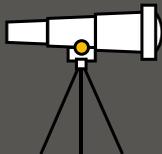


FRANCE IS GOING NORTH

LA FRENCH TECH AT SLUSH 2015

HELSINKI, NOVEMBER 11 – 12, 2015



INTRODUCTION

France is undergoing a start-up renaissance driven by a new generation of entrepreneurs, investors, engineers, designers, and other talented people. It's a new Startup Republic, home to vibrant tech hubs and a hotbed of talent, impregnated with a strong entrepreneurial culture.

The name of this movement is "La French Tech", a banner shared by French startups and the French government which supports them.

Launched in 2013, the €200 million initiative supports French startups and places them under a single and powerful brand, both in France and abroad.

In 2015, Business France was given the responsibility to promote the French Tech brand and initiative internationally. This means showing the world that not only is France an innovation hotspot, but that it is also going through a deep cultural and mentality change, making it more startup friendly than ever.

On top of featuring several examples of some of France's most promising startups (which you can meet at SLUSH this year), this catalogue is meant to break the myth of a closed-to-foreign investment country of bureaucrats where innovation is stifled. France has always celebrated creativity, but in the past we were too shy about marketing and developing our ideas.

Today, innovation is being unshackled from theory and encouraged to grow in the real world. While our English may still sound very French (and even that is changing!), we do speak the language of business and our startup communities are thriving. We did invent the word entrepreneur after all...

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EVER GROWING SUPPORT FOR FRENCH STARTUPS

French startups report ever more sources of support, both from ordinary people who are financing their projects, to the championing by government of the sector.

Crowdfunding is becoming so popular it is almost fashionable: the amount raised doubled in a year from €65 million in the first half of 2014 to €133 million in the same period this year. In the meantime, the number of French lenders or donors had grown from 1 million people to 1.75 million.

The French government has played a key role in the growth of crowdfunding by leading a committed reform. It has created a regulatory framework every bit as flexible as in the United States that is breaking the monopoly of banks.

Meanwhile, some of France's biggest companies, Vinci, Axa, Orange, BNP Paribas, Altran or La Poste have significantly increased their role in open innovation, helping startups getting to the next stage as illustrated in this catalogue.

This is just a start. There is still much we can do to unleash the full potential of French creativity, but the ambition and talent are there, waiting to be unleashed as this silent revolution gathers pace. John Chambers, CEO of Cisco, understands this when he says France is leading the digital revolution in Europe.

If you don't believe him, the following stories will convince you for sure!

"LA FRENCH TECH" AT SLUSH 2015

► FRENCH TECH *café* at the Press Lounge

Wednesday November 11th and Thursday November 12th,
8:00 am – 12:00 pm

French breakfast sponsored by La French Tech will be served and French Tech goodies distributed to journalists.

► Q&A Session on the rise of Crowdfunding in France

Wednesday November 11th, 3:45 pm – 4:30 pm

*Featuring **Axelle Tessandier** who participated in the launching of Kickstarter France, **Sébastien Soriano** who was involved in the 2014 reform regarding crowdfunding and **Stanislas Chesnais**, Founder & CEO of French Startup 3DRudder.*

