Ghazi shared her work “*Lessons Learned, But Which Ones? A Typology of Learnings from Entrepreneurial Failure*” and Konstantin Remke presented “*Design-Oriented Research in Entrepreneurship: A Methodological Review.*”

ESCP also participated in the Entrepreneur Top Summit in Berlin, organized by Dr. Maha Aly (IEEERS), which spotlighted the emotional well-being of entrepreneurs. Matthias Mrożewski gave the opening speech, with René Mauer and Sönke Mestwerdt also in attendance. The event featured thought leaders including Nobel Prize nominee David Audretsch.



## **MINDSET: Developing transformation purpose and entrepreneurial mindsets**

### **5th Cohort of the Gen Z observatory joins the Turning Points Chair**

The Gen Z Observatory, a collaboration between Maison Cartier, ESCP Business School, and HEC Paris under the Turning Points Research Chair, has welcomed its fifth cohort of student content curators. Launched in 2021, the Observatory serves as a platform for intergenerational dialogue, exploring societal changes through the lens of Generation Z. This year's seven curators, selected from over 150 applicants and representing diverse cultural backgrounds, will examine themes such as commitments, truth, & influence and discussed their research in the GenZ Observatory magazine. Meeting bi-monthly, they will address issues from sustainability to technology, producing actionable insights for business and society. The initiative bridges academic research and industry engagement, equipping students with professional and research skills while challenging stereotypes about their generation. Read more [here](#).

On March 20, 2024, the Cartier–ESCP–HEC Turning Points Chair, recently renewed for three more years, brought together over 200 ESCP and HEC Paris students, alongside voices from business, academia, science, and the arts, for an evening of cross-generational dialogue at ESCP’s Champerret campus. Introduced by Cartier CEO and ESCP alumnus Cyrille Vigneron and co-directed by Professors Anne-Laure Sellier (HEC) and Benjamin Voyer (ESCP), the event featured two panels exploring “the elusive nature of beauty” and “how to transcend generational barriers.” Discussions challenged conventional definitions of beauty, contrasting idealised artistic forms with modern appearance-driven standards, and reached a consensus that beauty is best found in imperfection. The second panel examined age-related perceptions, stressing empathy, shared human experiences, and the importance of breaking down silos between generations. The debates, enriched by current and former Gen Z Observatory curators, underscored the Chair’s mission to foster understanding and dialogue across diverse perspectives. Read more [here](#).



## RESPONSIBILITY: Enterprising responsibly

### International Meeting of the Erasmus+ SUST Turismo Project – Namibe 2025

From May 26 to 30 th, 2025, the city of Moçâmedes, in Namibe province (Angola), warmly hosted the Final International Meeting of the SUST Turismo Project — a vibrant space for exchange between institutions, knowledge, entrepreneurial projects, and experiences committed to a more sustainable future for tourism in Africa. The project kick off took place in 2023, and the project was “widely described” in the Education Partners section [JBSay 2023 Annual Report](#) . After two years of cooperative work, SUS Tourism Project lead by Prof Lola Herrero, have been successfully achieved all planned results (among others): more than 15 profs from Angola and Cape Verde Universities trained, and more than 80 students participate in the training program co-designed among all the universities partners. During the final Conference students who have designed business project on sustainable tourism, following the teaching resources on sustainable tourism entrepreneurship,

## Advancing CSR in Hospitality: Key Achievements of the RIU x ESCP Professorship (2022-2024)

The RIU x ESCP Professorship continues to be a leading force in the development and implementation of innovative Corporate Social Responsibility (CSR) strategies in the hospitality sector. In 2024, the professorship continued to focus on three core areas: refining the RIU Method, executing international consultancy projects, and producing high-impact academic research. These efforts have strengthened the link between industry and academia, providing practical, evidence-based solutions to real-world challenges. Read more [here](#).



### Lola Herrero Presents CSR Strategy Research at 49th EBES Conference

After a peer review abstract process, the paper *“How to Design a Hotel Social Investment/CSR Strategy from the Grassroots: The Implementation of the RIU Method in Maldives”*, was selected and presented by Lola Herrero in the ENTREPRENEURSHIP & MANAGEMENT section, during the 49th EBES Eurasian Business and Economics Society Conference held on October 16-18, 2024 in Athens, Greece. The conference was organized by the Department of Economics of the University of Piraeus (Athens, Greece). Read more about the conference [here](#).

