



PRESS KIT

CONSUMER ELECTRONIC SHOW 2019
LAS VEGAS

JANUARY 8-11, 2019



“La French Tech” heads to the CES

For the sixth year in a row, Business France will be supporting French startups at the Consumer Electronics Show (CES) in Las Vegas. The French delegation will be spread over two separate stands. Most of the startups in attendance (26) will be at the French Tech pavilion (Eureka Park), while the 10 startups specializing in future vehicle technology (see page 10) will be posted at the France Pavilion (LVCC Central Plaza – Pavilion CP-4).

After a particularly successful 2018 edition, which saw La French Tech make up the second largest delegation of startups at the CES after the United States, Business France will once again be running the French Tech Pavilion, with support from Orange, BNP Paribas, INPI, All Circuits, STMicroelectronics, Arrow, Air France, Miliboo, Captronic, Bolloré Logistics and France Brevets.

Twenty-six startups from among more than 330 French Tech companies were selected by Business France and a panel of experts* to present their innovations. They were chosen based on three criteria: the innovative nature of their products, their ability to take full advantage of their presence at the CES and their potential for commercial success.

In addition, Business France is supporting around 10 “Family & Friends” startups,¹ including Lunii, Team 8, Linto and Camtoy.

“When it comes to the IoT and consumer tech, the CES is the number one show for anyone who needs to gain visibility among journalists, potential customers or investors. Las Vegas sets the tone for the year’s major technological trends and can serve as a very powerful springboard for a well-prepared startup,” explains Éric Morand, Tech & Services Director at Business France.

“However, this is just one stepping stone and it is important to successfully conduct every stage of the market launch process to fully harness the buzz created. That is the true purpose of our support strategy, which helps startups grow and increase their sales, but also to find distributors and partners, specifically through our immersion programs and targeted actions like the initiative led in conjunction with the Museum of Modern Art (MoMA) in New York last spring.”

This year, Business France has also focused its efforts **on bringing together a large number of startups supported by France’s regional authorities.**

Team France Export: a program driven by our regions

Uniting the efforts of France’s regions forms part of the country’s **new international trade strategy**. The objective is to boost efficiency by setting up “Team France Export” both at national level and under the auspices of each regional authority.

¹ “Family & Friends” startups are firms that have already received a helping hand from Business France and will be taking advantage of this support again at the CES in 2019.

Business France has combined the strengths of nine French regions (Bourgogne-Franche-Comté, Bretagne (Brittany), Centre-Val de Loire, Hauts de France, Ile de France (Paris region), Normandie, Nouvelle Aquitaine, Occitanie and Provence-Alpes-Côte d’Azur) at the CES in 2019, enabling “Team France Export” to bring around **160 startups** to the show, all under the French Tech banner.

“With the creation of Team France Export, in which the country’s regions play a crucial role, it was very important that we harness France’s collective energy at an event of the CES’s magnitude, an approach that embodies this new team’s philosophy and our concerted strategy to support our nation’s businesses,” points out Christophe Lecourtier, CEO of Business France.

The 26 startups selected for the French Tech Pavilion (LVCC Central Plaza – Pavilion CP-4)	
ADOK	Adok optimizes your time, even during meetings. Its Smart Meeting Assistant solution is a device that transforms any surface into a touch screen and a software platform that boosts your productivity. Preparing, leading and debriefing a meeting has never been so easy.
APP-ELLES	An app that supports female victims of violence. Geared towards providing the assistance so desperately needed by women facing violence, App-Elles® offers optimized alert, call and search functions via a simple and intuitive interface.
ARCHOS	Archos will present solutions that bring Artificial Intelligence and Blockchains to a wider audience: Archos Hello, the daily companion that blends visuals with voice commands, while ensuring the utmost privacy. Archos Safe-T, a hardware wallet for cryptocurrencies.
ARTIRIS	Combining high-end perfumery, patented technological excellence and French-style luxury, Artiris has invented the fragrance diffuser of the future, one that is connected and fully user configurable. Generate your ideal aromatic atmosphere in one easy step. Select up to five capsules of natural essential oils, compose your fragrance in real time, adjust your creation to your tastes, share it and enjoy the best fragrant quality in the world.
AVEINE	Aveine has developed a connected wine aerator with a temperature sensor. The accompanying app allows the user to adjust the aerator by scanning the label on the bottle. The device suggests the optimal aeration setting for the wine in question.
KEY INFUSER	The KiOne robot is the size of a smartphone and knows how to use one! Whether you run a retail, event management or e-commerce business, the device draws in sales leads while educating your target audience: users can try out any kind of digital experience (smartphones, IoT, apps) via the robot, thanks to its patented “Touch” technology.
MIXOLOGIQ	Mixologiq has developed the world’s first cocktail machine for professionals, allowing them to make any type of cocktail (mojito, caipirinha, etc.) in less than a minute!

