# "ENTREPRENEUR" IS A FRENCH WORD

## FRANCE AT VENTURESCAPE

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La FRENCH TECH

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# Summary

# A generation of innovators and entrepreneurs

**France has a track record in disruptive technology, from the Minitel service, a precursor to the internet, to the SIM card. Today's startups bathe in the same pools of creativity and innovative research, and enjoy world-class digital infrastructure and a supportive business environment.**

For some years now, the French Tech ecosystem has shown an incredible dynamism, driven by a new generation of entrepreneurs, investors, engineers, designers, and other talented people. France is a new start-up Republic, home of vibrant tech hubs and talents impregnated with a strong entrepreneurial culture. The name of this movement is **"La French Tech"**, a shared brand by French startup and by the French government which supports them. Our well-known tech savvy and talented engineers have turned into business oriented entrepreneurs who think globally and dream big (in English!)

While startups make headlines abroad, in France, new generation of charismatic entrepreneurs are inspiring others to follow their lead. Belying its reputation as a nation of bureaucrats, now **37%** of all French people say they want to start their own business (Source Viavoice, October 2014).

The rest of the world is starting to take note. At the Consumer Electronics Show in Las Vegas this year, the French delegation created quite a buzz.

"France reclaims 'entrepreneur' roots with leading number of start-ups in Europe." (Christian Science Monitor)

"France Is Absolutely Crushing It at CES" (By Yahoo's Technology Editor Jason Gilbert, who predicted "The winner of CES will be France.")

The Economist noted "an exceptionally strong French presence" at the CES, while Bloomberg wrote about French business being "out in force."

John Chambers declares in Fortune: "France is the next big thing."

## Role models include:

**Xavier Niel** managed to build a telecommunication andinternet empire with his company Iliad which is valued at 14 billion dollars. Free, Iliad's telecommunication's subsidiary has 15 million subscribers and a 5 billion dollar annual revenue. He's invested in a software-writing school, called 42 – a homage to Douglas Adam's "The Hitchhiker's Guide to the Galaxy," and Halle Freyssinet, destined to become the largest incubator in the world.

**Jean Baptiste Rudelle.** A seasoned entrepreneur, in 2005 he co-founded Criteo SA, now the world's foremost digital performance advertising company. Mr Rudelle remains CEO, overseeing Criteo's recent IPO on NASDAQ and 1.7 billion dollar valuation. Previously, he was the founder and CEO of K-Mobile Kiwee, one of the leaders in the emerging mobile content market, acquired by American Greetings Interactive in 2004.

**Jacques Antoine Granjon** launched vente-privee.com in Europe in 2001, when e-commerce had barely started. The website, which pioneered 'flash-sales,' has enjoyed phenomenal success and is now available in 8 European countries (France, the UK, the Netherlands, Germany, Spain, Italy, Belgium and Austria) and the United States, in partnership with American Express.

**Loïc Le Meur** is a serial entrepreneur based in San Francisco. Loïc co-founded the #1 European tech event LeWeb. Each year in Paris, LeWeb brings together in Paris 3,500 entrepreneurs, brands, geeks, investors and press from 76 countries.

# 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 a 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, which will be exhibiting in hall 5 at this year's MWC, raised between 15 and 25 million dollars in the past 12 months.

### ...And sustainable growth models:

➤ Coyote, which will be exhibiting in Hall 8.1 achieved 120 million dollars in sales last year.

➤ Archos made a 165 million dollar turnover in 2013.

# Business France at VentureScape 2015

F rance has been making major efforts in recent years to become more business-and investor-friendly. You may be surprised to learn that **business setup and operating costs** are lower in France than in Italy, Japan, the United States or Germany! **France has the second largest venture capital ecosystem in Europe** (US$1.2 billion in 2013) and is ranked first in the EU for venture capital investment for startups, with US$490 million invested in the second half of 2013.

**Business France** is the national agency supporting the international development of the French economy. Our top priorities include connecting the French and American VC communities, as well as promoting French talent and 'made in France' innovations through the **"La French tech"** brand. As such, Business France is proud to be an International Sponsor at VentureScape this year.

Why not be next in line to invest in France's amazing talent pool? If you're still not convinced, we are giving you the opportunity to see for yourself. Business France is proud to bring the following **8 promising startups to VentureScape** in the framework of a larger acceleration program led in partnership with BPI France called Ubi i/o.

**Ubi i/o** gives French startups the opportunity to spend 10 weeks in the Silicon Valley and immerses participants in the best conditions to kickstart business in the U.S. The program has 3 main objectives:

➤ Absorb the "Silicon Valley method": participants receive personalized strategy, marketing, pitch and storytelling coaching.

