



SOFT-LANDING

Discover French Digital Ecosystem

PARIS, MAY 13th-15th 2019

Ecosystem Builders



IMT Starter



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SOFT-LANDING

1. WHAT IS A SOFT-LANDING MISSION AND HOW IT WORKS?

WHAT IS A MISSION FOR ECOSYSTEM BUILDERS?

Mission: key startup ecosystem leaders go on an intensive and immersive 3-5 day trip to meet the leaders of another country and explore that market

Benefits of the Mission:

Connect with other key leaders during a 3-5 day intensive Mission	Build long-lasting relationships with local leaders and partners
Understand and experience the destination ecosystem	Provide better scaling support to your local startups/scaleups
Learn the processes to scale a business there and find out about the available resources	Benefit from costs reimbursement to support travel expenses

Main goals of the Missions:



Startup ecosystems better connected



Increased know-how on scaling to high profile startup ecosystems



HOW IT WORKS?



APPLICATION

[Apply on F6S](#)

SELECTION

Get selected as one of the key ecosystem players

MISSION

Go on a Mission to Paris and discover La French Tech

GOING BACK

Come back from Discovery Mission

FEEDBACK

Attend Soft-Landing feedback events

Applications are open until 31 March.



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2. THE PROGRAMME OVERVIEW

THE PROGRAMME OVERVIEW:

Immersive program in French digital Ecosystem



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

- Visit major startup ecosystem hubs (accelerators, incubators, areas with large concentrations of startups), presentations about those hubs and the ecosystem.
- Meet and interact with successful entrepreneurs, investors and government representatives.
- Combined activities with European startups and major players in French ecosystem.



Location: Paris,
France



Duration:
Ecosystem builder: 3 days
Startups: 5 days
Date: May 13 to 17, 2019



Participants: Startups
and ecosystem builders



Area: Digital, Software &
electronics, IOT, Telecom, E-
commerce





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3. PARISIAN ECOSYSTEM

PARISIAN ECOSYSTEM:

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.



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4. AGENDA

SOFT-LANDING PARIS:

Ecosystem Builders, Start-ups & Scaleups

Day 1: Welcome to French Tech

Morning

- The French Start-up Ecosystem: 20 years of experience presented by [IMT Starter](#)
- Pitch Fire session and open discussion

Afternoon

- Workshop « I solve your challenge » by an expert on people development, facilitation and coaching