► French Tech Night at The French Embassy in Helsinki

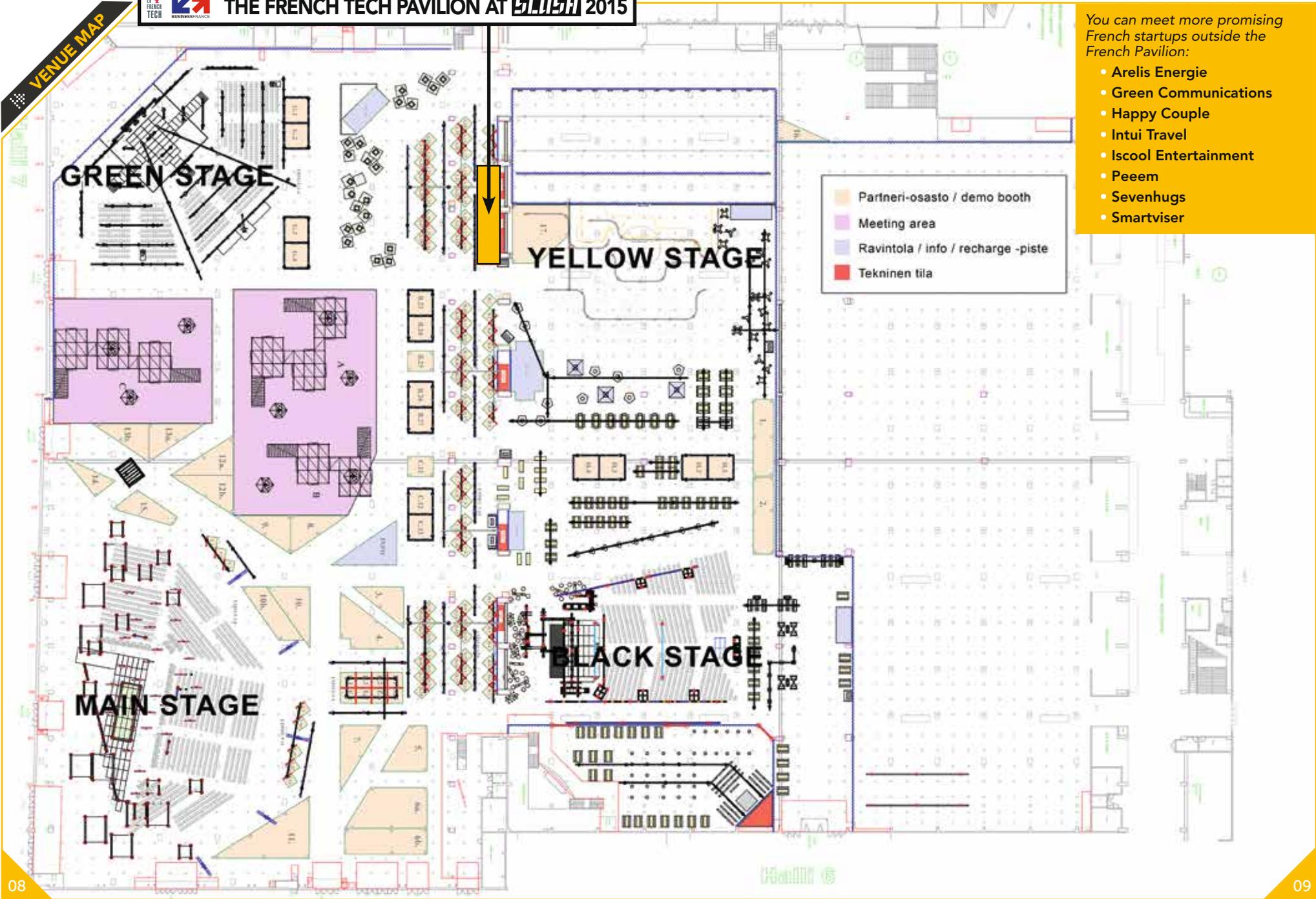
Wednesday November 11th, 6:00 pm – 9:00 pm

A complementary shuttle service will take you from Messukeskus to the Embassy.

► French Tech RoundTable at SLUSH

Thursday November 12th, 2:00 pm – 2:45 pm

Axelle Tessandier will be hosting a roundtable on the following theme: "The Tremendous growth of crowdfunding in France – Key lessons for success".



You can meet more promising French startups outside the French Pavilion:

- Arelis Energie
- Green Communications
- Happy Couple
- Intui Travel
- Iscool Entertainment
- Peeem
- Sevenhugs
- Smartviser

10 REASONS TO SHOUT ABOUT FRENCH CROWDFUNDING

CROWDFUNDING IS SO POPULAR IN FRANCE IT IS BECOMING FASHIONABLE. THE FRENCH GOVERNMENT HAS PLAYED A KEY ROLE IN THE GROWTH OF CROWDFUNDING, CREATING A REGULATORY FRAMEWORK THAT IS EVERY BIT AS FLEXIBLE AS IN THE UNITED STATES. OF COURSE THE MOST IMPORTANT ACTORS ARE THE STARTUPS AND THE FRENCH PUBLIC WHO SUPPORT THEM. HERE, WE SHOW 10 REASONS TO SHOUT ABOUT CROWDFUNDING IN FRANCE.

