



MAIRIE DE PARIS



# PARIS FRENCH TECH TICKET

PARIS FRENCH TECH TICKET LAUNCH  
A PROGRAMME TO ATTRACT INTERNATIONAL ENTREPRENEURS

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AIRFRANCE



*Get your Ticket to Paris and launch your startup in a unique ecosystem!*

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## FOREWORD BY AXELLE LEMAIRE

The government's intention when launching the French Tech Initiative was to underscore the fact that "showing how" and "knowing how" are two facets of the same goal for digital technology and innovation, both within France and abroad.

We want this international reach to be materialised on a daily basis in French Tech cities through meetings and collaborative work between innovators and startup entrepreneurs from different backgrounds.

This is the thinking behind the French Tech Ticket for foreign entrepreneurs that was announced by President Hollande in October 2014. The Programme covers a raft of hosting services including visas, grants, customised support and space in an incubator. The scheme has ease of access and a straightforward application file that can be submitted online via a multilingual website.

The aim is quite simply to encourage the most talented individuals to come to France to generate economic activity and create jobs. They will also help to bolster France's appeal in the face of global competition and consolidate its position as one of the leading innovative nations.

To ground this governmental measure in a thriving entrepreneurial ecosystem with far-reaching international influence, we have elected to trial the scheme together with the Paris City Council. Paris is an appealing destination, but not just for tourists – the city has a network of facilities and initiatives that draw in entrepreneurs and innovators from around the world. We need to build on this appeal to make it both widespread and systematic.

Paris, the European startup capital and the breeding ground for major entrepreneurial undertakings – including Critéo, Sarenza and Blablacar – has substantial assets. These include a skilled workforce, facilities, telecom infrastructure and access to financing. Paris is set to drive global innovation, bringing the country's entire French Tech network with it.

The Paris French Tech Ticket Programme is part of this momentum and, from next year, it will be extended to all French Tech flagship locations in France's cities.

France is positioning itself as the leading host nation for innovation stakeholders in today's digital world.

## FOREWORD BY ANNE HIDALGO

Paris as the world innovation capital – this is not only a goal, it is also very much a part of the city's destiny.

Paris has extraordinary assets at its disposal – multinational companies, world-class research labs, top universities and business schools and highly-efficient business incubators – and we intend to leverage these assets by rolling out a bold new policy. A total of 130,000 square metres have been made available for startup incubators since 2001, and this is just the beginning. The forthcoming *Arc de l'innovation métropolitain* (a programme to establish an “arch” of business incubators and telework centres around Paris) will open up new prospects and opportunities.

With the Paris French Tech Ticket, we are looking to encourage our incubators to host talent and ideas from around the world. This is part of an exciting strategy to help Paris become a global startup “factory”, a breeding ground for the answers to tomorrow’s challenges.

Today, I want to assure the world’s innovators that Paris will always be a venue for all forms of energy, dreams and daring.

## 7. PARIS, STARTUP CAPITAL

In recent years, the French startup ecosystem has enjoyed incredible momentum, driven by a new generation of entrepreneurs, investors, engineers, designers and many other talented individuals. France has been called a new “Startup Republic”, dotted with thriving hubs and talent that are vehicles for a robust entrepreneurial mindset. This domestic momentum has a name – “French Tech” – and French startups are rallying around this emblematic moniker. The ecosystem is developing very quickly and there is no doubt that France has now reached a tipping point.

This can be easily seen in Paris with its numerous innovation stakeholders, and where a strong political will acts as a driving force. The city is quite simply bubbling with activity, with over 40 business incubators, 80 coworking spaces, 20 fab labs, close from 1,500 startups being set up annually, and a growing number of success stories. Today, there is an exceptionally strong impetus in Paris and this has been acknowledged and heralded by international rankings. For example, it is the world’s leading city for intellectual capital and innovation (PwC Cities of Opportunity, May 2014) and it is now the leader in Europe for the vibrancy of its innovation market as regards the amount of fundraising and number of transactions. Lastly, it appears in the top six world tech cities (CB Insights, “The Next Silicon Valley”, November 2014).