CARFIT	Carfit uses artificial intelligence to analyze vehicle vibrations in real time, pinpoint their source and anticipate the maintenance requirements of drivetrain components that are often lacking in sensors (brakes, tires, wheels, shock absorbers, etc.).
COLEEN	<p>Coleen has developed and built the electric bicycle of the future. This stylish bike is lightweight and comfortable, as well as offering a range of 100 km (62 miles). This is more than just a design. Whether you are a lover of mechanics, nostalgic about old vehicles or a fan of beautiful creations, Coleen will take you on a journey back in time.</p> <p>With strong French roots, Coleen is inspired by the Parisian dandy horses of the past and combines the <i>savoir-faire</i> and spirit of French luxury in an e-bike. The bike was designed and manufactured entirely in our workshop in France, with outstanding components and painstaking attention to detail at every stage of the process. This is a thoroughly modern connected bike, with a keyless activation system that allows Coleen to be started and the battery to be locked and unlocked as soon as the user's smartphone is nearby.</p> <p>The app sends all information to the rider's mobile so that only what is most essential appears in their field of vision. The bike's electronics operate at 48V, which improves the system's efficiency and allows for higher torque figures over a longer distance. Every Coleen features a GPS tracking system that alerts the owner and allows the bike to be tracked in real time if it is stolen.</p>
CHRONOLIFE	Chronolife has developed a solution to remotely monitor patients with heart problems via a connected t-shirt and an app. The system offers continuous monitoring and alerts patients and doctors when needed.
CUBE YOUR LIFE	Cube your Life is a startup created at the end of 2017 that has developed an innovative and revolutionary connected device to Play Together Anywhere: the Cube.
E-VONE	<p>E-vone is the first connected shoe with an automatic fall detection system based on artificial intelligence.</p> <p>The purpose of E-vone is to maintain the independence of elderly or vulnerable individuals by allowing them to move around freely, but also to give their loved ones peace of mind by quickly raising the alert in the event of a problem.</p>
EYELIGHTS	Eyelights is an augmented-reality mobility solution. Eyelights displays driving information directly in your line of sight.
HAVR	We have developed the first lock that uses light as an opening system. When coupled with the mobile app and website, it allows you to share, program and manage the digital keys to your premises using your smartphone.
HELITE	B'Safe is the first smart, fully-autonomous airbag system that protects cyclists in the event of a fall or an accident. The jacket can save lives, while improving the safety and overall experience of cyclists in cities and during their daily journeys.
HITECH-ONE	Modulum is a modular IoT platform that allows new connected devices and services to be created by individuals with no technical knowledge. Modulum enables anyone to innovate and enter the world of entrepreneurship simply based on an idea. One of the platform's components lets users connect to and use the latest blockchain technology.
JUST MINING	Just Mining specializes in blockchain technology and cryptocurrencies. Our objective is to make this technology accessible to the widest possible audience. The Warmer Bob is a smart solution for private individuals that combines cryptocurrency mining with energy efficiency.

MEERSENS	Meersens is a truly unique solution (IoT + Apps) that enables all consumers to test their immediate environment for health hazards: air and water quality, UV rays, microwaves, pesticides, allergens, etc. It also offers customized solutions. Meersens acts like a security guard for your health!
MOONA	Moona's mission is to help those who suffer from sleep disorders. Based on medical research, its smart system regulates body temperature and adapts to individual preferences to give you a better night's sleep.
NANOMADE	Nanomade uses patented technology to make any surface (rigid, curved, flexible, etc.) and any material sensitive to touch and pressure. The company markets sensor units that offer a fresh approach to touch surfaces for the smartphone, automotive and smart building industries.
OW1	OW1 audio develops smart audio systems that meet the requirements of the most demanding music lovers. Our vision is to use their excellent sound quality to create new user experiences.
R-PUR	The R-PUR mask is the first French-made connected anti-pollution mask designed for motorcycle riders and cyclists. The mask allows you to breathe clean air by filtering out toxic particles, without compromising comfort and style.
SNIPS	Snips is an embedded voice-recognition platform for connected devices. Snips's vision is to fit a smart voice assistant to every device, making the technology so intuitive that it becomes invisible.
VELCO	Velco creates connected solutions for smarter, more customized urban mobility. Wink Bar is the first connected bicycle handlebar (Smart Cities Award at the CES in 2018) Tom-E is a universal navigation accessory that can be adapted to various forms of transport.
VIVOKA	Vivoka specializes in voice recognition and artificial intelligence. Our objective is simple: to revolutionize man-machine interaction using the human voice. Regardless of the sector in which you operate, our job is to create a unique conversational link between you and your users. We adapt to all forms of media, taking into account your circumstances and your environment.
WISHARINGS	The Lussy Experience reinvents the feeling of well-being derived from family life. Lussy One, a little "nespresso" for wellness services in the home, is intuitive and precognitive. It prepares the user for cosmetic, aromatherapy or wellness treatments that use organic encapsulates. Lussy App guides the user through their wellness experience, and much more!