### **SCALING: Scaling successfully**

#### Getting Innovation to Have Real Impact: Navigating the Scaling Challenges Between Exploration, Extrapolation and Exploitation Stages

The London Campus of ESCP Business School has established itself as a premier hub for scaling excellence, developing comprehensive knowledge and expertise in

Campus at the forefront of scaling methodologies, including this influential Harvard Business Review article on scaling innovation, our programme addresses the complex challenges faced by both emerging start-ups and established enterprises seeking to expand their innovative offerings.

## Academic Excellence and Knowledge Transfer

The London Campus of ESCP Business School's scaling expertise reaches students and industry partners through two flagship programmes that have become cornerstones of our educational offering. The Option E – Enterprise Scale Up programme, integrated within the Master in Management curriculum, engages 60 students annually in intensive scaling education. This programme benefits from a unique blend of academic faculty, including Stela Ivanova and Peter Stephenson-Wright, alongside visiting faculty drawn directly from business practice, such as Tarek Anwar, Angela Lo Spinto, Marco Roncaglio, and Richard Blundell.

Complementing this, The London Campus of ESCP Business School's Scaling Tech Ventures programme for EMBA students serves 50 participants yearly, providing senior professionals with advanced scaling frameworks and practical applications. The knowledge transfer extends beyond traditional classroom boundaries through our competitive sponsored scale-up projects. From over 50 enterprise applications, The London Campus of ESCP Business School carefully selects 15 companies to partner with our students, creating a dynamic environment where theoretical knowledge meets real-world scaling challenges. This selective approach ensures high-quality partnerships while providing students with meaningful exposure to diverse scaling scenarios across industries.

## Knowledge Creation and Dissemination

A distinctive feature of The London Campus of ESCP Business School's scaling initiative is the annual collection of scale-up case studies authored by programme participants. Under David Sola's editorial guidance, these case studies undergo rigorous review and compilation, creating a valuable repository of contemporary scaling insights. These resources are subsequently shared with future student cohorts and made publicly available, contributing to the broader scaling knowledge base and reinforcing ESCP's commitment to thought leadership in entrepreneurial education. Through these interconnected activities, the London Campus continues to strengthen its position as a centre of excellence for scaling innovation, fostering the next generation of scaling leaders while contributing meaningfully to industry practice and academic discourse.

## In the Press

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The German national broadcaster [ARD](#) featured a Say Community Study on humility and error management in its “Menschen und Muster” series. The episode discussed the paper “*Who Adopts an Error Management Orientation? Discovering the Role of Humility*,” co-authored by Christoph Seckler, Sebastian Fischer, and Kathrin Rosing. Watch the episode [here](#) (in German).

# Capital

Christoph Seckler, one of [Capital's “Top 40 under 40,”](#) argues that humility—far from weakness—helps managers embrace mistakes, foster a healthier error culture, and ultimately achieve better long-term performance.



Mona Ghazi was named as one of [Germany's 27 Talents](#). A lifelong entrepreneur and founder of Optimo GmbH, Mona's groundbreaking work in neuropreneurship and entrepreneurial well-being is gaining national recognition.

# Forbes

[Sylvain Bureau](#) argues that to unlock the full potential of Artificial Intelligence, we must hybridize it with *Artistic Intelligence*—optimizing, diverting, and subverting creativity—since true breakthroughs emerge not from machine learning alone but from the human capacity to learn, unlearn, and reinvent.

## Research

In 2024, our professors and other researchers have published a variety of interesting projects. As in the previous years, in 2024, there were plenty of notable research

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## Junkies, Queers, and Babies. Persistence and Updating of the Category AIDS Through Silencing and Puncturing of the Moral Boundary

Category emergence is well-studied, but less is known about what drives persistence and updating during emergence. Using oral histories and archives on the emergence of the AIDS category (1978–1985), Mia Chang-Zunino shows that early features and causal theories aligned with stigmatized moral meanings. Anomalies led some medical professionals to revise the causal theory, but most resisted because updates clashed with the category’s moral boundary between the “worthy” and “unworthy.” This resistance silenced dissent and withheld resources, prolonging persistence. Mia Chang-Zunino argues that when moral and causal dimensions conflict, moral meanings can block updating, even with strong evidence—until the moral boundary itself is reappraised.

[READ MORE HERE →](#)

## Leading successful transformation: How to design a corporate transformation portfolio

Corporate leaders recognize the imperative of transforming their firms; nevertheless, achieving successful corporate transformation presents significant challenges. This impact paper introduces the Four-I-Framework of corporate transformation and elucidate how corporate leaders can design an effective Corporate Transformation Portfolio.