1 FRANCE RANKS NO. 2 IN EUROPE

In 2014, online alternative finance platforms in France cumulatively delivered €154M worth of funding to French individuals and businesses. France ranked second place in Europe behind the UK (€2,337M), but ahead of Germany (€140M), Sweden (€107M), the Netherlands (€78M) and Spain (€62M).

(Source: The European Alternative Finance Benchmarking Report, EY and Cambridge University)

2 A BLOOMING MARKET

The French crowdfunding market is blossoming. There are over 70 different platforms for raising finance to choose from, up from only two in 2008. In the first half of 2015, French companies raised €133 million through crowdfunding. That's more than double the €66 million obtained in the first half of 2014.

(Source : Baromètre du Crowdfunding du Financement Participatif France).

3 SUPPORT FROM MILLIONS OF FRENCH PEOPLE

Crowdfunding is popular. In the first half of 2015, 1.75 million French people supported a crowdfunding platform, up from 1 million people a year earlier. Average contributions range from €3,876 for capital investment, €63 in donations, and €338 euros for remunerated loans.

(Source : Baromètre du Crowdfunding du Financement Participatif France).

4 GOVERNMENT SUPPORT

The French government was quick to recognise the importance of crowdfunding. In 2014, it proposed a regulatory framework to facilitate the growth of crowdfunding in France while protecting the savings of contributors.

5 A REGULATORY FRAMEWORK AS FLEXIBLE AS IN THE UNITED STATES

The rules and regulations for equity crowdfunding and peer-to-peer lending were established in Oct 2014 by French regulators, the AMF and the ACPR,

working with French crowdfunding associations AFIP and PPF. These create a framework for crowdfunding platforms to operate and led to the creation of 20 new peer-to-peer lending platforms between Oct 2014 and Jan 2015.

[Source Source EY Benchmarking Report 2015]

6 A SYSTEM YOU CAN TRUST

Since 2014, French law allows for loans of one million euros on a crowdfunding platform. This covers two instances: crowdfunding intermediary (IFP) for loan platforms and advisor participative investments (CIP) for equity investment platforms.

The status of IFP and CIP implies professional competence and sets rules of conduct for lending platforms leaders. In addition, the CIP ensures the quality of projects proposed by the platforms.

7 FRENCH CROWDFUNDING LEADERS

French platforms are global leaders, from Ulule in film and video to KissKissBankBank in music, and WiSEED in crowdequity.

WiSEED is France's largest crowdfunding platform and a global pioneer in crowdInvesting (or crowdequity). Since its creation in 2008, over 80 innovative WiSEED projects have been funded for more than € 30 million.

Since its launch in October 2010, Ulule has financed 10,300 mainly film and video projects with funding of €40 million. Available in 7 languages, the platform has more than 850 000 members in 164 countries with a success rate of 63%. In the music sector, 70, 000 « KissBankers » from 174 countries have financed 8,900 projets with €38 million since March 2010.

8 UNLEASHING FRENCH CREATIVITY

For many companies, crowdfunding is also their first marketing campaign – and the French are pretty good at it. Success stories include LIMA, whose cloud storage device exceeded \$1 million in crowdfunding, and PRYNT, which turns your smartphone into an instant camera. It raised \$1.5 million, the most successful French crowdfunding campaign ever. WiSEED successes include online wine merchant Cavissima society, which raised € 454,000 via the platform; Ecrins Therapeutics, which raised €535,000 to develop its innovative anticancer drug, ET-D5; and 3D-Bioprinting Expert Poietis which raised more than €600,000.

9 MORE CHOICE FOR STARTUPS

Although equity-based crowdfunding is small in comparison with the total European early stage investment market (estimated to be worth €7.5bn in 2013), it is growing fast, with a 116% average growth rate in the last three years. In France, four new platforms open every month.

10 AN EVOLVING ECOSYSTEM

Crowdfunding is no longer a niche market. The ecosystem is attracting business angels, venture capital funds, and the institutional sector who provide additional fundraising, or work with crowdfunding operators as a shareholder or in the selection of projects.