*MEMBERS OF THE PANEL: **Myriam Beque**, Project Manager, BNP Paribas / **Olivier Ezratty**, Innovation Consultant / **Emmanuelle Leclerc**, Marketing Director, La Cité de l'Objet Connecté / **Pascal Ribot**, Strategic Marketing & Market development, STMicroelectronics / **Valerie Hochet**, Director of Communications, INPI / **Stéphane Bohbot**, Founder & CEO, INNOV8 Group / **Raphael Vautier**, Business Development Manager, All Circuits / **Hervé Naudin**, Orange Partner & Startup program / **Éric Morand**, Tech & Services Director, Business France / **Patrick Sellem**, Account Manager Startup & Ecosystem, Arrow Electronics

Testimonials from the startups we support:

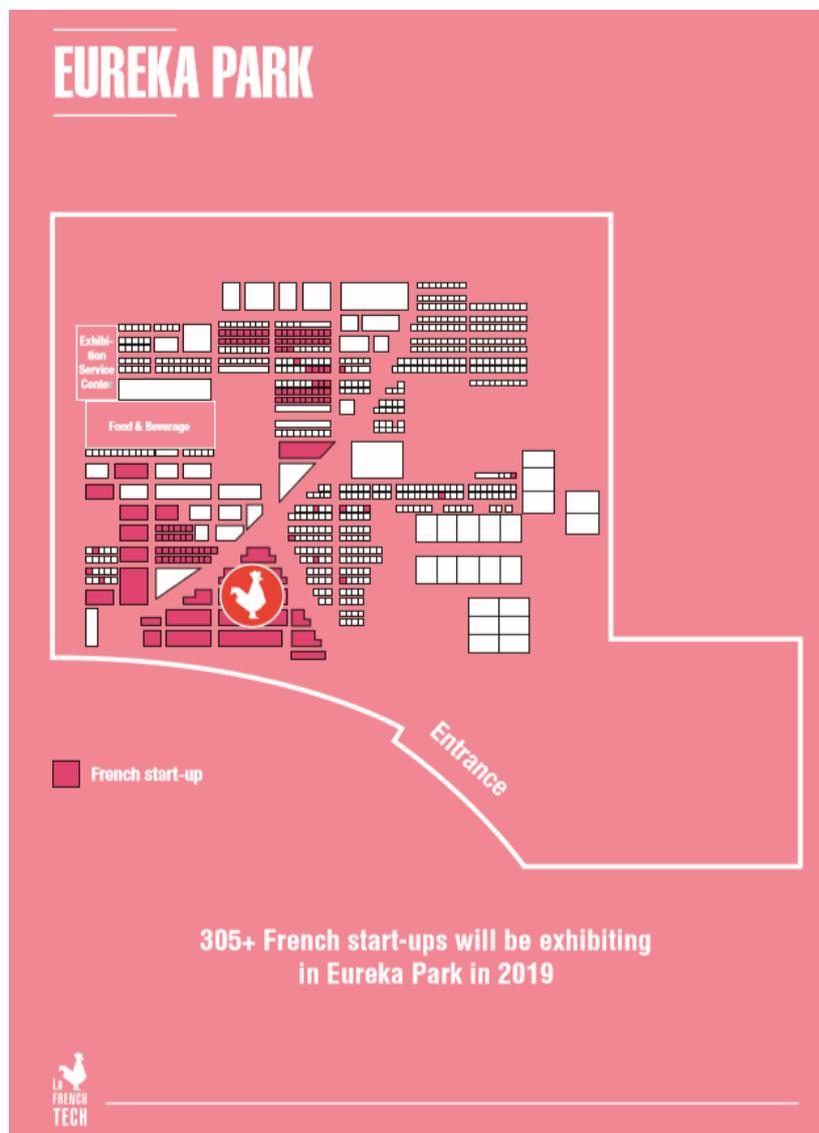
Adok: *“We have been in touch with Business France’s people for two years. They witnessed the evolution of our product, but we were not ready until recently. Our objective at the CES is to gain international exposure and make a name for ourselves across the world, the aim being to receive the same support at trade shows such as the IFA in Berlin. We see Business France as a partner that is capable of speeding up our growth thanks to its rich ecosystem.”* Renan Bourgois, co-founder, in an interview with La Tribune.

Chronolife: *“Business France’s help has been priceless in promoting our business in new markets and identifying the French and foreign hospitals that may be interested in performing our clinical trials,”* says Laurent Vandebrouck, CEO.

La French Tech at CES 2019

For France, CES 2019 will be a hit again! 325+ French start-ups will be showcasing their amazing innovations to be able to meet investors, journalists, retailers, buyers and potential partners to accelerate their growth! This year again, all industries will be well represented at CES but HealthTech and Smart Home will get a larger presence within the French start-ups.

French start-ups are more and more recognized for their creativity and innovation with 59 products awarded this year. 57 received the CES Innovation Award and 2 companies, Snips and Beelife, the Best of Innovation Award for 2019.



Feedbacks :

Morane Rey-Huet CEO Meersens

“The CES is a key event for Meersens - a unique solution to test your immediate environment and the associated risks. This second participation is the opportunity to announce the launch of our mBox on the American market supported by an Innovation Award in the category "Tech for a better world". CES answers our 4 expectations : increase our visibility ; get meetings with key accounts and partners ; share with entrepreneurs the pitfalls and successes of the start-up world in an international context ; finally, strengthen Meersens DNA and values like a "team building". CES is really an accelerator for our company as in one week, we are stimulated and challenged all day long !”