This paper provides guidance for leaders in leading corporate transformation successfully.

[READ MORE HERE →](#)

## The RIU method: the realities of the destination as starting point and goal, on the road to hotel CSR

This paper presents the methodology developed by RIU Hotels & Resorts and ESCP Business School to ensure social investment projects are based on the realities of destinations. The guiding principles of this method include the conceptual framework, design process, and first phases of implementation. This paves the way for CSR in the service of sustainable development of destinations.

[READ MORE HERE →](#)

In the Global North, social entrepreneurs avoid mission drift by balancing financial and pro-social goals in response to stakeholder demands. In the Global South, however, persistent social problems create very different pressures. Drawing on interviews with 36 social entrepreneurs in Kenya, Uganda, and Rwanda, this paper shows how they navigate a mismatch between their social impact aspirations and stakeholder expectations. This tension leads to concerns of Impact Drift—a decoupling of pro-social actions from lasting impact. To address this, entrepreneurs adopt norm-breaking strategies, forming novel coalitions and using heuristics to narrow their focus and sustain their mission.

[READ MORE HERE →](#)

## **Beyond entrepreneurial chaos: Establishing company principles through the plasticity method**

Fast-growing ventures risk chaos, inefficiency, and rapid obsolescence if they lack effective organizational processes. European start-ups and large corporations often struggle to scale innovations, leading to economic, social, and ecological setbacks. Scholars highlight the importance of company principles to guide change, yet designing and implementing them is difficult. This impact paper introduces the plasticity method—a participatory strategy-making approach developed through research and practice. Drawing on the concept of plasticity from neuroscience, this paper defines it as the malleability of principles to fit multiple contexts. This method helps organizations transition from chaotic projects to sustainable structures while avoiding excessive bureaucracy.

[READ MORE HERE →](#)

## **Building the fundraising gender gap in Europe: Why can't women entrepreneurs find investors?**

This paper investigates the persistent fundraising gender gap in European startup ecosystems despite efforts to promote diversity and inclusion. Drawing on recent research and 35 interviews with women entrepreneurs, this paper highlights unconscious biases and gender stereotypes as key factors hindering funding for women-led startups. The study underscores the need for diversifying the investor ecosystem through institutional interventions as well as designing initiatives to empower women investors. By raising awareness and fostering inclusivity, the paper calls for collective action to address this systematic challenge and unlock the full potential of Europe's entrepreneurial landscape.



NOVEMBER 25, 2024

## **An institutional perspective on fear of failure and its effects across three entrepreneurship stages** [READ MORE →](#)

**AUTHORS:** SÖNKE MESTWERDT, MATTHIAS MROŻEWSKI & CHRISTOPH SECKLER  
**PUBLICATIONS OUTLET:** INTERNATIONAL ENTREPRENEURSHIP AND MANAGEMENT JOURNAL

NOVEMBER 5, 2024

## **The role of socially induced and regulated emotions for the development of an entrepreneurial mindset**

[READ MORE →](#)

**AUTHORS:** CYNTHIA MARIA KATHARINA ZABEL; ALEXANDER MEISTER; NICOLAS VAN DE SANDT; RENÉ MAUER **PUBLICATIONS OUTLET:** INTERNATIONAL JOURNAL OF ENTREPRENEURIAL BEHAVIOR & RESEARCH

NOVEMBER 1, 2024

## **The RIU Method: The Realities of the Destination as a Starting Point and Goal on the Road to Hotel CSR**

[READ MORE →](#)

**AUTHORS:** LOLA HERRERO AMO & ADRIANA HURTADO JARANDILLA  
**PUBLICATIONS OUTLET:** PASOS REVISTA DE TURISMO Y PATRIMONIO CULTURAL

[VIEW MORE](#)

## **Blue Factory**

**04**

The Blue Factory, ESCP's pan-European entrepreneurship center, supports a diverse community of founders across five hubs—Paris, London, Madrid, Turin, and Berlin. With over 1,400+ entrepreneurs supported to date and a network of 100+ ecosystem partners, it is more than an incubator: it is a lifelong entrepreneurial ecosystem.

As an integral part of the Jean-Baptiste Say Institute, the Blue Factory plays a pivotal role in embedding entrepreneurship into the academic and applied mission of

— supporting local economic development, and forging connections with Berlin's and Europe's startup ecosystems .