TALKING ABOUT FRENCH CROWDFUNDING WITH AXELLE TESSANDIER

YOU HELPED KICKSTARTER SET UP IN FRANCE THIS YEAR. WHY FRANCE?

Before the launch it was possible for French people to fund projects elsewhere and for French companies to raise money through Kickstarter, just not with a French bank account. The crowdfunding community in France was already strong. There were a lot of French backers supporting not just French projects – but all over the world. Crowdfunding is well known and well accepted in France – and this is just the beginning! The idea is super empowering and this is what France needs. We have the ideas, the scientists, the creativity, the artistic sense. And now there is a way to make a project happen without asking the traditional intermediaries. That's the power of this Revolution. It allows you to break down the barriers to find your potential community. Crowdfunding is a way of saying 'I believe in myself and this project' – and making it happen. The idea itself is not new. It's an evolution of patronage, which is a French word that basically means supporting the idea of someone else. Crowdfunding is using technology to bring the idea to another level.

HOW WAS THE LAUNCH RECEIVED?

The welcome that I had was overwhelming. My job was to get deep into the various ecosystems through the accelerators, incubators and start-uppers in the tech, scientific and artistic communities. Part of the attraction of Kickstarter is its international reach, particularly to

communities such as video gaming. I found lots of great minds, and huge creativity. What really struck me was all those who defy the image of France as a nation of people complaining about why things couldn't be done or why things are difficult. What I found was people who didn't care about all of that. People who were looking for how to make things happen.

TELL US ABOUT SOME OF THESE PROJECTS.

Change is created by people, not technology. This new generation has a different mindset. They want to change the world, and they just get on and do it. I met so many people like that, it is difficult to make a choice, but a few projects that had huge success include:

Lilo, who developed an innovative way of growing fresh herbs at home, launched a campaign after Kickstarter set up in France. It was very successful: €171,296 pledged of €50,000 goal.

Another interesting campaign is **SensorWake**, a smell-based alarm clock to wake up happy. They raised €192,453, almost four times their €50,000 goal.

Before Kickstarter set up in France, two French companies managed to have huge success stories, without using a French bank account.

Lima, a way of storing data and making it accessible across all your devices. \$1,229,074 pledged of \$69,000 goal.

Prynt, an instant camera case for iPhone and Android. \$1,576,011 pledged of \$50,000 goal.

BIOGRAPHY

Axelle Tessandier

34, entrepreneur and founder of AXL Agency

Having lived in the heart of Silicon Valley for the last 5 years, this Frenchie is well versed in both cultures. The former marketing director of the American branch of Scoop.it!, she founded AXL Agency two years ago in order to help clients reflect on and participate in the digital transition.

Axelle is an expert on digital, innovation management and the aspirations of the Generation Y.

She is passionate about the social change that we are living and loves getting involved in projects that embody the values she believes in. Her recent work helping Kickstarter launch in France is a great example.



LA FRENCH TECH AND CORPORATE INNOVATION

IN FRANCE, INNOVATION ISN'T THE PRESERVE OF THE STARTUP. SOME OF FRANCE'S LARGEST COMPANIES ARE EMBRACING OPEN INNOVATION, REVOLUTIONISING WAYS OF DOING BUSINESS BY HARNESSING INTERNALLY AND EXTERNALLY DEVELOPED IDEAS.

IT'S A WIN-WIN SITUATION. FOR LARGE COMPANIES, THE STARTUP MENTALITY BRINGS FRESHNESS, AGILITY, IDEAS AND TALENT. AT THE SAME TIME, YOUNG INNOVATORS BENEFIT FROM EXPERIENCE AND RESOURCES THAT CAN BETTER DIRECT AND SUPERCHARGE THEIR BUSINESS MODELS.

“Startups are essential in the global value chain of innovation: they bring to market ideas that were born in a lab.”

John Botti, AIRBUS GROUP CHIEF TECHNICAL OFFICER

France's largest companies are participating in the French Tech movement in a variety of ways, from acquisition to incubation, encouraging entrepreneurship internally to spinning off new start-ups. Across a range of industries, collective and individual efforts are proliferating.