Paris is located less than three hours’ flight time from every European capital. Its unique position and the presence of top universities, first-rate research labs, major companies and business incubators give the city tremendous appeal.

Paris is focusing on excellence and globalisation to underpin its status as the world’s innovation capital. Between now and 2020, an additional 100,000 square metres have been earmarked for innovation activities. This includes the November 2015 launch of a massive 15,000-square-metre business incubator on Boulevard Macdonald (19th district), which will gather innovative business incubation, a school for developers, a fab lab and a business centre under one roof. This will be followed next year by the “Halle Freyssinet – 1,000 startups” project (13th district) which will be the world’s largest business incubator, and “Le Tremplin”, a sports-oriented innovation centre located within the Stade Jean Bouin.

## KEY DOMESTIC FIGURES

- France is #1 in EMEA for its number of high-growth companies for the 4<sup>th</sup> year in a row (Deloitte Technology Fast 500 EMEA)
- France is the Europe's 2<sup>nd</sup> most active venture market (Venture Source Clipperton)

## RECENT SUCCESS STORIES

- 2 IPOs listed on Nasdaq in the last two years: DBV valued more than 1,5 Md€ , Critéo > 1Md€.
- In 2014, Paris startup Blablacar raised \$100 million in July 2014 and Sarenza 80 millions in January.
- In 2014, 7 other companies raised more than \$30 million
- John Chambers, CEO Cisco, announces a \$100 million investments in French startups
- 25% of all startups exhibiting @CES in 2015 were French. "France is absolutely crushing it at CES" Jason Gilbert, Yahoo's Technology

## PARIS STARTUP ECOSYSTEM

- 4000 startups in Paris and 100 000 m<sup>2</sup> incubators
- In 2016 will be opened, La Halle Freyssinet in Paris, the world largest digital business incubator will host 1000 innovative startups in 33 000 m<sup>2</sup>.

## 2. LA FRENCH TECH'S INTERNATIONAL OBJECTIVES, THE FRENCH START-UP ECOSYSTEM

Start-ups play a determining role in France's economic strategy and their influence extends well beyond our borders. They provide jobs, generate value and are set to have international reach by encouraging talented individuals and investors from around the world to come to France.

France has now reached a tipping point with solid momentum in the form of a number of fundraising operations representing \$100m, buyouts of start-ups by major global players, listings on NASDAQ for Criteo and DBV and unprecedented numbers of companies being set up in recent years.

Building on this momentum, the government introduced an initiative named "La French Tech" in November 2013. The aim is to unite, organise and promote the French startup ecosystem, to boost startups' growth via accelerators and, lastly, to bolster French Tech's international influence. With "La French Tech", which supplements both measures already rolled out to enhance France's appeal through promotion and advocacy work, and the French Tech Hubs, whose role is to coordinate French ecosystems abroad, the French government is giving itself the means to make France one of the world's most appealing nations for start-ups.

For several years now, the Paris City Council has been conducting a bold policy to assist startups. This has transformed Paris into one of the world's main innovation centres. Paris's thriving innovation scene, the number of business incubators, startups and major groups involved in the Open Innovation programmes, have altered the way in which the opportunities offered by the Parisian market are perceived abroad.

This robust growth is essentially due to the proactivity of French entrepreneurs and the richness of the higher education offering focusing on innovative entrepreneurship. However, this means that Parisian business incubators, unlike their counterparts in the world's other major cities, are still not hosting sufficient numbers of foreign entrepreneurs.