Blue Factory offers a four-stage entrepreneurial journey—START, LAUNCH, SEED, and SCALE—each tailored to guide entrepreneurs at distinct stages of growth:

- **START:** For early ideation and validation.
- **LAUNCH:** Prototyping and user testing.
- **SEED:** Market traction and investment readiness.
- **SCALE:** For ventures generating €1M+ in revenue and ready to grow sustainably .

These programs combine hands-on coaching, peer-to-peer exchange, masterclasses, and collective mentoring, enabling participants to build key competencies across business development, fundraising, and strategic growth. In Berlin alone, 80+ startups were supported last year, with 1,200+ participants attending community events.

## Blue Factory News

### ESCP Berlin Ranks #1 in Germany for Entrepreneurial Output per Student

In the 2023 Entrepreneurship Performance Deutscher Hochschulen report by TUM, ESCP Berlin was ranked the top university in Germany for startup creation relative to student population. This national recognition reflects the school's ability to

marked acceleration in recent years. The Blue Factory Berlin, supporting approximately 80 startups annually, plays a pivotal role in guiding student and alumni ventures from ideation to market. This achievement confirms ESCP's unique position: while smaller in size compared to large public institutions, the school leads the field in entrepreneurial intensity and ecosystem effectiveness. The result is a high-yield environment where startups flourish—fueled by hands-on mentorship, international networks, and a cross-campus entrepreneurial culture “Being ranked first in startup creation per student underlines our core mission: empowering students not just to study business, but to build the future of it,” says the Blue Factory Berlin team.

## EXIST Women – Expanding Access to High-Growth Entrepreneurship at ESCP Berlin

As part of its commitment to inclusive innovation, ESCP Blue Factory runs a dedicated track for early-stage female founders through the EXIST Women initiative, supported by the German Federal Ministry for Economic Affairs and Climate Action. The program aims to close the gender gap in entrepreneurship by offering women-led ventures tailored coaching, access to investor networks, and equity-free financial support. At ESCP Berlin, the Blue Factory team guides selected founders through a structured one-year program—from initial idea development to prototype validation and venture launch. In 2024, supported startups tackled a range of pressing environmental and social challenges. One standout example is ImmuniFriend, a health-tech venture born out of the ESCP MSEI program. With EXIST support and Blue Factory mentorship, the team successfully transitioned into the SEED stage, demonstrating how coordinated institutional and public backing can accelerate the growth of impact-driven innovation. “Through initiatives like EXIST Women, Blue Factory strengthens the regional ecosystem, promotes diversity in venture creation, and reinforces ESCP Berlin’s role as a launchpad for inclusive entrepreneurship.”

## 15 years Entrepreneurship Festival and Blue Factory Anniversary

The ESCP Paris Campus celebrated 15 years of entrepreneurial innovation during the 2024 edition of the ESCP Entrepreneurship Festival, themed “Doing Business Differently.” Held on 27 November, the event featured creative challenges, keynote talks, networking sessions, and startup showcases focused on purpose-driven business and sustainability. Highlights included expert coaching, inspirational visits to partner venues like the Musée des Arts et Métiers, and presentations from Blue Factory startups in the LAUNCH and SEED programmes. The Innovation Prize awarded €20,000 to three standout ventures, and the festival concluded with a conference featuring top entrepreneurs. For more information, check [here](#).

## ESCP Ranked Among Top Business Schools for Entrepreneurship

ESCP Business School continues to stand out as a leading institution for entrepreneurship, earning recognition in *Le Parisien's* latest ranking of top business schools by specialization. The report highlights that the top-ranked schools are driving thousands of entrepreneurial initiatives, with ESCP among the top 5 for the number of startups created in the past three years. This achievement reflects the school's strong commitment to nurturing innovation through dedicated programs, hands-on support, and a vibrant entrepreneurial ecosystem. [Read the full article here.](#)

### Main Activities and Achievements

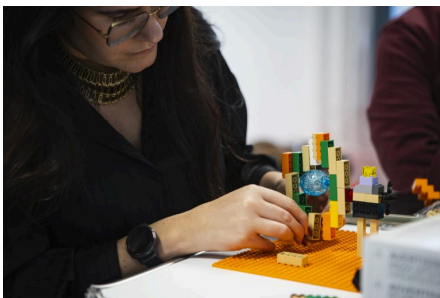
Blue Factory Berlin wrapped up the second half of 2024 with record-breaking participation and major strides in community-building, funding, and infrastructure. START and LAUNCH engaged 679 attendees, a new record, and offered 1:1 coaching to over 30 entrepreneurs. On the funding front, Blue Factory submitted six strategic grant proposals and built a pipeline of 12 EXIST applications, securing the first approval. Ecosystem presence was amplified through six flagship events and participation in major conferences like IFA and Bits & Pretzels. Finally, with new podcast episodes, newsletters, and streamlined communication channels, the community grew to over 427 members — making this semester our most impactful yet.