In aerospace, for example, Airbus set up its own corporate VC fund, Airbus Group Ventures, and an innovation centre in Silicon Valley. It has also joined forces with a number of partners, including defence and security multinational Thales and Air-France KLM, to support the Starburst Accelerator which provides office space, access to finance, mentoring and advice to startups in Paris (with separate offices in Los Angeles).

In alternative energies, Electranova Capital is a VC fund sponsored by energy giant EDF Group. It works with entrepreneurs across the globe, identifying high-growth potential in new energy and environmental technologies and helping the companies scale and grow. EDF also runs the EDF Pulse Awards to promote innovation by showcasing and supporting startups.

Insurance giant AXA has its own €200 million VC fund, AXA Strategic Ventures, and the Axa Factory accelerator for FinTech and InsurTech startups (specialised in financial and insurance technology.) Other accelerators include La Poste's Start'inPost and L'Oreal's Connected Beauty Incubator in Silicon Valley.

THE OPEN INNOVATION INSTITUTE

FOR FRUITFUL COLLABORATIONS WITH STARTUPS, LARGE CORPORATES MUST BRIDGE A HUGE CULTURAL DIVIDE. HELPING BRING THE TWO WORLDS TOGETHER IS THE OPEN INNOVATION INSTITUTE. CHIEF OPERATING OFFICER STÉPHANE PARCHEMINAL EXPLAINS.



THE OPEN INNOVATION INSTITUTE WAS RECENTLY CREATED BY ONE OF FRANCE'S TOP ENGINEERING SCHOOLS, CENTRALESUPÉLEC. WHAT IS ITS MISSION?

The relationship with large industrial groups and startups has room for improvement, and the CentraleSupélec saw the potential. Entrepreneurship is increasingly the path of choice for young graduates and the school has a long track record of supporting this growth: it opened its incubator fifteen years ago. Together with founding members Altran (innovation consulting), Mazars (accountancy), Société Générale (banking) and Vinci (construction), and now Axa (insurance) and Up Group (luncheon vouchers), we realised that in this fast-moving world, large companies need to open their R&D activities to inspiration from outside the company structure. They want to fish for talent and innovation in the

startup ecosystem, as well as learning to be more flexible and open.

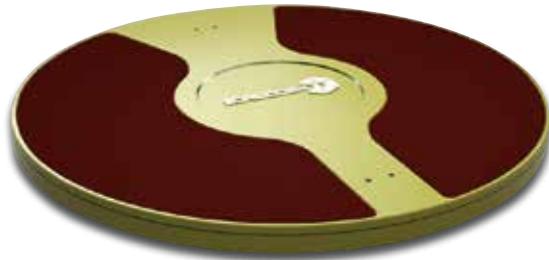
At the same time, association with established companies can help startups: as a source of credibility or a validation of their business model.

HOW DO YOU DO OPEN INNOVATION?

There are many cultural differences between startups and large groups. Take the notion of time for example. While start-ups think and act in terms of days and weeks, large groups plan in months and years. We help bridge the gap by holding masterclasses and training on a range of topics, from intellectual property to attitude to risk. We work with about 50 startups, for whom all our services are free. Our objective is to help large groups identify Open Innovation projects and collaborate with the startup community.

SUCCESS STORIES

3DRUDDER



Liberate the feet!

In the digital era, legs and feet have been relegated to useless appendages hidden under desks. This puts undue strain on hands and fingers, but also denies feet their traditional role in navigation. A team of 3D and Virtual Reality passionates became obsessed with returning to feet their natural navigation function in the digital world - and establishing a more efficient use of both hands and feet. They invented a device called the 3DRudder, a sophisticated feet-based VR and 3D motion controller, used while seated, that has evolved from experiments with a colander attached to a chopping board.

The user rests their feet on a connected device whilst seated, and tilts in the direction he or she wishes to move in the virtual world. Pressure sensors enable the user to move up or down. Hands are free to work with the keyboard, the mouse, or the joystick.

The 3DRudder is intuitive – and incredibly precise. By allowing hands and feet to work in harmony, as they do in the ‘real’ world, the VR experience is transformed. The device encourages better posture, and the user is less fatigued. It is «intuitive, addictive, impressive» (Tom’s Hardware review at CES 2015).