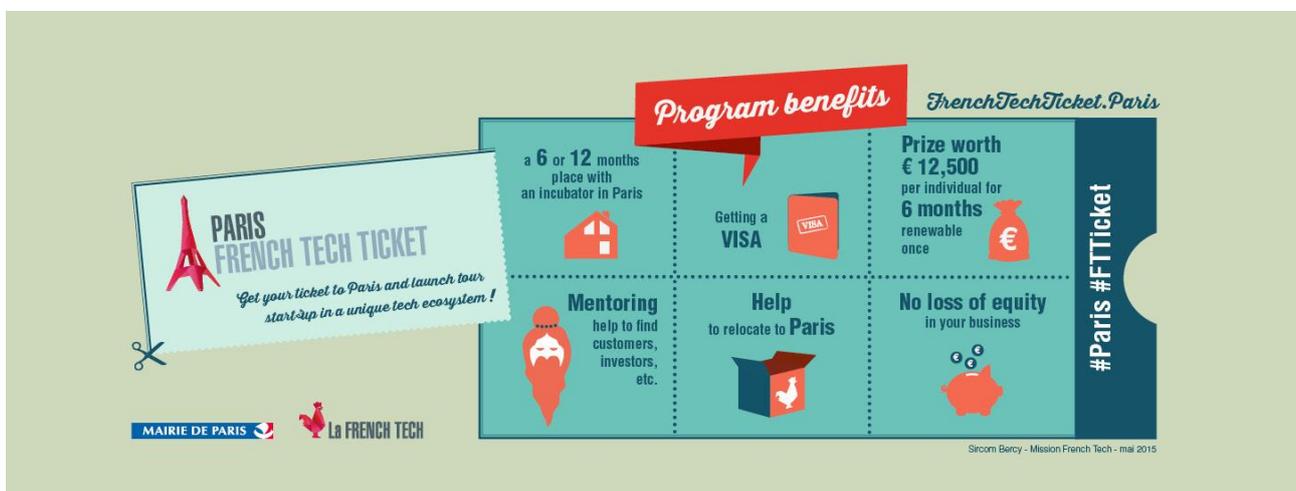
An innovative ecosystem derives its strength from a wide range of stakeholders. With this in mind, as part of the French Tech Initiative, the Paris City Council and the French government are pooling their resources and experience to make Paris the world's startup capital. Following the example of countries such as Chile and the United Kingdom, and in an environment in which talent is being strongly marshalled and where there is international competition, they are launching the Paris French Tech Ticket to encourage foreign entrepreneurs to come and set up or scale up their startups in Paris.

### 3. OVERVIEW OF THE PARIS FRENCH TECH TICKET

The aim of the French Tech Ticket is to encourage international entrepreneurs with bold projects in the startup or scaling up phase to come to France.

The Programme targets entrepreneurs from all over the world who may or may not already have a business in France, and who are, for example, completing their education and looking to create a startup. Teams must comprise one to three founding members, and a maximum of one French person per team.

- **Host Welcome Pack**
  - Fast-track procedure to obtain a residence permit
  - Prize money of €12,500 (6 months). It will be possible to get a second prize of 12 500€ at the end of the 6 months (for a total of 25 000€ for 12 month). Each team member will get a prize.
  - Free space in a partner incubator
    - Dedicated workspace made available
    - Access to events and training sessions provided by the incubator network
    - Access to a senior mentor to support the start-ups growth
  - Tailored programme of events
  - A Help Desk to provide assistance with red tape
  - A Paris Landing Pack to help foreign entrepreneurs relocating to Paris
  - Lower prices on Air France flights, a Gold loyalty card and advertising for the startup via Air France



- **Eligibility criteria**

#### Projects

- *Projects must be in the startup or scaling up phase, i.e. with the goal of creating an innovative startup, in the high-tech sector or elsewhere, based on a fast-growth model (i.e. disruptive technology and scalability) across all innovative sectors, e.g. digital, medtech, biotech, fintech, etc. (Import/export activities, advisory services, franchises and technology maturation programmes are all ineligible)*

#### Project leaders participating in the Programme:

- Can be foreign or French. French project leaders must be members of a team that includes non-French nationals (maximum of one French person per team)
- English-speaking
- Resident in France or abroad
- Two to three people per project who are co-founders or company shareholders/directors (One in exceptional circumstances)
- Based in France and committed full-time to the Programme for a minimum six-month period (not involved in any other businesses)

*There are no specific requirements for age, startup creation date or selection based on level of education.*