➤ Grow the startups' Pipeline: privileged access to some of Silicon Valley's biggest players (Cisco, Salesforce, Qualcomm Ventures, eBay, Samsung, Symantec, Panasonic, Sprint).

➤ Create buzz on the US market: organization of pitch and networking events, focused on increasing the startups' visibility in the Silicon Valley.

# Adways

## YOUR STORIES, YOUR WAY

**For the generation that wants it 'my way,' Adways Studios has developed a video content management system 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 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 $USD2-3 million in late 2015.

adways

# Blackfire Profiler

## APP DEVELOPERS' BEST FRIEND

**#Profiling Has Never Been More Fun#**
**#Took Me 5 Minutes to Identify a Performance Bottleneck. Thank you Blackfire.io#**
**#If you're a PHP developer, than you really need to check out @ blackfire.io. Dead simple way to profile your app#**
**These are just a few of the tweets from a grateful 200,000-strong developer community trailing the beta version of the Blackfire Profiler.**

Designed for developers using PHP – the programming language behind 80% of web content – it allows developers to identify, understand and resolve issues to optimise performance. It alerts them before something goes wrong, when it's not too late to correct.

Unlike existing profiling tools, which are so complex to use that many developers don't bother, it is easy to run. It deploys in 5 minutes and profiles in 5 seconds. It provides detailed analysis of an application code while it's being executed, and statistics that make performance gains easy to measure.

Developers can use Blackfire Profiler before deploying their app to the world. It also shows how the App behaves on production servers, where real data and live traffic can affect performance.

Blackfire is the new business unit of SensioLabs, a recognized PHP open source software editor with 17 years-experience. 10 world-class developers have been working on the profiler for over a year.

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blackfire

# Evercontact

## THE AUTOMATIC ADDRESS
## BOOK UPDATER

**Let's face it: updating your contacts is tedious. And because it's so unrewarding, the task is often neglected.**

That leaves many people (hands up!) at risk of missing crucial contacts at precisely the time they are needed. Not to mention all that time wasted trying to find that misplaced address.

Now, a French company has developed an App that updates your address book automatically with new contact information extracted from email signature lines.

Evercontact works in the background identifying and extracting information from emails, then comparing the information with what is stored in contact databases. It is compatible with Gmail, Google for Work, Outlook, and Office 365.

The cloud based service allows contacts to be shared with collaborators, and works for Customer Relationship Management (CRM) systems too (Salesforce, Dynamics, Highrise or Zoho).

So far, Evercontact has analyzed over 1 billion emails and created and updated more than 300 million user contacts for over 100,000 paying users. By automating these functions, the company estimates it has saved clients over 1 million hours of work.

AXA Strategic Ventures recently announced a $1 million investment that will allow Evercontact to expand its product line and boost its international presence. The company may look to raise more funds in late 2015 or early 2016.

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# Giroptic

## A 360 HD CAMERA TO CAPTURE
## THE ROLLERCOASTER OF LIFE

**The 360 Cam by GIROPTIC is the world's first full HD 360 degree camera designed to see the world "Up, Down and All Around."**

Palm-sized and egg-shaped , the 360 Cam records videos, takes still photos and streams real-time video over Wi-Fi from every angle. It is designed to be both lightweight and robust.

The 360 Cam features three 185 degree fish-eye lenses that delivers the industry's largest field of view. Lenses are synchronized to simultaneously capture and stitch images in real time inside the camera. Built with a waterproof rating of IPX8, the versatile camera allows users to explore the aquatic world with crisp resolution and distortion-free images.

The 360Cam can be universally mounted on almost any device. It features a light bulb adaptor that allows the camera to be used as a smart home accessory or a home surveillance system. Additionally, the Ethernet video streaming base can be used to stream unique footage in real-time.

The result is a camera that, with one click, doesn't miss a thing.

The 360 Cam earned Giroptic an Innovation award at CES 2015. The company raised $ 1,419,068 through an impressive crowdfunding campaign with 3,916 backers. It is talking to several VCs and private investors for a round of Series A funding, and will be looking at Series B towards the end of 2015.

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GIROPTIC

# Hexo +

## IT'S A SELFIE DRONE THAT ADVENTURE SPORTS ENTHUSIASTS ARE GOING MAD FOR

**Hexo+ is essentially a flying camera that can be pre-programmed using only a smartphone. It was designed seven-time world champion snowboarder Xavier de Le Rue to be both easy to use and capable of shooting footage that looks like it was shot by a professional photographer in a helicopter – without the need for a cameraman.**

Precision is enabled by a smartphone App that allows you to create a rich storyboard, detailing pans and zooms, or even 360-degree spins. Add a spectacular wilderness background and some daredevil sporting moments, and the result is spectacular.

