

You've **recently created** a French start-up, which is **trying to strengthen its identity**.

Give a **name** to your start-up, decide which **activity** it deals with and create a **logo** for the company.

In groups of 3, discuss what the **values of the company need to be**.

Then, create a presentation :

- focus on **three** essential values
- explain **how you expect employees to uphold and stand for these values**, and **what the company will do to help protect these values** (give concrete examples)

You must use an animated presentation to support your arguments (Keynote OR Power Point).

Speak for at least 10 minutes.