### “The Entrepreneurial Workplace” Event series at ESCP Berlin

The Entrepreneurial Workplace at ESCP Berlin. The event featured two student-led panel discussions on “Diverse Entrepreneurial Workplaces.” Esteemed ESCP alumni like Dr. Simon Nieschke, Hortense Le Roy, Philine Möller, and Enzo Cenci shared insights from their experiences at companies like Lufthansa, Pernod Ricard, and startups like GrowthConsult and investment organisations like Africa GreenTec. [Click here](#) to learn more about the panel at the event. The panel emphasised the incredible diversity of entrepreneurial workplaces. Working as a founder or employee in young startups has its advantages in terms of freedom and flexibility but even larger companies can create unique environments where individuals can thrive by purposefully creating an entrepreneurial culture, empowering people, and acting as servant leaders. A glimpse from the event can be found [here](#).

## UX Testing Event

ESCP Business School Berlin hosted a UX Testing workshop on November 28th, 2024 where Blue Factory and Option E program students gathered to learn essential methods for user feedback. The hands-on session covered user testing fundamentals, feedback collection techniques, and product refinement strategies. Students had the opportunity to test their prototypes with peers and receive valuable feedback while enjoying refreshments. The event was part of the Launch Program requirements and successfully helped participants validate their business ideas and enhance their existing prototypes.





## ESCP Berlin Hosts Tech and Entrepreneurship Event

ESCP Berlin, in collaboration with La French Tech, hosted an exceptional day-long event focused on technology and entrepreneurship on 17th of October. The event featured an impressive lineup of industry leaders, innovators, and investors, offering participants a unique opportunity to engage with some of the brightest minds in the field. From insightful discussions on Women in Tech to expert advice on building unicorns and managing growth, the event covered a wide range of crucial topics. A high-energy Reverse-Pitch Session allowed students to showcase their startups to top investors, while the Networking Apéro and Fireside Chat on Entrepreneurial Philanthropy provided valuable networking opportunities. Co-hosted by representatives from ESCP and French Tech Berlin, this successful event fostered meaningful connections and knowledge sharing in the tech and entrepreneurship ecosystem.

## Blue Factory Startup E-fair

ESCP Berlin hosted the Startup E-Fair 2024, a dynamic virtual event that connected students with leading European startups, scale-ups, VCs, and venture builders offering internships, working student roles, and graduate positions. With companies like autarc, Via, Seatti, cuid, Wandel.com, Colonia, Andercore, AthleteIQ, MVP Factory, PlayTheHype, and Juici's Pia Zannoni in attendance, participants had the opportunity to explore the startup ecosystem through interactive breakout rooms and follow-up 1:1 meetings. Organized by Blue Factory Berlin, the event drew strong student engagement and created valuable connections, reinforcing ESCP's role in bridging education with entrepreneurial career paths.

## Impact Fair

ESCP Berlin brought together leading sustainability-focused companies including Ecosia, KPMG, and ProVeg. The event featured company booths, workshops, and talks focused on sustainable innovation and career opportunities in impact-driven organizations. Notable sessions included Ecosia's presentation on their climate mission and KPMG's insights on sustainability consulting. Student entrepreneurs also had the opportunity to showcase their sustainable startup demos, making it a

## New Partners

The following companies have joined our community of entrepreneurial people through networking events, workshops, and recruitment opportunities. In 2024, we welcomed over 25 partners to our ecosystem with whom we celebrated our entrepreneurial community in various ways.



