

The Paris Region #Leader strategy and EER year 2018

EER Annual conference

17 January 2019



SUMMARY:

- **The Ile-de-France Region in a nutshell**
- **The #Leader strategy**
- **Our EER year: what happened in 2018?**
- **Tips for future applicants?**



Paris Region key figures

Europe's Leading Economic & Innovation Region

€ 660B of GDP

With 27 Fortune 500 companies across industries such as Energy, Construction, Manufacturing, Retail, Luxury, Finance

5,000+ Startups

Artificial Intelligence, AR/VR, Drones, Smart Mobility, Retail, Connected Health, Big Data, Cybersecurity, etc.

€ 1.7B VC Funding

+30% from 2015
Paris Region represents 68% of VC investments in France

1,200+ R&D Labs

Involving 155,000 workers and researchers

€19B for R&D

Annual public and private expenditure for R&D programs

#1 Region in Europe for R&D

EUROPE'S TOP 5 REGIONS BY R&D EXPENDITURE
(MILLIONS OF EUROS IN 2013)



Markets

Construction,
Healthcare, Drugs,
Manufacturing,
Energy,
Extractive industries
Aircraft industry,
Transportation

Tech

Artificial Intelligence,
Embedded Systems,
Chemical & Material
Technologies, 5G,
Sensors, Robotics, IoT,
Big Data, Digital
Modeling, etc.

université
PARIS-SACLAY

UPMC
SORBONNE UNIVERSITÉS

Inria
INVENTEURS DU MONDE NUMÉRIQUE

IDF INNOV
De l'invention à l'innovation

SATT
PARIS-SACLAY

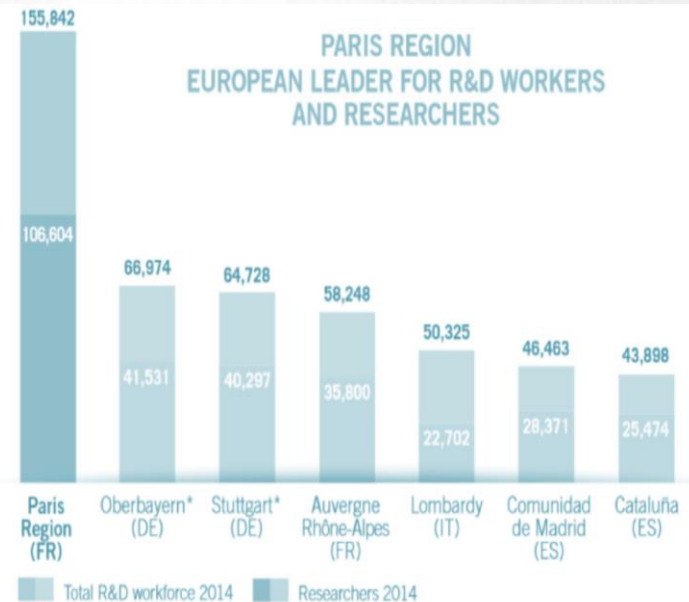
Association
INSTITUTS
CARNOT

SATT
LUTECH

cea

PARIS REGION
EUROPEAN LEADER FOR R&D WORKERS
AND RESEARCHERS

Source: Eurostat,
Ministry of Education,
Higher Education and
Research, data 2014,
*data 2013



#1 Startup Region in Europe

- 5,000 startups with a focus on Deep Tech, AI, IoT, etc.
- 1st region in Europe regarding the number of startups of **The Technology Fast 500 EMEA**
- 1/3 of the start-ups exhibiting at the **2018 Las Vegas CES** were French

620 Innovation Centers:

- ✓ 216 Incubators & Accelerators
- ✓ 171 coworking Spaces
- ✓ 87 fablabs & makerspaces
- ✓ 46 Business Centers

€150M

The world's leading Internet of things (IoT) connectivity service



€250M

Independent company offering web, dedicated, and cloud hosting solutions



€300M

Jumia facilitates access to products and services in Africa



The #Leader strategy



French Regions Leaders for economic development on their territory

→ December 2016: adoption of the **#LEADER** global strategy for innovation, growth and employment 2017-2021

→ 4 main orientations:

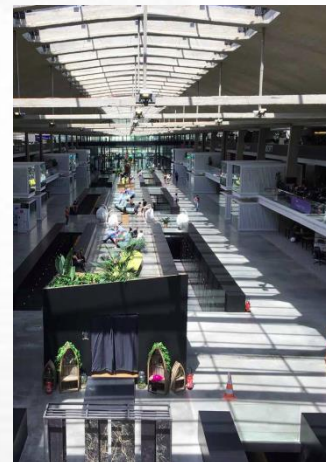
**Investing in
the
attractiveness**



**Boosting the
competitiveness
of PR companies**



**Developing an
entrepreneurial
and innovation
spirit**



**Working
collectively**



€ 130m budget for economic development, half of it directly going to businesses

Each year, the Region supports around:

3 000 SMEs
including 1 000
start-ups


10 000 creators





Financial support to startups

TP'up, PM'up, Innov'up, PRVF

TP'up	Grants of up to € 55 000 for small businesses (less than 10 employees) to develop and modernize their production tools
PM'up	Grants of up to € 250 000 for SMEs (10 to 250 employees) to modernize their production tools and develop internationally
Innov'up	Grants and repayable advances of up to € 1 million to support innovative companies in the transition from the idea to market
 The logo for the Paris Region Venture Fund. It features a stylized sunburst or flower-like icon on the left, composed of multiple colored segments (blue, green, yellow, orange, red, purple). To the right of the icon, the text "PARIS REGION" is written in a bold, black, sans-serif font, and "Venture fund" is written below it in a smaller, teal, sans-serif font. PARIS REGION Venture fund	Investment fund with € 50 million capital to invest in early-stage deeptech companies