- **Programme's capacity in the first year:** 50 entrepreneurs per session for an average of 25 projects (100 potential entrepreneurs a year over two sessions if the Programme is approved after the first pilot phase in Paris)
- **The six-month Programme is renewable once for a maximum of one to three founding members.**
- **The process for submitting and selecting applications** in questionnaire format will be available online in June 2015 on the [www.frenchtechticket.paris](http://www.frenchtechticket.paris) website. A pitch video will have to be added to the application. The next stage of the process, where applicable, will be an interview via videoconference. The final selection will be made by a committee comprising members of the French Tech Initiative, the Paris City Council, Bpifrance, Business France, the Directorate General for Enterprise (DGE), partner incubators and leading personalities of the tech & entrepreneurship scene.
- **Commitments required:** entrepreneurs accepted for the Programme must take part for a minimum period of six months on a full-time basis.

- **Timetable**

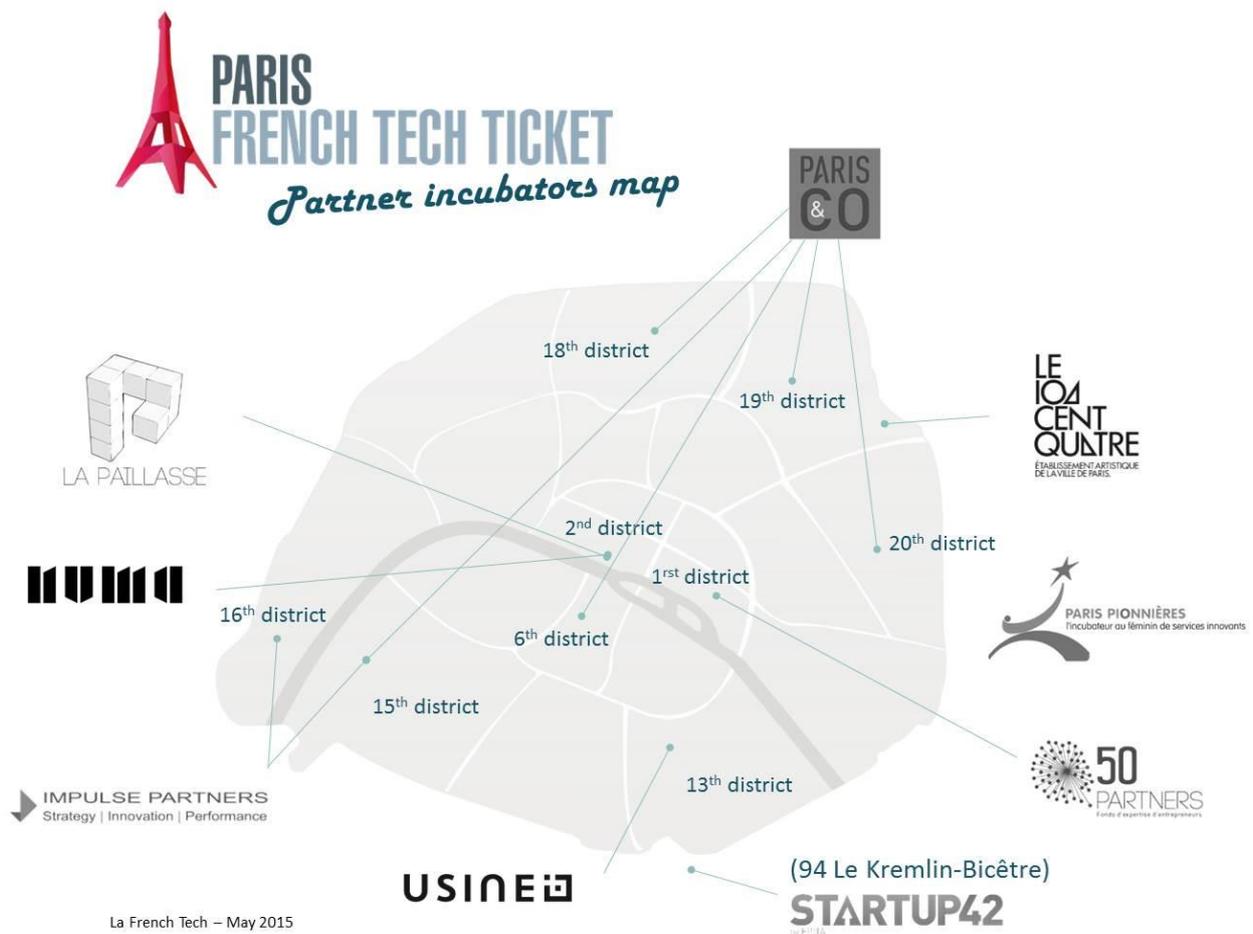
**An initial pilot phase will take place in Paris as from September 2015**

