

# SPORT TECH & INNOVATION IN FRANCE

KEY INFO IN

**10**  
POINTS

# 1

## ▶ SPORTY AND CONNECTED

French startups are revolutionizing sport with connected devices: Shapeheart has developed the first armband to measure runners' heart rates; Digitsole has launched a self-lacing shoe fitted with sensors that track physical activity; while Moovlab has developed connected boxing gloves that analyze force, speed, reactions and punching frequency.



# 2

## ▶ INNOVATION ACCELERATORS

Various organizations co-ordinate the sports startup ecosystem across France, including Normandy French Tech, Fabrik du Sport (Grand Est), French Tech in the Alps (Auvergne-Rhône-Alpes), Aix-Marseille French Tech (Provence-Alpes-Cote d'Azur), French Tech Montpellier (Occitanie) and La Ocean Tech (Nouvelle-Aquitaine).



# 3

## ▶ INOSPORT: SHAPING TOMORROW'S SPORT

This leading industry event in the fields of sport, leisure, health and wellness rewards the latest innovations in the sector. Among those unveiled at the Inosport 2017 event in Voiron (Auvergne-Rhône-Alpes) were a distress beacon (Be Where), a mini snowshoe (SnowPlak) and recycled shoes (Insoft).



# 4

## ▶ LE TREMPLIN: BOOSTING SPORTS INNOVATION

France's first business incubator focusing on the sports sector, Le Tremplin, opened its doors in 2016 at the Jean Bouin stadium in Paris. With 2,200 sq. m. of floor space and 250 workstations, it aims to support innovative startups and entrepreneurs by offering them preferential finance deals, conference venues, and open co-working space, among other benefits.

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# 5

## ▶ 58 STARTUPS ON THEIR WAY

Since being founded, Le Tremplin has hosted 58 startups, including 10% from overseas. Those in the third cohort included Akwatyx, APA de Géant, Be Sport, BeatMe, and Bestfootball.

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# 6

## ▶ VIRTUAL SPORT: REAL SUCCESS

There are a growing number of e-sport events across France: Gamers Assembly in Poitiers started in 2000, Lyon e-Sport and Paris Games Week in 2011, and DreamHack in Tours in 2014.

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# 7

## ▶ FORMULA E IN PARIS

Following the success of the first ePrix in April 2016, Paris held its second Formula E meeting in May 2017. This electric motor race in the heart of the city is a fantastic showcase for eco-friendly transport. Renault e.DAMS finished in the top five thanks to French racing driver Nicolas Prost.

# 8

## ▶ CHAMPIONS LEAGUE & LEAGUE OF LEGENDS

Football clubs are increasingly taking the plunge into e-sports. In France, Paris Saint-Germain was the first to create an e-sports team, which takes on opponents at League of Legends and FIFA. In 2017, Lyon signed a partnership with Edward Gaming (EDG), one of China's best e-sports teams, to move into the sector.

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# 9

## ▶ FRENCH STARTUPS RAISING FUNDS


In 2017, extreme sports booking platform Adrenaline Hunter raised €600,000 while bike specialist Altricks amassed €7.3 million. Startup Hoops Factory raised €1.7 million for its indoor basketball centers, while La Centrale du Sport, the leading sports equipment price comparison site for clubs and communities, finalized a €535,000 funding round.

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# 10

## ▶ A TICKET FOR FOREIGN STARTUPS

The "French Tech Ticket" program helps foreign startups develop their business in the French market. Those selected in 2017 included Turkey's Sentio Sport Analytics, offering real-time performance monitoring technology for team sports, and Italian/Colombian firm Golazzos, which has developed a free social media app where football fans predict match scores to win points.



For further information, please visit:  
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1924

**2024**

**PARIS TO HOST  
THE OLYMPICS  
FOR THE THIRD TIME**

(OLYMPIC.ORG)



**64%**

**OF FRENCH PEOPLE  
PLAY SPORT  
AT LEAST  
ONCE A WEEK**

**(FRENCH MINISTRY FOR SPORT, 2017)**



**PARIS  
HAS HOSTED**



**A FORMULA E  
GRAND PRIX  
SINCE 2016**

(FIA)

**LE TREMPLIN  
HAS HOSTED**

**58**



**STARTUPS  
SINCE 2015**

**(LE TREMPLIN)**