Our EER year: new initiatives launched in 2018

International Challenges



- First **international challenge** for startups on **artificial intelligence**
- A **€1m Prize** (fields covered: energy, health, mobility, smart city, industry, finance)
- **4 winners:** Therapanacea (€700 000), LightOn (€350 000), PandaGuide (€150 000), Smartify (€150 000)

<https://www.aichallenge.parisregion.eu/>



- International challenge for startups in **cybersecurity**
- Address the needs expressed by major economic actors (Atos, SNCF, Stade de France)
- 3 topics: major events, transportation, sport
- **Deadline 25th February 2019**

<https://paris-region-cybersecurity-challenge-2018.matchmaking-studio.com/public/home.html#mms>

Entrepreneur #Leader

New entrepreneurship program aiming to offer a unique “path” for all business creators in Paris Region through 3 distinct phases:

1) “Build my project”: support to

- ❖ finalize your economic study, formalize your business plan,
- ❖ choose your legal, fiscal and social status
- ❖ test your activity and start as an entrepreneur in an incubator
- ❖ formalize and present your project to potential partners/financers

How? Up to 12 hours of support by experts

2) “Finance my project”:

- ❖ be informed about the funding offer, eligibility of your project
- ❖ structure your project through an analysis of your business plan (financial, human, marketing, accounting, legal, etc.)
- ❖ mobilize funding (microcredit, bank guarantee or honorary loan, etc)

How? Up to €50000 (€120000 for technological innovation projects)

Entrepreneur #Leader (2)

3) “Develop my business” (during the first 3 years)

- ❖ build an efficient management for your company
- ❖ implement its commercial action
- ❖ develop your network and business opportunities
- ❖ make relevant recruitments
- ❖ secure the development of your activity
- ❖ Develop your entrepreneurial skills

How? regular meetings and a personalized assessment at the end of the journey, workshops to share experience with peers, privileged access to partners' networks and solutions

www.iledefrance.fr/entrepreneur-leader-parcours-unique-de-creation-d-entreprise



Acceleration programs **I NEW in 2018**



WILCO
ACCELERATEUR DES STARTUPS ÎLE-DE-FRANCE

Startups Accelerator offering a 3-year service package to help startups achieve their €1M in annual turnover within 3 years without taking equity
<http://www.wilco-startup.com/en/>

PEPITE STARTER IDF



Pépite
starter
— Île-de-France

Acceleration program for startups created by students entrepreneurs in Station F and offering intensive training and support over 5 months
<https://www.pepite-france.fr/pepite-starter-idf>

L'ACCELERATEUR ESS

A 24-month strategic and tailor-made support programme designed to help SE companies to scale-up, increase their economic, social and environmental impact and create jobs
<https://www.laccelerateuridf.co/>



Access to public procurement for startups

Small Business Act



A regional Small Business Act (March 2017) to facilitate SMEs' access to public markets relying on:

- a better information to SMEs
- simplified procedures
- the grant of advances of up to 50% of the global contract in order to reduce cash issues
- the shortening of payment delays
- a fight against illegal work
- a commitment to reserve 2% of the regional procurement for innovative solutions

Tuesdays of the Smart Region

Monthly meetings between startups and public buyers (local governments, universities, hospitals, etc.) to sensitize buyers to new solutions and encourage innovative procurement.



Past « Tuesdays of the **Smart Region** »:

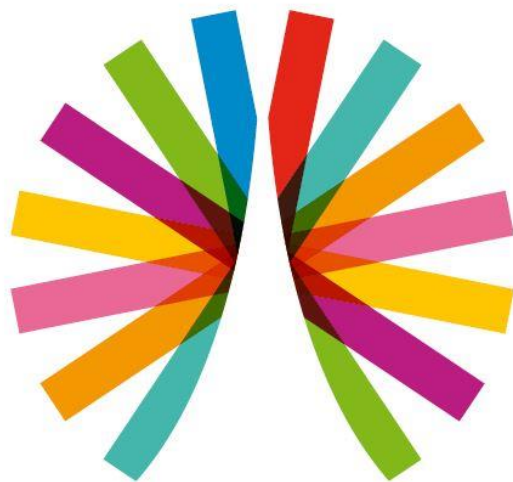
- ✓ April 2018: Education
- ✓ July 2018: Tourism
- ✓ September 2018: Civic tech
- ✓ October 2018: Security
- ✓ November 2018: Mobilities
- ✓ December 2018: Housing

The EER label for us:

- The **recognition** of what we are trying to implement/achieve to boost regional entrepreneurs and economy,
- A real **booster** to develop and implement economic development schemes,
- One year of **increased visibility** for our actions in this field and for the Region more generally,
- The **network effect**: access to contacts in other European regions,
- Reporting to EER team = an **extra booster** to monitor implementation and impact!

Tips for future applicants?

- demonstrate the label added value: show how it'll help you boost your actions...
- and how you'll manage to promote the Label!
- show the existence of a strong political commitment,
- show how your actions will echo EU political priorities and impact locally



**PARIS
REGION**

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