- June 2015: website for submitting projects comes online
- End-September 2015: application period closes
- December 2015: winners announcement
- January 2016: first entrepreneurs arrive in France

The Paris French Tech Ticket will be launched as part of a wider pilot scheme being run in partnership with the Paris City Council in 2015 to test the Programme with the aim of rolling it out to other French Tech cities as of 2016.

The number of startups created during the program and the number of jobs created by each team will be monitored during and after the program.

## 4. LOCATION OF PARTNER INCUBATORS IN PARIS



### Partner incubators involved in the Programme:

- Paris&Co, which has several incubators located around the city
- 104 Factory
- Usine IO
- La Paillasse
- Numa
- 50 Partners
- Paris Pionnières
- Start-up 42
- Starburst Accelerator
- Construction & Energy Accelerator

### They pledge to:

- Ensure that a certain number of places, established upfront, are made available
- Appoint a mentor who speaks French and English
- Provide the Programme's entrepreneurs with all relevant Programme content and a website in English
- Promote the Programme abroad

Each partner incubator will provide space and support to the projects selected on the following basis:

1. Space

Between one and three workstations will be made available.

2. Individual support

Each project will receive individual follow-up. The focus will be on providing operational support, including coaching on how to raise funds, prepare pitches, jointly develop sales, read and understand a business plan or a contract, recruitment advice, etc.

Support will also be given to project leaders to help them relocate to Paris. They will be provided with information for variable lengths of stay in group lodgings (i.e. in youth hostels or university halls of residence) or in private accommodation, and will be given advice on international mobility issues.

At the end of the Paris French Tech Ticket Programme, personalised support will be offered to find permanent relocation solutions for the startups, including finding office space or flexible office space solutions (incubators, coworking spaces, temporary leases, business centres, etc.) that do not require a long-term commitment and which sometimes include a business address for the company.

3. Group sessions open to all French Tech Ticket participants.

4. Project leaders will have the option of taking part in events organised by the partner incubator and will be able to contact experts, other entrepreneurs and mentors involved in the Programme.

**Coordination overseen by Paris&Co:**

In the last few months, Paris&Co has been coordinating the Paris French Tech Ticket Programme and rallying the support of the Paris incubator community.

Several workshops have been held to fine-tune the Programme and services that will be made available to foreign entrepreneurs coming to France.

Paris&Co will continue to coordinate the Programme throughout the launch and rollout phases. As well as harmonising the services offered to businesses by incubators, ensuring a streamlined approach is adopted and consolidating feedback to French Tech, Paris&Co will provide know-how and advice to foreign companies setting up shop in Paris. As part of this service, all Paris French Tech Ticket participants will be provided with a Paris Landing Pack (which includes, amongst other things, advice on finding accommodation in Paris).

**Paris&Co addresses:**

15th district – 130 rue de Lourmel: P&Co and Impulse

18th district – 48, rue René Clair

19th district – Bd Macdonald

20th district – 24 rue de l'Est

20th district – 80 bis rue des Haies

## 5. PROJECT LEADERS

### **“La French Tech”: an initiative by the French Government**

The French Tech initiative has been launched in 2014 by the French government to promote and grow internationally the French startup ecosystem. It is designed as a shared effort and collective ambition by French entrepreneurs, by the French government and local authorities including government departments (competitiveness, industry, treasury), Caisse des Dépôts (state-owned investment fund), Bpifrance (public investment bank which supports SMEs), Business France (French promotional agency)

“French Tech” is the name given to this new generation of forward-looking entrepreneurs, investors, engineers, designers who think globally.

