



# SOFT-LANDING

## Discover French Digital Ecosystem

PARIS, MAY 13th-17th 2019

Startups and Scaleups



IMT Starter



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# SOFT-LANDING

## 1. Mission

# MISSION FOR STARTUPS AND SCALEUPS

## What is a Soft-Landing Mission?

**Soft-Landing Mission:** a tailor-made program to help startups and scale-ups explore a new ecosystem. Soft-landings allow companies to go to a new country and receive assistance from a local partner, who will help them understand the market dynamics and get connected with the ecosystem.

### Benefits of the Mission:

Connect with local industry players and meet other companies from the region	Access potential partners and customers
Gain a better understanding of the local ecosystem and the opportunities therein	Test your solution in the new market
Learn the processes to scale your business and find out about the available resources	Break knowledge barriers about the foreign ecosystem

### Main goals of the Soft-Landing Mission:

 Facilitate your entry into a new market	 Learn the process of international expansion to a new country
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# MISSION FOR STARTUPS AND SCALEUPS

## How it works?



# **SOFT-LANDING**

## **2. THE PROGRAMME OVERVIEW**

# THE PROGRAMME OVERVIEW:

## Immersive program in French digital Ecosystem

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**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



# **SOFT-LANDING**

## **3. PARISIAN ECOSYSTEM**

# PARISIAN ECOSYSTEM:

## The Essentials

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- 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.



# **SOFT-LANDING**

## **4. AGENDA**

# SOFT-LANDING PARIS:

## Start-ups & Scaleups and Ecosystem builders

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### Day 1: Welcome to French Tech

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#### Morning

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

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#### Afternoon

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

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#### Evening

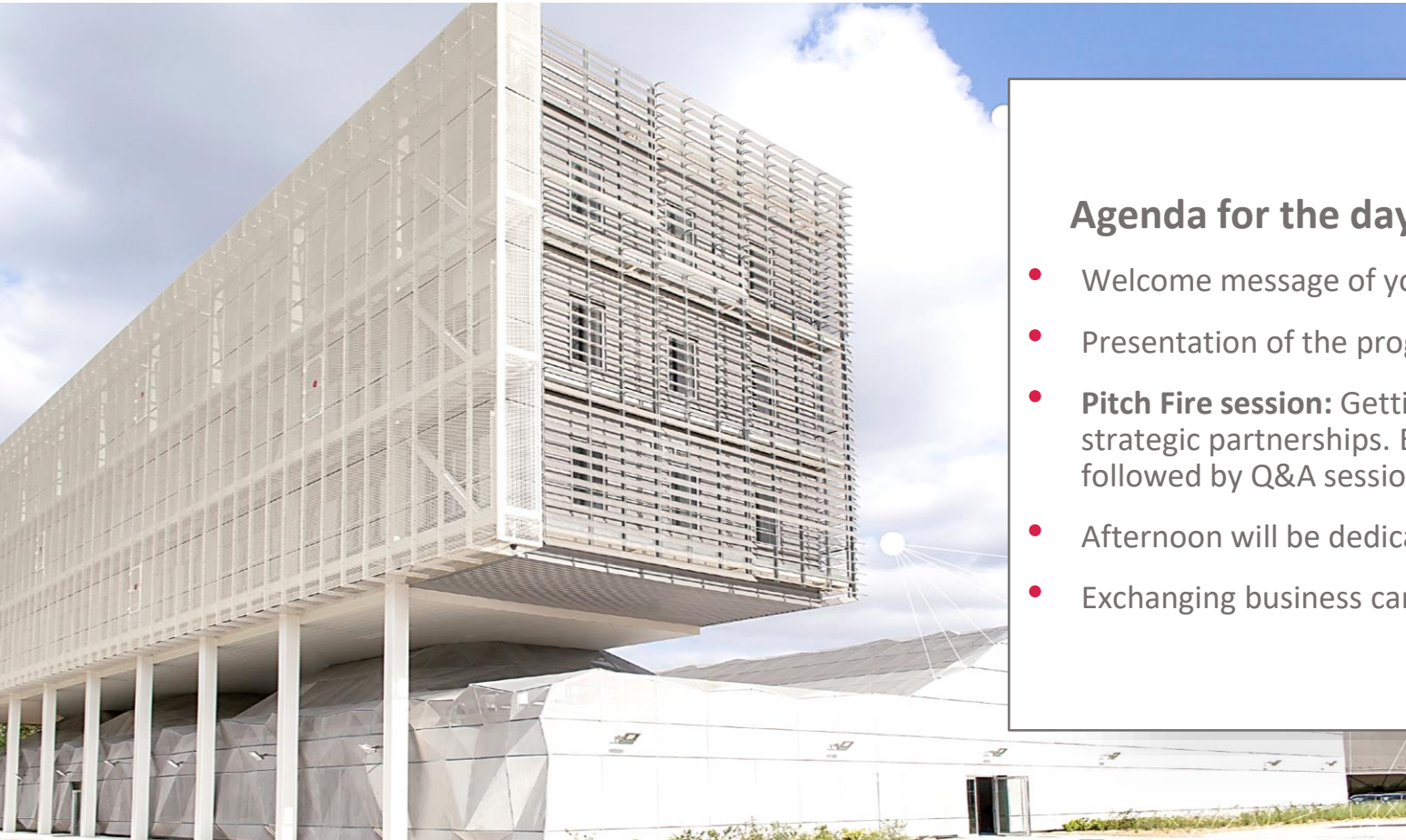
- Transfer to Paris
  - Enjoy Paris
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# SOFT-LANDING PARIS:

## Start-ups & Scaleups, Ecosystem builders

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### 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:

### Start-ups & Scaleups and Ecosystem builders

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#### Day 2: Get to Paris Ecosystem

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##### Morning

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

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##### Afternoon

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

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##### Evening

- Dinning event: Network with French entrepreneurs.
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## SOFT-LANDING PARIS:

### Start-ups & Scaleups, Ecosystem builders

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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:

## Start-ups & Scaleups and Ecosystem builders

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### Day 3: Get the right mind-set

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#### Morning

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

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#### Afternoon

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

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#### Evening

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

## Start-ups & Scaleups and Ecosystem builders

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)

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### Day 4: Viva Technology



**VIVA** MAY 16-18  
2019 PARIS  
**TECHNOLOGY**



# SOFT-LANDING PARIS:

## Start-ups & Scaleups

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### Day 5: International outlook

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#### Morning

- Shadow Board: One on one mentoring session with successful entrepreneurs.

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#### Afternoon

- Homework session: create your strategy for next 6 months.
- Present your strategy and open discussion.
- Feedback session and wrap up

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#### Evening

- End of mission.
  - Enjoy Paris.
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# SOFT-LANDING PARIS:

## Start-ups & Scaleups

### 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.



# SOFT-LANDING

## 5. THE HOST

## THE HOST:

### IMT STARTER- In brief

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**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

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** m<sup>2</sup> of office space



# THE HOST:

## IMT STARTER- Business Through Innovation

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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**

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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:

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**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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