Guillaume Lachenal CEO Miliboo

“Miliboo is a French furniture company founded in 2007 and a key player on the European market which proposes design and trendy pieces of furniture. We know that habits at home are increasingly evolving to a more connected use of the house, so it would make sense for our pieces of furniture to become the next great Internet-connected devices and be completely part of the smart home revolution. Smart furniture is a growing niche, and by creating Miliboo Connected in 2018, we intend to remain the connected furniture industry pioneer, unparalleled in the marketplace. We released our first smart product, the Ekko smart mirror, in 2017. This time, we change the rules by introducing the newest member of our connected range, the Smart Sofa. Both an immersive sensory experience and a house control platform with integrated voice assistants, the Smart Sofa is a major technological achievement. It revolutionizes the home theater experience, thanks to a vibrating seat with motion sensors & amplifiers. We are proud of this outstanding innovation and expected an Innovation Award at CES 2019, and we got it. By being at CES 2019, we want consumers to discover a new immersive and connected experience at home. Our hopes for this Smart Sofa is that it will simplify the everyday lives of its users of all ages and make the connected home an accessible reality for all.”

BEST OF INNOVATION AWARDS

Bee&Yond snips

INNOVATION AWARDS



The complete list of french startups :

<https://meetlafrenchtech.com/ces-las-vegas-2/>

A pavilion devoted to the vehicle of the future

The automotive world is growing in stature at the CES, with an increasing number of carmakers unveiling their technological innovations at the show, as Karen Chupka, Executive Vice President of the Consumer Electronics Show, points out: *“The CES will showcase the technologies that make cars safer and drivers more connected. It has become one of the world’s most important motor shows. In 2019, we are expecting more than 150 exhibitors from the automotive sector.”*

For the second year in a row, Business France will therefore be running a France pavilion devoted to future vehicle technologies. Located in the Central Plaza (LVCC Central Plaza – Pavilion CP-4), an area devoted to the world of connected and autonomous vehicles, the pavilion will host **10 companies** and provide them with access to exhibition space and meetings with the sector’s key decision makers.

“At a time when automotive manufacturers are reducing their spending on traditional motor shows and focusing instead on events revolving around new technologies, the CES has become the sector’s leading show,” explains Matthieu Lefort, Industry & Cleantech Director at Business France.

“Connected and autonomous vehicles are therefore a central theme in Las Vegas, as we saw last year when we first launched the France pavilion for the automotive industry at the CES in 2018. The pavilion will be set up in a larger space this year, with the number of startups increasing from seven to ten, giving them a fantastic amount of exposure. This presence in Las Vegas completes the support offered by Business France through Ubimobility. This unique immersion program takes the most promising startups in the mobility sector right to the heart of the two most important US cities when it comes to self-driving vehicle technologies: Detroit and San Francisco.”

Please note that a **press-only reception** will be held at the Pavilion (Central Plaza #4) on January 9, 2019. To receive an invitation, please contact paul.lagrange@businessfrance.fr

Automotive industry & innovation

A driving force

With 2.11 million passenger vehicles registered in France in 2017 (up 4.7%), France is ranked third in Europe for car sales (Eurostat). The automotive industry recorded sales of €190 billion in 2016, representing 18% of the French manufacturing industry’s total revenues (DGE). It accounts for 10.4% of France’s total exports and is one of the leading export sectors, with exports in 2017 amounting to €48 billion. (French Customs Authorities)

#2 market in Europe for Electric cars

With 21,758 new registrations in 2016, up 26% on 2015, France is ranked second in Europe for the number of electric passenger cars after Norway (28,965) but ahead of Germany (11,410). France is also ranked second for the overall number of electric

cars, which amounted to 63,000 in 2016, after Norway (97,532) but ahead of Germany (34,022). (Eurostat)

A dynamic ecosystem

Numerous stakeholders leading initiatives in the French smart mobility sector include startup accelerator Via ID, the Cleantech Open France support program, ATEC ITS France's Mobilité 3.0 program, and various innovation clusters, including Mov'eo, Advancity, Systematic, Images & Réseaux, iD4Car, CARA (formerly LUTB), Minalogic, Véhicule du Futur and IFP Énergies Nouvelles.

Buoyant R&D spending

The French automotive industry spends the highest amount of money on R&D out of any other sector. In 2015, its R&D spend came to €4.4 billion, representing 13% of all business enterprise R&D expenditure. (Ministry for Higher Education, Research and Innovation, 2017)

Exporting French Innovation

The first robot taxis arrived in Japan in 2016, courtesy of Toulouse-based company EasyMile. In 2017, in Fribourg, Swiss company CarPostal began running a driverless bus developed by French company Navya. After launching the Bluecar in Europe and America, Bolloré's electric car-sharing service is now available in Singapore.

Talk to my car

Founded in 2017, Parisian startup The Bot Studio has created Talk To My Car, a chatbot for drivers to chat with their car to check the fuel level, vehicle location and ensure that everything is in working order.

Parkki, a newly founded company based in the north of France, has developed a unique sensor that can be fitted to public lighting systems and analyzes the surrounding area up to a range of 100 m, informing users about parking space availability. In 2017, the startup equipped a pilot site to the south of Lille. It is currently preparing various other areas of France to receive the technology.