The 3DRudder is specifically designed for virtual reality enthusiasts (gamers and others) and 3D professionals (designers, infographists, architects, etc). But it can be used by anyone who uses a computer and whose hands would appreciate a digital work-share with feet.



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ADWAYS



Anyone can make any video interactive with Adways

For the generation that wants it ‘my way’, Adways Studios has developed a video content online platform for interactive communication.

Videos edited on Adways’ cloud-based platform allow viewers to explore what they want to see, creating their own pathways: from the movie star’s dress to an e-commerce portal where it can be purchased, or from television shows to the twitter conversations they provoked.

The intuitive and easy-to-operate process allows everyone to make clickable and interactive HTML5 videos that can be viewed on any device.

Because viewers are more interested and engaged, interactive video ads click rates are 11 times higher than classic video ads. And people watch for longer. Every click is tracked, affording a true and meaningful record of viewers’ interests and engagement.

The system enables a more intimate relationship between content providers and viewers. We call it the Adways Touch. Adways has offices in Paris, New York and Singapore serving the e-commerce, e-learning, advertising, or corporate communication needs of clients such as Havas, the Discovery Channel or BNP Paribas.

The company is looking for funding of \$USD3 million in early 2016.



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CELESCREEN

How a Worm is Boosting Innovation in the Cosmetics Industry

Celescreen is a French startup whose innovative testing methods promise to cut costs, improve competitiveness and turbocharge innovation in the European cosmetics industry – with the help of a worm. Its method allows companies to test their products to obtain health safety data without contravening the European Union legislation banned cosmetics testing on animals.

The legislation, introduced in 2013, has curbed innovation by restricting the development of new products. A 2012 report from the European Commission said 35% of companies reported their ability to innovate was hampered, while 40% of chemical manufacturers said they are less competitive compared to non-European companies.

Celescreen developed a patented method of evaluating the toxicity of cosmetic molecules by testing them on a worm called *Caenorhabditis elegans* (or *C. elegans* for short) which is biological similar to mammals. Previous attempts to

work with the worm failed because they absorb only 5% of molecules in a natural state. Celescreen's solution works with an encapsulation system that forms a shell around molecules and makes the worm think it is eating its favorite food.

The innovation has attracted a multitude of awards including the BPI i-Lab competition, Total Edhec Entrepreneurship contest, the Investessor (Paris Business Angels network) open pitch, and the Paris City Hall Hacking Event.

Already, five companies have expressed an interest in its technology when it becomes available. The company expects to gain significant revenue from the 300,000 annual tests in Europe, as well as in the United States and China where authorities are looking at alternatives to animal testing.

So far, the company has invested €164,000 through public grants and loans. It is looking to raise €350,000 by the end of 2015, with a second round of €600,000 next year.

CELESCREEN

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DIGITSOLE

Digitsole, the leader in the design and distribution of connected footwear



Everybody at one point has suffered from cold feet, whether in their daily life in cold regions like the Nordics, while practicing their favorite activity like skiing, hiking, fishing or riding their motorcycle or even while working in cold environments like construction sites or warehouses. With the Warm Series by Digitsole, you can now control the temperature of your shoes with a simple click on your smartphone and never have cold feet again. The Warm Series also integrates a pedometer to track your activity (steps, distance, calories...) Digitsole is the leader in the design and distribution of connected footwear and

will be present at Slush 2015. After its success at the CES 2015, the French Tech ambassador company continues its expansion with the Warm Series, its new connected and interactive warming insole. This insole will be commercialized from October 2015 in 30+ countries at over 1000 locations across Europe, North America and Asia.

 **DIGITSOLE**
FOOTWEAR. REINVENTED.

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FINALCAD

Changing the Way We Build

Delivering quality buildings within budget and on schedule is their main objective. But too often construction professionals get bogged down with paperwork, spending too much time on administrative tasks.

