



Mission for start-ups in France IMT Starter

Paris, May · 2018



STARTUP
EUROPE





Bienvenue en FRANCE



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 780914.

Overview of the programme - SUMMARY

IMT STARTER welcomes you in one of the most dynamic clusters in Europe :
PARIS

IT companies and international representatives are welcome to discover this great ecosystem, connect with small and large companies and build future partnerships.

PARIS – THE ESSENTIALS

- Major European business hub: the world **3rd** highest concentration of Fortune **500** headquarters
- **15,000** foreign companies established in the Paris region representing **600,000** jobs
- Well-developed venture capital industry: **€5.5B** were invested in more than **1,000** companies
- European Leader in R&D : **18.58B** invested yearly
- Relevant communities supporting start-ups include France Digitale and La French Tech (a legislative movement around tech entrepreneurship which started in France in 2013, engaging a vibrant community of entrepreneurs, technology geeks and policy makers)
- Strong support to the start-up community by policy makers, understanding the priority to make France a “start-up nation”: **5000** tech-starts-ups, **100** business incubators
- **700,000** students in higher education

IMT STARTER: in brief

- Created in **2000**
- **180** start-ups created - **1800** jobs
- **20** start-ups & **100** people together
- **15** new start-ups each year (150 candidates)
- **3 permanent** team members + **30** coaches and mentors
- **1000** m² of office space

A government-funded school and Research Institution
Member of INSTITUT MINES TELECOM (IMT)

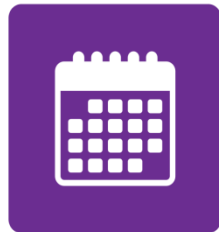
Unique in France: +4000 students IT / business
A business school and engineering school on the same campus

Overview of the program - OUTCOMES

- Learn and understand about the Paris Region Ecosystem
- Meet and interact with successful entrepreneurs, investors and government representatives
- All participants are invited for the 3 day program with European Ecosystem representatives
- This program includes a “shadow board” specially organized for the start-ups with mentors from our incubator, a dedicated office in one of our spots and all the facilities to access our network.



**Paris / Evry /
Arcueil**



21st – 25th May 2018



**Representatives
+ softlanders**



**High Tech, Biotechnologies
Computer hardware
Software, Electronics, Internet,
Telecom, E-commerce, IoT**

A « tailor-made » programme

The needs of an entrepreneur



Our eco-system:

- Schools
- Alumni Network
- FABLAB
- Mentors

Our eco-goal:

To get you connected
with the right person

Mentoring

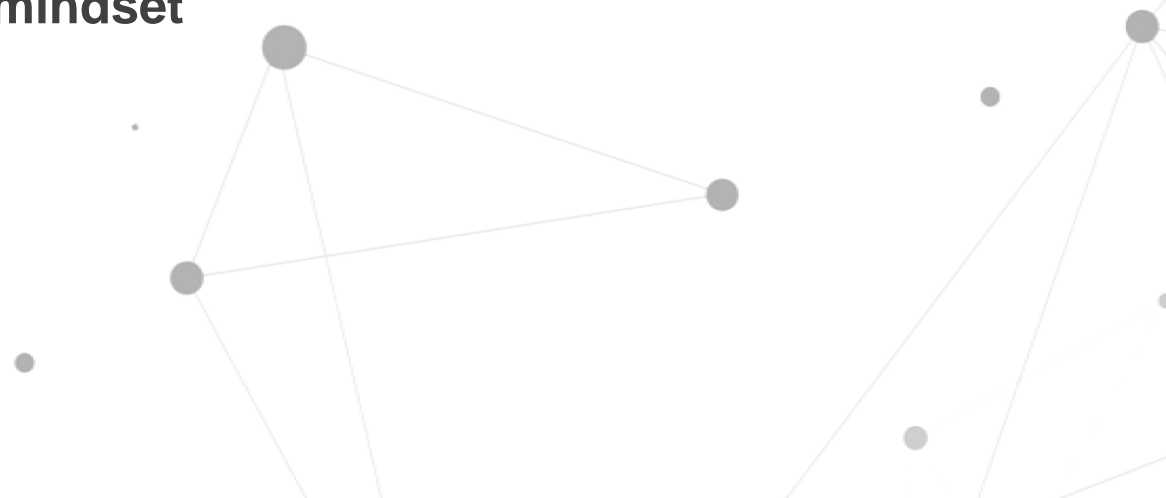
Desks

International mindset

Visibility

Customers

Talents





Our Offices



DAY 1, 21st of May : Who's who?