PSA partners with Huawei

In late 2017, the PSA Group signed a partnership deal with Huawei to develop a Connected Vehicle Modular Platform (CVMP), offering various services, including remote vehicle diagnostics. The French manufacturer will be supported by its Chinese partner's OceanConnect IoT platform and public cloud. The first services were expected to be rolled out in China and Europe sometime in 2018.

A French success story: Lyon-based startup Navya has built its reputation on a wholly electric autonomous shuttle. Having raised €34 million in 2016, the company made a big splash in November last year when it unveiled the "Autonom Cab", a driverless robot taxi that can transport six people. France also leads the way in the field of 3D sound systems. For instance, Acapela creates voices and voice solutions to inform and guide users in real time with synthesized voices that are natural and intelligible.

Ubimobility – Business France’s immersion program

The program has already proved its worth, with the 32 companies that took part in the first four editions raising €126 million over a period of four years. Moreover, 20 of them have now set up operations in the United States or are in the process of doing so.

“Ubimobility offered us a unique opportunity to meet major players on American soil, gain an insight into the country’s ecosystem (manufacturers, equipment suppliers, laboratories and incubators) and present our technologies,” explains Nicolas du Lac, CEO of Intempora, a company that specializes in the provision of advanced software solutions for the automotive industry.

French startup Chronocam (rechristened Prophesee), which took part in the 2017 edition and specializes in artificial vision, raised €19 million from international investors at the end of February. Several major names, including Intel Capital, Renault Group and Robert Bosch Venture Capital, were involved in this investment round. The company has announced that it is planning to open a branch in California (on the outskirts of San Francisco). Luca Verre, the firm’s co-founder and CEO, has described this presence on American soil as “vital” to ensuring the company’s growth.

Compelling advantages

France’s customs authorities lead the rankings when it comes to cross-border trade efficiency, thanks primarily to simplified electronic procedures, putting them streets ahead of the UK (28th) and Germany (39th) according to the World Bank’s Doing Business 2018 report.

France is also ranked fifth for the quality of its online administrative services, as highlighted by the Global Innovation Index 2018.

France performs very well in terms of internet access and is the top-ranked country in Europe when it comes to broadband subscription costs. (Digital Economy and Society Index 2018, European Commission)

The innovative technologies exhibiting at the Business France - Automotive Pavilion on Central Plaza #4

BENOMAD	is a leading mapping and navigation software editor since 2002. It presents ev-Move a services platform to accelerate electric vehicle adoption and to facilitate the transition to zero-emission professional mobility.
GEOFLEX	is the operator of new Global Navigation Satellite Systems (GNSS: GPS, GLONASS, GALILEO, BEIDOU) augmentation services based on the PPP-CNES technology.
ADAS GROUP	is made up of 12 high-technology SMEs and addresses road safety challenges and driving comfort needs bringing electronic and digital innovation into your vehicles.
IDNOMIC	IDnomic's C-ITS Security Credential Management System, built PKI, enables public and private organizations to deploy less contaminating and more secure C-ITS.
MILLA GROUP	autonomous shuttle maker, is experienced in the world of mobility and provides global solutions for new mobility.
PROVE & RUN	presents ProvenCore, an ultra-secure OS and ProvenVisor a next generation secure hypervisor that can protect cars against hackers with multi-million dollar budgets.
TRUSINSOFT	provides an advanced static source code analyzer tool based on mathematical methods, to formally verify software.
VFP INK TECHNOLOGIES	core activity is to design and manufacture high-tech industrial inks and varnishes.
WEEN.AI	is returning this year to CES 2019 to showcase its solutions designed for mobility companies, its Artificial Intelligence autonomously manages a large variety of applications for car makers, mobility providers and Infrastructure management companies.
YOGOKO	provides industry-leading communication solutions for the connected, cooperative & autonomous vehicle (CCAV).

GovTech: new technology serving citizens

The acronym GovTech covers all of the technology solutions that are changing the face of public services in France. A booming sector in which France stands out thanks to several innovating start-ups.

“There has never been a better time to make public services more accessible by using new technology,” declared Emmanuel Macron during the GovTech Summit in Paris on the 12th of November - but what does the term actually mean?

The GovTech market being a fairly new one, there is no universally accepted definition of the term. However, according to Bpifrance, *“A startup becomes GovTech when it works for the public sector. In fact, a whole raft of start-ups work on GovTech unknowingly!”*

Mobile apps connecting citizens to their elected representatives, online medical appointments, AI working for public administration... GovTech applies to multiple areas. The capital-risk firm Public counts 2000 GovTech start-ups in Europe.

“The use of new technology to better serve our citizens is an incredible opportunity for governments,” explains a report co-written by Public and Accenture. “With a European market worth 25 billion euros, GovTechs could well become one of the most important sectors of Europe’s digital economy”.

Here are a few examples of nuggets, reaching the top 10 of French GovTechs, a ranking drawn up by Public.

Manty: putting data science at the heart of local authorities

“Our goal is to help local authorities and civil servants make the best decisions based on the massive amounts of data that they have at their disposal,” explains Mathieu Nohet who co-founded Manty in 2017 with two classmates from Centrale Paris. On the platform, elected officials can ask a raft of questions (average staff wage, total expenditure...) and obtain detailed and illustrated responses in a matter of moments.