### **Paris City Council**

The Paris City Council is strongly committed to innovation, and Paris is one of the world's leading innovative cities. Led by mayor Anne Hidalgo, this forward-looking policy – which will continue throughout her term of office – has resulted in 130,000 square metres of floor space being made available to innovative startups.

### **Bpifrance**

Bpifrance is a public group that is jointly owned by the Caisse des Dépôts and the French government. As a trusted partner for entrepreneurs, Bpifrance provides financing for businesses – loans, guarantees and equity – from their early stages through to stock exchange listings. In partnership with Business France and Coface, Bpifrance also helps firms develop export activities and provides support services for their innovation and acquisition projects.

Bpifrance offers businesses a financing continuum at every key phase of their expansion and a customised offer in line with specific local issues.

With a network of 42 offices throughout France (90% of decisions are made locally), Bpifrance is a competitive economic resource for entrepreneurs. It supports government policy implemented at central and local level in order to:

- Accompany SMEs as they expand
- Lay the groundwork for tomorrow's competitive landscape
- Develop an ecosystem that is propitious for entrepreneurship

Businesses have a powerful partner in Bpifrance, one that is nearby and able to provide an effective response to the full range of their financing, innovation and investment needs.

For more information: [www.bpifrance.fr](http://www.bpifrance.fr) – <http://investissementsdavenir.bpifrance.fr/>

Twitter: @bpifrance

### **Paris&Co**

Paris&Co is the economic development and innovation agency of Paris. It focuses on innovation and investment appeal with an eye to creating jobs and economic value. Paris&Co canvasses and provides support for foreign direct investments, promotes the international appeal of Paris abroad, and fosters the influence of Paris's innovation ecosystem through incubators for innovative start-ups, testing ground-breaking solutions, organising events and cooperation between start-ups and global players.

## **Business France**

Business France is a government agency supporting the international development of the French economy that was formed through the merger between Ubifrance and the Invest in France Agency on January 1, 2015. It advances and promotes business throughout France, and by French companies abroad.

## **Directorate General for Enterprise (DGE)**

Under the authority of the Minister for the Economy, Industry and Digital Affairs, the Directorate General for Enterprise drafts and implements public policy in the areas of industry, the digital economy, tourism, commerce, craft industries and the service sector. Its 1,300 members of staff are active at central and local levels via the Regional Directorates for Enterprises, Competition Policy, Consumer Affairs, Labour and Employment (DIRECCTE), supporting the creation, expansion, innovation and competitiveness of businesses of every size, both in France and abroad.

## **The Ministry of Foreign Affairs and International Development**

The Ministry of foreign affairs and international development is in charge of all the bilateral and multilateral exchanges of France with its foreign partners. In Paris, it helps shape and implement the national strategies for the attraction of investors and entrepreneurs and for export development, and is one of the pillars of the French Tech community. Its wide network abroad, with more than 163 embassies and 62 consulates, works on issues spanning education, research, technical and scientific cooperation, innovation, trade and investment as well as consular matters, and is a major tool for communication and soft power. The diplomatic services abroad will detect and target potential recipients for the French Tech Ticket, promote and help implement it.

## **Ministry of the Interior**

The Department of the Interior created a shortened and facilitated issuance of visas for the *French Tech Ticket* entrepreneurs. This procedure will permit the prize-winners to get their visa in the shortest possible time after their selection à the end of 2015 allowing them to enter the program at the beginning of 2016.

## **AirFrance**

As Air France has always considered that promoting France abroad is one of its main priorities, it is natural for the airline to be a part of the "Paris French Tech Ticket" program. For over 80 years, Air France, a global airline with French inspiration, has always known how to adapt and innovate. Beyond the specific transport conditions it offers its partners, Air France also offers them the means to share their initiatives with its customers on board its flights, and abroad, via its commercial space and the image it represents. Working closely together with these creators and innovators, helps to develop innovations and an entrepreneurial spirit in-house, and is also beneficial for Air France

Air France-KLM is the leading Group in terms of international traffic from Europe. In 2015, it offers its customers a network covering 316 destinations in 115 countries. With a fleet of 546 aircraft in operation and 87.4 million passengers carried in 2014, Air France-KLM operates up to 2,200 daily flights.