## Entrepreneurship Department

### Updates from the Programmes

#### Grand Finale of the Entrepreneurship-Hop Elective Course

The ESCP Business School Bachelor in Management class wrapped up their Entrepreneurship-Hop elective in Berlin with a dynamic pitching competition. A total of 84 students, grouped into 18 teams, presented their startup concepts. The top three teams from each group advanced to the final round, judged by a panel featuring Prof. Dr. Matthias Mrożewski, Marcela Mogilska, Felix Raupach, and

## Option E social impact event “Choose to Act! Pitch Your Project for Change”

From agriTech to responsible tourism, digital grocery management to art and leisure, ESCP students from multiple campuses showcased meaningful initiatives during the *Choose to Act!* event in Turin, marking the conclusion of the fourth edition of the Option E Impact Entrepreneurship Programme. The jury-selected winning team, *DADA*, included Margaux Watissée, Calliste D., Etienne Genuyt, and Julian Castell, while the People’s Choice Award went to *Meal/Mate*, comprising Stefano Bonazzi, Luca Tissone, Shaunak Sawant, and Pauline Lauzeral. Esteemed ESCP faculty, VC representatives, and alumni made up the jury for this inspiring event. Click [here](#) for more information.

## EMDIEL: The success stories

We are thrilled to share the incredible journey of Carolin Ehrensberger, an accomplished and dynamic EMDIEL student at ESCP Business School, currently embarking on her entrepreneurial venture. Her story exemplifies how ESCP students explore passions and manifest dreams through innovative methods. You can read Carolin’s story [here](#). You can also take a look at [Lennart Paul’s EMDIEL story](#) to understand how he benefited from the program. If you are also interested in a learning program that helps you jumpstart your entrepreneurial ambitions, take a look at how the EMDIEL can [help you](#).



## Option E Paris & Berlin Joint Events

In October 2024, students from the Paris and Berlin campuses came together for a series of joint Option E events held at ESCP Berlin. This cross-campus initiative featured sessions led by Martin Kupp and Chloé Ipert on the Berlin startup scene, a sales workshop by Robert Anders, networking at the Blue Factory Happy Hour, and an inspiring breakfast session with sustainability-focused entrepreneurs Christian (EcoTree) and Sebastian Daus (Fixfirst).

## Option E Paris & Berlin Joint Warsaw visit

Students from Paris and Berlin campuses visited our Warsaw campus. Students had a perfect mix of academic discovery and team spirit building activities beyond the classroom. From insightful lectures to eye-opening cultural experiences, how theory comes to life in dynamic, real-world contexts.

## EMDIEL Returns to Shanghai

After a five-year hiatus, the EMDIEL program returned to Shanghai with its 2024 cohort. Over five days, participants immersed themselves in the city's fast-evolving economic landscape, engaging with local companies and attending lectures by Qin Xiang Dong of Shanghai Jiao Tong University. Topics ranged from local supply chains to biotech, AI, and sustainability, offering rich insights into China's innovation ecosystem.

## ESCP x OpenAI Collaboration

ESCP and OpenAI have partnered to bring ChatGPT Edu to business education, offering personalized learning for students, AI-enhanced tools for faculty, and improved operational efficiency. This collaboration represents a major step in integrating AI into teaching and learning. Learn more at [escp.eu/ai](https://escp.eu/ai) and watch the [video interview](#) with ESCP Dean of Academic Affairs Francesco Rattalino and OpenAI CCO Giancarlo Lionetti. The EMDIEL program is actively contributing to this initiative.

## Last Words

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## Team Updates



## Livia Zimmermann

Livia joined the Say Institute as Head of Blue Factory ESCP Berlin. As an impact-driven entrepreneur, she builds ventures at the intersection of sustainability, innovation, and digital health, drawing on 15 years of experience launching and scaling companies in Brazil and Europe.



## Harry McDonough

Harry joined the Say Institute as Head of Blue Factory ESCP London. He is a startup community builder across the UK and Europe, a board member, and an exited founder, dedicated to connecting startups with the vital paths of funding, feedback, and growth.



## Juana Peralta

Juana joined the Say Institute as Project Manager of Option-E Paris. She brings international professional experience.

## New PhDs at the Jean-Baptiste Say Institute



Renate Griessel-Duminy



Bugra Kilinc



Anselm Ohme



Joachim Vandaele

## Call for sponsors and partners

Work with us as a sponsor or partner! Some benefits:

1. Join the [Jean-Baptiste Say Institute for Entrepreneurship](#).
2. Hire entrepreneurial talents.
3. Co-create visible expertise in entrepreneurship.
4. Reinforce your brand awareness in terms of entrepreneurship.
5. Develop your business with fast-growth companies and promising entrepreneurs.

**Would you like to know more? Get in touch!**

Berlin



René Mauer

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Thank you for staying tuned, reading, engaging with us and connecting. Finally, make sure to sign up for our [newsletter](#) and follow us on [LinkedIn](#).

All the best!

Say Institute for Innovation and Entrepreneurial Transformation, Entrepreneurship Department, and Blue Factory

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