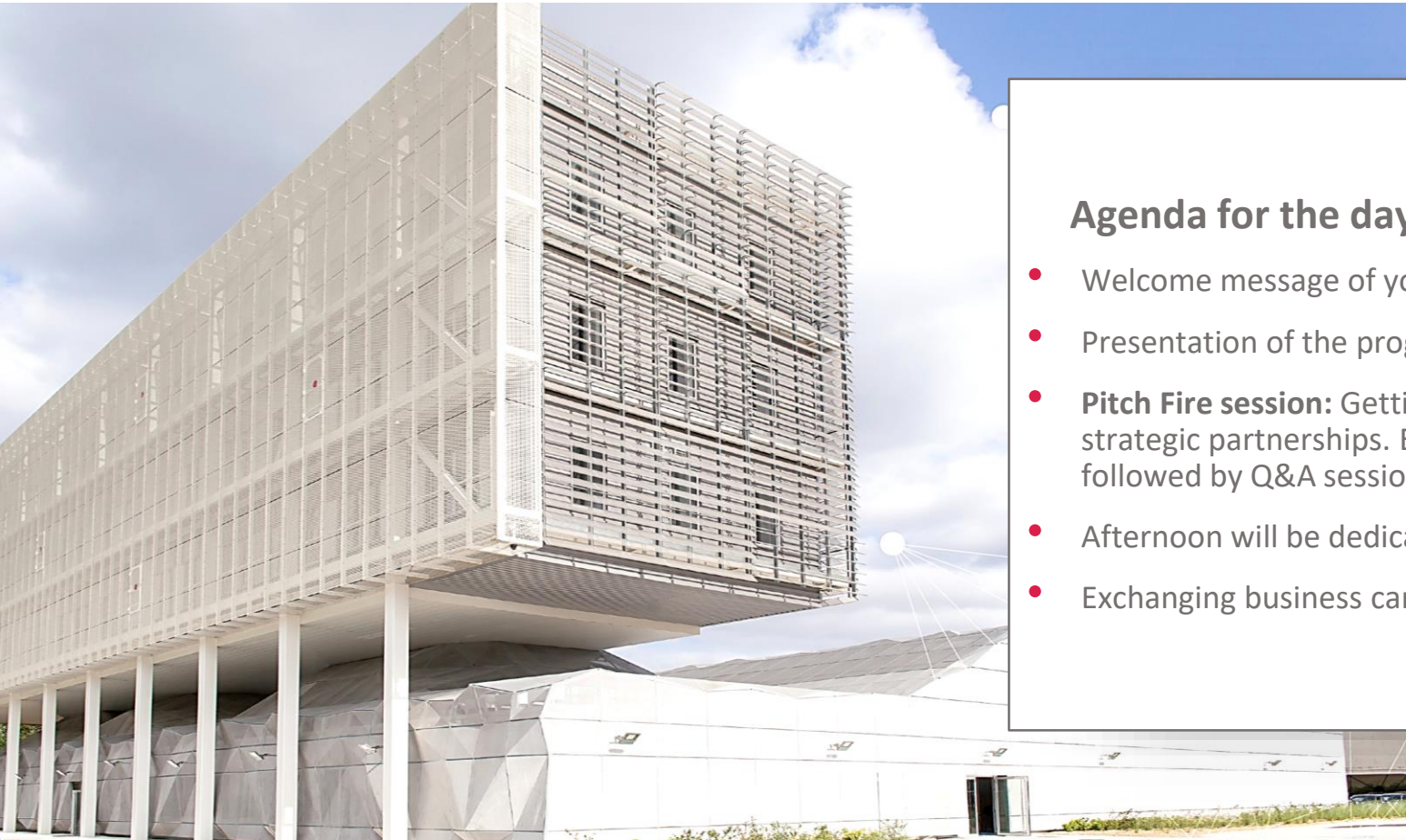
Evening

- Transfer to Paris
 - Enjoy Paris
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SOFT-LANDING PARIS:

Ecosystem Builders, Start-ups & Scaleups



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 for great exchanges and strategic partnerships. Every startup will be entitled to a 10 minute presentation followed by Q&A session.
- Afternoon will be dedicated to “I solve your challenge”, a workshop.
- Exchanging business cards and networking over the dinner in central Paris.



SOFT-LANDING PARIS:

Ecosystem Builders, Start-ups & Scaleups

Day 2: Get to Paris Ecosystem

Morning

- Meet major players of Paris ecosystem.
- Open discussion with Paris investors

Afternoon

- Top tips for working with industry: Meet industrial and corporate representative.

Evening

- Dinning event: Network with French entrepreneurs.
-



SOFT-LANDING PARIS:

Ecosystem Builders, Start-ups & Scaleups

On the second day, we will visit **Station F** – the world's biggest startup campus followed by a presentation « **La French Tech** », the funded initiative to promote French Startups under a single brand in France.

The day will continue with meeting representatives of the most important **investors, BA Network and VCs** that finances businesses from the seed phase to transfer to stock exchange listing, through loans, guarantees and equity. The afternoon will be spent receiving tips from industrial and corporate leader.

The evening will be spent with a French style dinner with founders of French startups.



SOFT-LANDING PARIS:

Ecosystem Builders, Start-ups & Scaleups

Day 3: Get the right mind-set

Morning

- Connect with market and industry player.
- Get introduced to Parisian cluster and government representative.

Afternoon

- Founders brunch: meet a panel of French successful entrepreneurs
- Feedback session for Ecosystem builders.

Evening

- End of program for **Ecosystem builders**.
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SOFT-LANDING PARIS:

Ecosystem Builders, Start-ups & Scaleups

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
- **WILCO**- One of the biggest acceleration program in France.



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 will finish the day with a final discussion to get your feedback about the mission and agree on next steps.



SOFT-LANDING PARIS:

Start-ups & Scaleups, Ecosystem Builders (optional)

Day 4: Viva Technology



VIVA MAY 16-18
2019 PARIS
TECHNOLOGY





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5. THE HOST

THE HOST:

IMT STARTER- In brief



Since 1999, IMT Starter has dedicated in helping best and ambitious entrepreneurs to develop their project and accelerate their startups in emerging markets.

- **200** start-ups created with **+2000** jobs
- **20** start-ups & **100** people together
- **15** new start-ups each year
- **4 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**
Business school and engineering school
on the same campus



THE HOST:

IMT STARTER- Business Through Innovation

A « Tailor-made » programme - The needs of an entrepreneur

Thanks to

Our eco-system:

- 3 Schools
- 800+ Alumni Network
- FABLAB
- Research Labs
- Mentors

Our eco-goal:

Connect with right person

We bring you

- Mentoring and coaching
- Desks
- International mind-set
- Visibility

Access

- Customers
- Talents



THE HOST:

IMT STARTER- Our Team

IMT Starter



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SOFT-LANDING IN WORDS:



Medium

Our participants usually bring a notebook! Soft-Landing Missions by our Alumni:

[Vilnius Blockchain Week: Diving into the Vilnius Blockchain Ecosystem](#) - by Tomer Weiss (Mission to Vilnius)

[Vilnius, the European blockchain startup?](#) - by Chloé Ipert (Mission to Vilnius)

[Deep-Diving in Berlin's Startup Scene with Soft Landing](#) - by Tricia Lavasseur (Mission to Berlin)

[Soft-Landing in the Netherlands](#) - by Lena Carlson (Mission to Zoetermeer)

[VR First growing its global ecosystem network with "Soft-landing EU"](#) - by Khiem Ly (Mission to Paris)



SOFT-LANDING SOCIAL MEDIA:



F6S: join in our open community on F6S

Twitter: follow us on **@softlanding_eu + @StartUpEU**

Facebook: check our Mission photos

LinkedIn: after the Mission you will be invited to the private group as well: Soft-Landing Ambassadors Club!

#SoftLandingEU





SOFT LANDING

Bienvenue en FRANCE

We look forward to
meeting you!

[Apply here now!](#)



Startup Division

crossspring

IMT Starter



GTEC

German Tech
Entrepreneurship Center



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