“The tool has a predictive feature,” adds Nohet, “for the city of Courbevoie, we developed an algorithm which predicted attendance in their canteens in order to avoid food waste”. This young shoot, with its twenty odd clients is incubated within Station F in Paris and has raised 250 000 euros from business angels this year. “The goal is to develop Manty in Germany by the end of 2019,” says Nohet, while recognizing that he benefited from a very favorable environment in France (BPI subsidy, young innovative company scheme, research tax breaks...)

Doctolib: making life easier for patients and practitioners

In five years, Doctolib has made its mark as the European leader in online bookings for medical appointments. The health practitioner pays a subscription of 109 euros per month and their service is free for the patient. According to Doctolib, in automating appointment bookings, doctors see an administrative time gain of 30%, reducing the number of appointments cancelled at the last minute.

A system that has already convinced 30 000 practitioners and 800 health centers (hospitals, clinics, medical centers). The company, present on the German market since 2016, has

raised a total of 85 million euros since its conception. In July, it announced the acquisition of its main rival, MonDocteur. With this purchase, Doctolib now counts 600 employees with a view to reaching 1000 in the next two years.

Fluicity connects citizens and their elected representatives

“Governance is a major issue for the 21st century: people no longer trust the political class and turnout is at all time low,” reflects Julie de Pimodan, 35, founder of Fluicity. Conscious of the pivotal role that new technology has played in the democratic process, in 2015 she launched an mobile app that allows citizens to be heard on practical issues like traffic, pollution, roads...

Elected officials can also launch consultations (by suggesting that constituents vote on a project they support for example) and welcome ideas (how to improve sustainable development in a community for example). *“Our algorithms process and analyze responses to help elected officials make decisions,”* explains de Pimodan.

Fluicity, which employs 15, has roughly 40 clients including the cities of Tours and Perpignan, the European Commission and four Parisian boroughs. The startup raised 950 000 euros in 2018 from private investors and the BPI, to improve its product and commercial development.

MedGo simplifies Hospital cover shifts

Founded in 2017, MedGo allow health organizations to find a caregiver, a nurse or midwife in a click. Contributors register and specify their medical qualifications on MedGo. *“Then, once a hospital is looking to cover a member of staff, all they need to do is post the kind of professional they are looking for and the cover dates and our algorithms pinpoint profiles that match the dates and criteria and informs them by text,”* explains Antoine Loron, co-founder of the startup which was one of incubator Station F’s first.

MedGo, which has already convinced 700 healthcare organizations (hospitals, clinics, Ehpad), raised a million euros in 2017, most notably from Kima Ventures, Xavier Niel’s fund. Another fundraising campaign is planned for 2019. *“Our goal is to reach 3000 client organisations in France and to be established in three other countries by 2020,”* concludes Antoine Loron.

Bob Emploi: unemployment-fighting algorithms

Bob Emploi, renamed Bob, is a project created in France in 2016 by Bayes Impact, a not-for-profit organization. The goal is to guide unemployed people in their search for a job with the help of a free platform. *“Our idea is to use algorithms and AI to help people who are looking for work,”* explains Nicolas Divet, Public Relations manager for Bayes Impact.

The first stage consists of collecting user information through registration (age, studies, skills, residence...) *“We cross-reference user profiles with the data we have on the jobs market to provide an analysis”*. Second stage: Bob offers advice to help the individual improve their job hunt (suggesting other locations, re-training...)

“Bob has advised 160 000 users since its creation, with a satisfaction rate of 89%,” highlights Nicolas Divet. Bob being a project created by an NGO, it is financed through philanthropy and contributions. Amongst its contributors are Google.org, JP Morgan Chase, Publicis, Galeries Lafayette...

Key figures

French Customs Authorities: #1 for the efficiency of cross-border trade, thanks to the simplification and digitization of procedures (World Bank, Doing Business 2018)

France: Ranked fifth for the quality of e-government services (Global Innovation Index 2018)

France: #1 in Europe for broadband internet rates (European Commission, Digital Economy and Society Index 2018)

More connected than ever

The number of very high-speed internet connections (above 30 Mbit/s) rose 1.1 million to 5.8 million from mid-2016 to mid-2017. This figure was expected to rise to more than six million by the end of 2017 (ARCEP, 2017). France is ranked fourth in Europe for its fixed broadband penetration rate, which is currently 41.4%. (OECD, July 2017)

In July 2017, 92% of the French population had access to 4G internet (ARCEP, 2017). With 23 million WiFi hotspots, France has more than any other country in Europe. (iPass, 2017)

France was well placed in the standings, ranking ninth among EU countries in the digital public services and human capital dimensions. In digital public services, France was ranked fourth for the open data indicator, due in particular to a suitable legal framework, while 67% of people use eGovernment online resources, compared with 39% in Germany and 58% on average in Europe. France also comes out higher than the EU average for the extent of online services.

ANNEXES

Entrepreneur is a French word

The Consumer Electronics Show in Las Vegas is the world's largest consumer technology show. In 2018, France boasted the **second largest national delegation**, just after the United States, with **274 French startups** exhibiting at the CES. For the sake of comparison, six years ago France had almost no presence at all at Eureka Park, the section devoted to startups at the CES. This positive shift has helped boost France's image across the world.