Accommodation

Morning

Afternoon

Evening

Hotel In Paris

Arrivals

Location: **Arcueil**

Welcome session

Fire pitch session

Enjoy Paris



Agenda for the day:

- Welcome message of your host : **IMT Starter.**
- Presentation of the programme
- **Pitch Fire session:** Getting to know the other start-ups can lead to great exchanges and strategic partnerships.
 - Every company will be entitled to a 10 minute presentation followed by a 15 minute Q&A session
 - Exchange of business cards and continue the networking around some drinks in Paris.

DAY 2, 22nd of May : International mindset

Morning

Location: **Arcueil**

Mentoring session : a “shadow board” will be organized for each company with successful entrepreneurs

Afternoon

Homework session : create your own strategy for the next 6 months

Evening

Presentation of your strategy

Feedback

Enjoy Paris

Mentoring Sessions

To better understand your market or the French market and to save you significant time and investment, we will organize for each company a “shadow board” with successful entrepreneurs. All of them are mentors in IMT Starter and had great experiences in developing their own companies in France and abroad. You can choose among the following subjects:

- Entry strategies
- Business plan
- Pricing
- Marketing
- Product fit
- Finance
- HR
- Fundraising...

Homework session : create your own strategy

You will combine the knowledge acquired during the mentoring session in order to set your business and development strategy for the next 6 months

Presentation and feedback

You will be challenged on your strategy by a panel of new entrepreneurs . Great feedback in return.

DAY 3, 23rd of May: Getting to know Paris

Morning

- Location: **Evry**

The French Start-up ecosystem: 20 years of experience presented by your host: IMT Starter

www.imt-starter.eu

Pitch fire session with representatives and soft-landers



Genopole visit



www.genopole.fr

Afternoon

- Location: **Paris**

Presentation of “La French Tech” at STATION F



- **Meet the Paris Investors :**

- BPI France
- Wilco
- BA network
- VCs

bpifrance

www.bpifrance.fr

<http://www.wilco->

Transfer
To
Paris

Evening

Dinner in Paris



We will start by the welcome message of your host : **IMT Starter**. It's a great opportunity for us to share with you 20 years of our great experience in the Parisian Start-ups Landscape: history, actors, mindset followed by Q&A session.
To break the ice we will ask each representative and softlander to introduce himself in 3 min.

Later on we will have a visit and a presentation of the **Genopole** - France's leading biocluster for biotechnologies and research in genomics and genetics.

After the lunch on the campus we will move to Paris to **station F** – the world's biggest start-up campus. A presentation of “La French Tech” the funded initiative to promote French startups under a single brand in France and abroad will be done.

For our last session you will meet representatives of the most important investors in Paris: **BA, VCs, Bpifrance** that finances businesses from the seed phase to transfer to stock exchange listing, through loans, guarantees and equity and **WILCO**, one of the biggest acceleration program in France.

DAY 4, 24th of May: Day pass for VIVA TECHNOLOGIES

Morning

Afternoon

Evening

Location : PARIS Palais des Congres, Porte MAILLOT



ENJOY THE EVENT!!

The program of the 24th of May is fully dedicated to

~~The pass : 600 euros.~~

Offered

**VIVA
TECHNOLOGY**

Some key numbers about Viva Technology :

50000
*attendees
from 200
countries*

5000 *start-ups*

1000 *investors*

7000 *CEOs*

DAY 5, 25th of May : Getting the right mindset

Morning

Afternoon

Evening

Meetings with Major Players of the Parisian Ecosystem

- Systematic Cluster



<http://www.systematic.fr>

- Paris Region Economic Development Agency



<http://investparisregion.eu/en>

- French Tech Ticket



<https://www.frenchtechticket.com/>

Founders brunch : meet a panel of foreign and French successful entrepreneurs

Feedback session

Back home

For our first session of the day we will meet 3 major actors of the Parisian ecosystem:

- **SYSTEMATIC** - The cluster brings together, in a very small area, outstanding players in both science and industry
- **PARIS REGION** – The Paris Region Economic Development Agency
- **FRENCH TECH TICKET** - The French Program for International Startups

After lunch participants will have the opportunity to meet a panel of foreign and French successful entrepreneurs ready to share their stories and best business practices. We are going to finish our program with a final discussion to get your feedback about the mission and agree on next steps.



What we
LOVE

CREATIVITY

SHARING

THINK BIG

ENTREPRENEURS

CUSTOMERS

IMPACT

CHEESE

GROWTH

TESTS

MENTORS

INVESTORS

PARTNERS

OPEN-MIND

FRANCE

SILICON VALLEY

IMT starter: Our team



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