## **Partner support structures:**

### **Paris & Co**

Paris&Co incubates each year over 200 start-up companies through twenty incubation programs with nine addresses in Paris. Most of these programs are developed in partnership with over 30 corporate companies on key subjects : le Welcome City Lab (tourism), le Tremplin (sport), Nord Express (smart city), Boucicaut (e-santé) or le Labo de l'Édition (digital publishing). Paris&Co supports startup companies in both seed and take-off stages of development. In addition to the use of premises, the entrepreneurs benefit from individual consulting, a complete range of workshops and events and connection to innovative networks.

### **Usine IO**

With 1,000 square metres of design and workshop areas, 500 square metres of coworking spaces and a dedicated team of experts to help members design prototypes and support them in the run-up to manufacturing, Usine IO is the laboratory of choice for the objects of tomorrow.

### **StartUp42 by EPITA**

StartUp42 is a world-class accelerator located on the EPITA campus. It is free, open to all and does not take equity. It aims to help early-stage startups with at least one tech founder go from a good idea to a prototype and a validation of an initial market hypothesis in four months. Launched in January 2013, StartUp42 has already helped 36 startups on their way, 31 of which are still in business, with a combined turnover of €1.8m in 2014 and more than €2.5m in venture capital.

### **Starburst Accelerator**

Starburst Accelerator is the first aerospace startups accelerator in the world. Based in Paris and Los Angeles it offers a wonderful opportunity to expand in Europe and the United States. Starburst assists its startups from the start of the project to contract signature. It facilitates business development by connecting startups to major companies in this field, such as: Airbus, Safran, Thales, Air France Industries, Hutchinson and Panasonic.

### **Construction & Energy Accelerator**

Construction & Energy Accelerator by Impulse Labs identifies the most innovative startups that propose breakthrough solutions to future challenges. We introduce them to major companies in construction, real estate and energy (Vinci, Bouygues Construction, Setec, Lafarge, Areva, Engie, Arcelor Mittal) to develop their own business and speed up the product commercialization.

### **50 Partners**

50 Partners offers help to innovative startups, providing them with the resources and skills of a solid group of entrepreneurs and experienced business leaders. Each year, the founders of Blablacar, LeBonCoin, Benchmark Group, Delamaison and Netbooster, among others, choose six to eight projects to support. The selected companies also receive mentoring, access to an ecosystem of partners, financing, office space and support to help their business grow internationally.

### **104factory the start-up incubator of the CENTQUATRE-PARIS**

Opportunities Accelerator for innovative start-up projects in the fields of artistic, cultural and creative industries. Based in the CENTQUATRE-PARIS, 104factory is a living lab enabling start-ups to experiment in real conditions prototypes by live interactions with visitors in an inspiring and international environment which host more than 300 worldwide artists-in-residence. 104factory provide an appropriate mentoring as workspaces, individual coaching, acceleration programs, entrepreneurship training and facilitated access to financing, network facilitating, as well as a wide range of events for French and foreigners players of innovation.

**Paris Pionnières** is the leading incubator and network for women entrepreneur: it has accelerated more 200 startups, and supported their development, allowing for a survival rate of 85%. Since its creation in

2005, the model of Paris Pionnières has been replicated in France and internationally, with incubators in Brussels, Luxembourg and Morocco.

### **La Paillasse**

La Paillasse is a community-oriented lab focused on fostering participatory, open-source and hands-on projects that offer tangible solutions to 21st-century challenges, thanks to a cross-disciplinary ecosystem and fast prototyping tools.

### **NUMA**

Numa is an incubator located in the heart of Paris that is focused on startups and digital innovation. It provides a platform for launching digital innovations and a support structure in which each floor is devoted to a stage in the business process: creation, coworking, experimentation, acceleration and communication.

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