A Kickstarter crowdfunding campaign last year raised over $1.3 million in just 30 days from over 2,300 backers. The drone goes on sale later this year, but the Hexo+ team have already taken 500 pre-orders on their webite, at $1,249 each.

The drone is attracting attention wherever it goes. At the Consumer Electronics Show in January, it won three prizes (iPhone Life, VideoMaker, and envisioneering ShowStoppers ). And at ISPO in Munich, Hexo+ won the BrandNew ISPO 2015 award for accessories.

Later this year, the company hopes to raise $10-15 million in funding to expand particularly in the U.S., where it sees 70 percent of its clients.

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HEXO+

# Jarvis Legal

## INSANELY EASY LEGAL PRACTICE MANAGEMENT

**John is a lawyer. While his core expertise is practising law, he is too often distracted by paperwork.**

Jarvis Legal is intuitive and automated software that frees John from time consuming administration – allowing him to stay focused on practicing law and maximizing revenues.

Instead of having to create in software tabs for registering the related case, client, contacts, jurisdiction and so on, Jarvis automatically extracts data and creates what is needed. Not only does it save time – cutting workloads by around 30 percent – the automatic time tracking system allows lawyers to bill around 10 percent more.

Colleagues can work on the same document simultaneously, secure in the knowledge that all data is safe in the cloud. JarvisDrive also allows lawyers to work offline when necessary. The software is based on Data Pulling Technology that automatically extracts data and content from legal documents. It is the result of 2 years of IT development and $650,000 of investment.

The company has sold 1,000 licences across 14 countries, and expects to be at 1,500 by the end of the year. They offer free limited use of the application, and paid-for unlimited use,

Jarvis Legal anticipates huge demand in the U.S., where there are 1.3 million attorneys and 330,000 paralegals and legal assistants. The company is targeting small and medium sized law firms with less than 50 lawyers – a market worth $600 million.

Jarvis Legal is now looking for further Series A funding to develop the business in the US and elsewhere, and optimize the technology for small and medium businesses.

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# Pradeo

## SECURITY FOR YOUR MOBILE APPS

**Pradeo provides security for Apps on Smartphones, tablets and IoT devices. Its Apps behavioral analysis engine Trust Revealing™ can alert the user to any action performed without their knowledge, such as the retrieval of private / professional data or phone tapping.**

Pradeo current distributes its security products in 20 countries. AuditMyApps™ which provides a full security report for one or several mobile apps; CheckMyApps™, a next-generation antivirus able to check in real time the security of the entire personal (BYOD) and professional mobile applications installed in a mobile fleet of Smartphones & tablets by ensuring their compliance with any company's security policy.; and CheckMyApps API™, which integrates code directly into a critical application to show all the actions made by other third party applications running on a same mobile device.

Since it was founded in 2010, Pradeo has won a number of awards. This includes the Innovative SME's Award at this year's International Forum on Cybersecurity.

The company, which is specialised in mobile devices security and mobile application security, is currently raising funds.

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SECURITY SYSTEMS

# Tellmeplus

## MAKING OBJECTS INTELLIGENT

**25 years ago, innovator Jean-Michel Cambot developed the business intelligence software that launched Business Objects, which became the French darling of management software and was acquired by SAP AG in 2007 for $6.8 billion.**

3 years ago, Mr Cambot decided to focus on the next generation of business intelligence. With startup Tellmeplus, he developed software that predicts future business needs, and prescribes solutions.

His latest product, Ubiqway+, uses next-generation Meta Active Machine Learning™. This means that Artificial Intelligence algorithms are embedded inside objects. Prescriptive analytics enables the machine to select in a fully automated way the best algorithm to respond to a question. The intelligence that is produced is retained by the object, so it can learn and improve processes over time. Only useful data is collected and transmitted.

This means the most common decisions and actions are initiated by the object itself, minimizing data transmission, saving energy and cutting costs. Ubiqway+ is able to treat immense volumes of fast moving data coming from all kinds of connected objects or machines without the need for an army of data scientists.

The patented technology has received multiple awards, including the Global Innovation Award 2014. These, and a 2012 prize from the French Research Ministry in 2012, provided funding of 400,000 euros.

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# About us

**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.

Founded on January 1, 2015 through a merger between UBIFRANCE and the Invest in France Agency, Business France has 1,500 personnel, both in France and in 70 countries throughout the world, who work with a network of public- and private-sector partners.

For further information, please visit:
www.businessfrance.fr

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