First and foremost, perceptions have changed regarding the country's **entrepreneurial dynamic**. Indeed, with **426,300 companies founded in 2015**, France is **the leading country in Europe for business creation**. The figure climbed as high as **591,000 new businesses in 2017** (Eurostat). The inauguration of Station F in 2017 further strengthened this image. The world's largest startup campus hosts almost 1,000 startups in the 34,000 sq. m. premises placed at their disposal. What's more, it is home to 30 international support and accelerator programs for startups.

France has also bolstered its reputation for technological innovation. Our country's tech sector is extremely vibrant. In 2018, **the number of people working in the sector increased by 7.3%**, compared with a European average of 4%. We also **lead Europe in terms of the number of high-growth tech companies**, with a total of 28 (FT 1000: Europe's Fastest Growing Companies 2018).

The recent shift in how France is perceived is due to the powerful digital revolution initiated by the government's forward-looking policies. That is the analysis of Christophe Lecourtier, CEO of Business France: *"Over the last few years, the French government has initiated a collective movement in favor of startups and digital technology, to make France a powerhouse of innovation, competitiveness and attractiveness."*

KEY FIGURES FOR ENTREPRENEURSHIP IN FRANCE

#2 country in Europe, with 3.8 million enterprises in non-agricultural market sectors, including 1.1 million micro-entrepreneurs.

591,000 businesses founded in France in 2017, up 6.7% from 2016, in the biggest rise since 2010.

Interest rates on business loans among the lowest in the world: **1.2%** in France in 2015 versus 1.9% in the United States, 2.0% in Spain, 2.1% in Italy and the United Kingdom, and 2.4% in Ireland.

Rapidly growing venture capital: #2 country in Europe for the number and value of VC deals. French startups raised a record €2.5 billion in 2017.

French firms have **12.7 million employees (FTE)** in France, generating revenues of more than **€3.8 trillion**, including €3.8 billion from exports.

#2 country in Europe for net enterprise growth, with 2.3% in 2015, lower than in the United Kingdom (+4.8%) but higher than in Germany (-0.8%).

The business investment rate of French firms was **19.7%** in 2015, higher than in the United Kingdom (16.5%) and Germany (13.1%).

€1,077.3 billion in loans to French businesses in 2015, up 24% since 2007.

One of the lowest **business failure rates** in Europe: **5.3%** in 2015.

Profit shares for French businesses of **26.6%** in 2015, up by 1.3 percentage points.

Business enterprise R&D expenditure of €31.8 billion in France in 2015. Since 2007, spending has risen from 1.3% to 1.5% of French GDP, and by 28.2% in nominal terms.

#1 European country for venture capital fundraising, ahead of the United Kingdom and Germany. In the first eight months of 2017, French venture capital funds raised €2.7 billion, a ninefold increase on all of 2014.

Sources: INSEE, Eurostat, EY, Dealroom, French Ministry for Higher Education, Research and Innovation, Banque de France, OECD.

More than 266,000 researchers in 2016. Between 2004 and 2014, the number of researchers nearly doubled, rising by 95%.

66% of French exporters reported innovations in 2012-2014, compared with only 48% of all businesses and 40% of non-exporting companies.

#2 country in Europe for the share of high-tech product exports (24%), ahead of the Netherlands (20%), the United Kingdom (16.7%), and Germany (14.8%).

19% of French manufacturers export. More than 40% of their revenues are from foreign markets.

French businesses have a greater international presence than any of their European counterparts, with **39,000 subsidiaries** in foreign countries, ahead of Germany (27,600) and Italy (22,400).

#1 host country for foreign subsidiaries in Europe, with more than **28,000 subsidiaries** in 2015, versus 27,700 in Germany and 22,200 in the United Kingdom.

“La French Tech”: one of France’s most fertile ecosystems

“La French Tech” is the term used to describe France’s startup community. It includes entrepreneurs, investors, influencers, researchers, government entities, tech lovers, etc.

What role does it play internationally? Promoting France’s tech ecosystem, attracting foreign talent to France through a visa program for entrepreneurs and the French Tech Ticket scheme, while also bringing together an international network of business creators and investors via the French Tech Hubs.

Tech, a highly vibrant market

France is able to rely upon an already rich tapestry of innovative startups, in a wide array of fields such as connected devices, healthcare and foodtech.

It also leads Europe in terms of the number of high-growth tech companies, with a total of 28 (FT 1000: Europe’s Fastest Growing Companies 2018), as well as being Europe’s second-ranked economy in the Global Open Data Index.

Indeed, setting up operations in France is a quick and inexpensive process. This makes the country particularly competitive. It only takes 3.5 days to start a business in France, whereas it takes 4.5 days in the United Kingdom and 10.5 in Germany. According to the World Bank’s Doing Business 2018 report, setup costs are 0.7% of the average income per inhabitant, compared with 1.1% in the United States and 1.9% in Germany.

Paris is ranked fifth when it comes to supporting the emergence of startups, according to the European Digital City Index.

Incubators & accelerators

France boasts highly effective funding systems and renowned research institutes, making it a mature and fertile ecosystem for startups. Business incubators and accelerators have sprung up all over France, favoring the growth of startups by offering guidance, tailored advice and access to a network of professionals.