That was before Finalcad: a mobile and predictive analytics platform designed to help the construction industry cut-down on needless paperwork and improve efficiency. Finalcad uses Building Information Modeling (BIM) to improve quality and cut costs from design to implementation and maintenance. Harnessing the benefits of the digital economy is not new in the construction industry, particularly in the design phase where virtual reality models of buildings have been around for decades. However, construction begins, paper and archaic processes come back. This lack of efficiency inspired Finalcad's three founders.



Design-led from the outset, the Finalcad app is intuitive and easy to use both in the field, and back in the office when the results are downloaded. Predictive analytics from data gathered from thousands of projects makes it darn useful too.

Finalcad's popularity speaks for itself. Since 2011, it has helped over 5,000 projects in 25 countries. Its free app has been downloaded 100,000 times in over 120 countries.

With offices in France, London and Singapore, Finalcad's 50 employees earned €2 million last year, when they also raised €2.1 million from Serena Capital. They will be looking for funding of €10-15 million next year.

FINALCAD



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KLAXOON

Elegant digital exchange for more effective learning



Klaxoon has invented new ways to interact in trainings, meetings and conferences. Based on the premise that livelier meetings makes for more effective learning, Klaxoon makes participants more active through simple, playful and effective activities: quizzes, surveys, challenges, brainstorming activities, live messaging... Clients from Air France to L'Oréal and Schneider Electric report that these activities allow key messages to be memorised more easily. Intuitive and easy-to-use, Klaxoon can be used on any device - smartphone, tablet or computer - without needing to install anything.

KlaxoonCloud for distance meetings, webinars or virtual learning classes connects up to 1000 participants. When there is no internet connection, the Klaxoon box offers a sort-of private internet connecting up to 100 participants. The compact box (12cmX12cmX5cm) ensures the connection won't drop, and offers full control on your data and its privacy.



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MONKEY TIE

Bringing personality into recruitment

With a few taps and a swipe on our mobile phones, we can refine the search of a potential love interest right down to their eye colour. Yet, when it comes to searching for a job, current recruitment services offer much less choice, despite the fact many of us spend most of our waking hours in the work environment. Monkey Tie is the first recruitment website to assess personality and company culture through its affinity matching technology. Now, candidates and recruiters alike can select a company or an employee to fit their own individual values and needs. Beyond matchmaking, Monkey Tie also cares about broader career development, offering free expert coaching content online. It is also compiling a directory of expert Coach profiles for candidates seeking additional help. Monkey Tie's mission is to enhance well-being in life by being fulfilled at work. Since its launch in September 2013, over



100,000 candidates and 1,200 recruiters have joined the Monkey Tie platform, and over 250 press articles have been written. The company has won numerous awards, including for Customer Focus in the European Business Awards, and been selected for prestigious incubator and accelerator programs. Today, Monkey Tie is looking for a Seed A VC funding to allow it to respond to new demand through recruitment and create new growth locally and internationally through marketing.

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PHONOTONIC

Making music out of thin air

Today there is only one way of making music: you have to be an expert, with your instrument or your laptop. But with Phonotonic, everyone can express their talent in a way that's easy, personal and fun. Using a connected object which picks up your movement, Phonotonic creates a unique musical experience. It was developed by a group of musicians, designers, engineers and researchers, frustrated by the time it takes to learn an instrument. They set about finding a way to enjoy making music for would-be musicians who can't play instruments. With Phonotonic solo musicians can control the beat and the melody of a given song with a connected object that tracks the way they move. The object talks to the app via bluetooth, and turns these movements into music in real



time. Musicians who want to be part of a group can split melody and rhythm on two Phonotonics – for even greater entertainment. It's become more than just a way of making music for amateurs. For example, take the sensor from the object and place it somewhere else – such as in your sock - then rock out. Performers and dancers looking for something fresh adore it. The first 500 products went on sale in December 2014 and sold out in three weeks. Today, Phonotonic is sold in more than 300 major stores in Europe, Tokyo and NYC. More retailers are being signed.



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VIDEO-STITCH



Editing Software for Live Virtual Reality Video

With VideoStitch, you can experience a live concert from the comfort of your own home, be present at a moment-in-history live news event, or attend class without the need to physically go there. This is no ordinary video editing technology however. VideoStitch is able to blend multiple action cameras into a live full spherical 360 degree panorama, which when viewed through a virtual reality headset is totally immersive. Assembling hours of multiple-lens camera is laborious, but with VideoStitch software, the workflow becomes easy. Stitching video is much more difficult than stitching photo, however, and behind the scenes there are some very complicated image processing math algorithms that allows it to manage 4K, 3D, and Live Streaming. The company just raised \$2.25 million

from Alven Capital, with further funding from Kima Ventures and renowned business angels Daniel Marh ely, Errol Ginsberg and Laurent Asscher. This will allow the international team (20 people fluent in 8 languages between them) to expand. California dominates the Virtual Reality market, and 50% of VideoStitch's current business is in the US, mainly around the Silicon Valley. The company is setting up a team in the San Francisco Bay area and has recruited a San Francisco-based successful serial entrepreneur, George T.Haber, to the board of directors. Demand from China, Japan and Korea is also growing fast and VideoStitch will be looking to raise a large round in the next months.



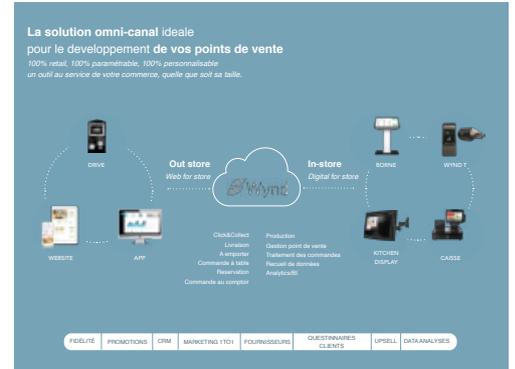
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WYND

Helping Retailers Powercharge Revenues through E-commerce

For traditional merchants, the online world can seem confusing and difficult to manage. Many struggle to balance in-store and out-of-store order patterns, or manage orders received from so many different sources: website, app, in-store etc. Wynd has developed a single piece of intuitive and easy-to-use software that allows helps them adapt their processes to manage all these different funnels. It also improves the in-store experience through digital systems such as at the table ordering to self-touch kiosks. The software works on almost any device, connecting tactile screens in-store and online orders which can be monitored at a distance. The results speak for themselves: a



17 percent increase in average order; employee productivity up by 35 percent; and a 91 percent increase in customer satisfaction. Wynd raised €2 million from French Business Angels earlier this year, and is currently in a second round of fund-raising.



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FRANCE IS AT THE CUTTING EDGE OF INNOVATION

France is a fast-growing technology hotspot:

- The Deloitte Technology Fast 500 EMEA once again ranked France top in 2014 for the fourth year running with 86 high-growth technology companies.
- It is ranked third in the Thomson Reuters Top 100 Global Innovators 2014, with seven of the world's 100 most innovative companies or institutions.
- France is also ranked sixth in the world and second in Europe for gross domestic expenditure on research and development.

A thriving business landscape

Criteo's recent IPO on NASDAQ and 1.7 billion dollar valuation as well as Sigfox's 113 million dollar capital raising illustrate how dynamic and fruitful the French business landscape is. As a matter of fact, 1 billion dollars are invested every year in more than 700 companies, 30% of them being in the Software and internet sectors.

The success of emblematic companies like Criteo and Sigfox speaks for itself. They deliver sustainable business models while establishing themselves as leaders in their respective fields. And it all started in France!

Other success stories are illustrated by high profile exits...

- Neolane was acquired by Adobe for 600 million dollars.
- Lafourchette.com was acquired by Tripadvisor for 140 million dollars.
- Webedia, allociné.fr and jeuxvideo.com were acquired by the Filmalac group for 275 million dollars.

...significant fundraisers...

- BlaBlaCar raised 100 million dollars in June 2014.
- Intersec raised between 15 and 25 million dollars in the past 12 months.

...And sustainable growth models:

- Coyote achieved 120 million dollars in sales last year.
- Archos made a 165 million dollar turnover in 2013.

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Business France is the national agency supporting the international development of the French economy, responsible for fostering export growth by French businesses, as well as promoting and facilitating international investment in France. It promotes France's companies, business image and nationwide attractiveness as an investment location, and also runs the VIE international internship program.

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