Inaugurated in 2017, Station F is the largest startup campus in the world and an excellent ambassador for this type of business. The site plays host to almost 1,000 startups in 34,000 sq. m. of shared work spaces. Station F is also home to 30 international support and accelerator programs for startups.

Globally renowned talent

A vibrant research environment. France offers a vibrant research environment for artificial intelligence (AI), which has proved attractive to a host of international companies. The CNRS, Paris-Saclay University and the INRIA are among the most frequently cited European organizations in AI research papers (The Nikkei & Elsevier), while France leads Europe in terms of the number of AI patents filed between 2011 and 2016 (European Patent Office, 2017).

According to LinkedIn, Paris was Europe's second largest hub for artificial intelligence talent in 2017. This was borne out in 2018 with the announcement of a number of significant foreign investments in the French AI sector. Facebook is set to double the number of people it employs at its research laboratory in Paris by 2022. Samsung and Google are both planning to open new research centers in the French capital. Fujitsu is expanding its Paris-Saclay site to place it at the heart of its European AI strategy. IBM will be recruiting 400 experts in France over the next two years.

The number of training programs on offer is increasing rapidly. In 2018, France's universities and schools offered a total of more than 80 higher-education programs devoted to AI (L'Etudiant). In early March, US giant Microsoft launched its AI school in Issy-les-Moulineaux, in partnership with digital training firm Simplon. Paris is Europe's second largest hub for AI talent (LinkedIn, 2017).

The number of French tech workers increased by 7.3% in 2018, faster than in both the United Kingdom and Germany (European average: +4%) according to LinkedIn.

Thanks to the French Tech program, French startupper have built up a strong international reputation in industry, the collaborative economy and artificial intelligence. Examples include Allegorithmic's 3D technology, the E'Wheel electric vehicle, Asiance's digital marketing, Link & Go's car of the future and Devialet's Phantom wireless speaker.

Funding

France is ranked second in Europe in terms of the capital raised and the number of investment rounds conducted in 2017. (Venture Capital Survey, EY)

Startups attract foreign VC. Foreign investors were involved in 52 fundraising rounds in 2017, compared with 32 in 2016 (+62%). Among these, 34% were British, 32% American and 13% German. US firms Index Ventures and Accel Partners, together with the UK's Apiton Capital, are among the most active foreign venture capital firms in France. (Chausson Finance)

France is ranked second in Europe when it comes to funding deep tech, with US\$912 million raised in 2018. Between 2013 and 2018, US\$2.9 billion worth of capital was raised. (Dealroom)

Success breeds unicorns

A number of unicorns have flourished in France, including Criteo, which was floated in 2013; BlaBlaCar, one of the world's leading ride-sharing platforms; and Vente-privee.com, which specializes in online sales events.

Acoustic engineering specialists Devialet raised €100 million in 2016, after receiving around 60 prizes in all four corners of the world.

In 2018, six French startups were awarded Future Unicorn Trophies by Challenges magazine: Doctolib (medical appointment applications), Believe (music distribution), MedDay (fighting multiple sclerosis), Neoen (renewable energy production), Schiff Technology (combating insurance fraud using artificial intelligence) and Talentsoft (HR software for talent management and training).

Dynamic startups. Firms such as Medissimo, Myfox, Netatmo, Parrot, Sen.se and Sigfox have all helped to promote French expertise in the field of connected devices. New products include: Ecojoko, an energy saving assistant that measures electricity consumption; Zac, a personal assistant developed by Vivoka that takes the form of a raccoon hologram; Wi Surf, a wireless induction charging station created by Riffit.

Globally renowned talent. In 2017, the MIT Technology Review awarded prizes to four French healthcare specialists: Antoine Noel (Japal Medical Devices), who developed a system to minimize chronic back pain; Hugo Mercier (Rythm), whose device modulates nocturnal brain activity; Sylvain Gariel (DNA Script) for his DNA synthesis printer; and Thibault Duchemin (Ava) for his software aimed at the deaf and the hearing impaired.

Business France has positioned itself as a powerful platform to speed up the growth of high-potential French startups harboring international ambitions.

Programs founded on excellence:

- More than 800 startups supported in foreign markets since 2014.
- More than 30 programs devoted to startups in 20 countries (Impact programs, as well as the French Tech Tour / Days).

The startups supported have raised almost €1.5 billion since 2014.

Ninety percent of the startups that have benefited from Business France's programs would recommend the agency as a partner for international growth.



Key figures

#1
**COUNTRY FOR TOP
PERFORMING
COMPANIES**

with 97

(ahead of the UK, 82,
and the Netherlands, 50)

Source: *Technology Fast 500*
EMEA 2017, Deloitte

FRANCE

HOME OF THE TOP 3

most cited European
organizations in
research articles on
artificial intelligence

(CNRS, Paris Saclay University, INRIA)

Source: *The Nikkei & Elsevier*

#1
IN EUROPE
in the top 100
Global Innovators

Source: *Clarivate Analytics*

6th
GLOBAL EXPORTEUR
of high-tech
products

Source: *World Bank*

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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.

Business France has 1,500 personnel, both in France and in 64 countries throughout the world, who work with a network of public- and private-sector partners.

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