Edison – September 16th 2015

Economic development, innovation

Paris&Co is the economic development and innovation agency of Paris.

The team conducts four missions:

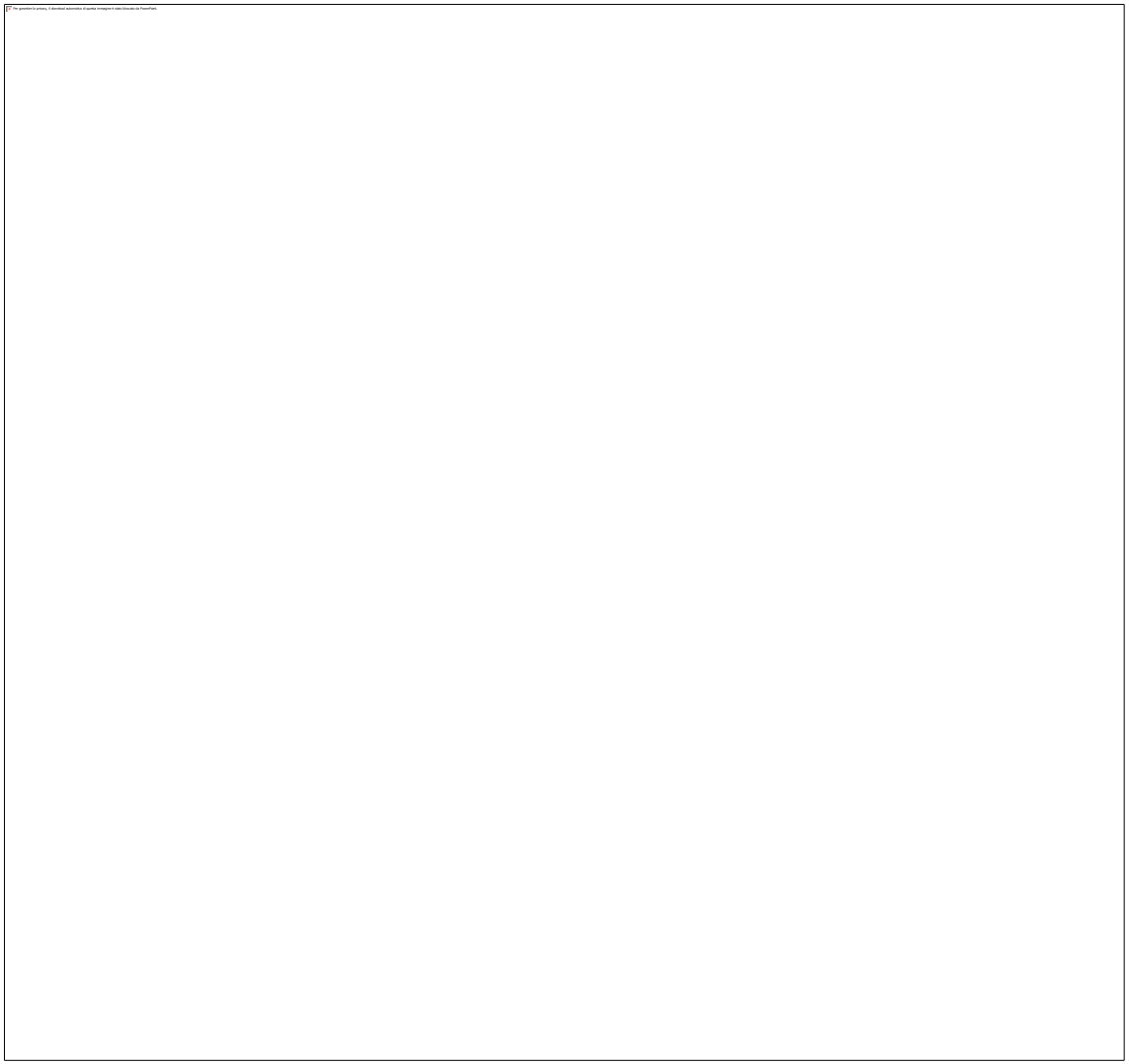
- **International attractiveness**
- **Organization of events for the international business & innovation ecosystem**
- **Organization of experiments of new solutions in vivo in situ**
- **Incubation of startups**

Key figures

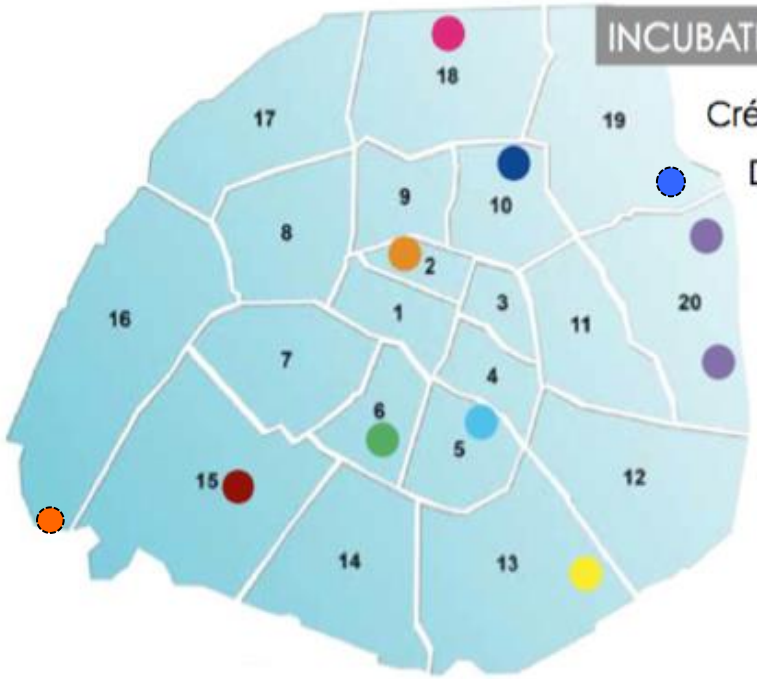
- 2015 budget: 7.5M€ (43% public financing, 57% private money)
- 50 people
- 10 sites in Paris
- A board of directors representing the Parisian ecosystem: the City of Paris, companies, institutions and business enablers.

INCUBATION

Paris: incubation



Paris&Co: incubation



INCUBATEURS CLASSIQUES

- Créanova (seed level)
- Digital Technologies
- New Medias
- Cleantech
- Finance
- Design
- E-Health
- Smart Cities
- Video Games
- Social Business

New programs :

- Medias
- Sport (Le Tremplin)

MULTI CORPORATE PLACES

Publishing Labo
Welcome City Lab
Students Connector

INCUBATEURS CORPORATE

RENAULT — Mobilité connectée

JCDecaux — Services Urbains Connectés

SNCF — Voyageur connecté

ALCATEL onetouch — Mobile technologies

GROUPE SOS — Social Good Lab

AIR LIQUIDE — Breathing in the city

GLOBAL DIRECT — Smart Data

DIAM — Expérience Conso. 3.0

COVEA — Habitat connecté

GDF SUEZ — Energy Improvement in the city

AMAURY GROUPE — Presse quotidienne

PARIS&CO

BUSINESS ACCELERATOR.

Focus on:

- Business development
- Financing
- Visibility

PARIS &CO

Key figures

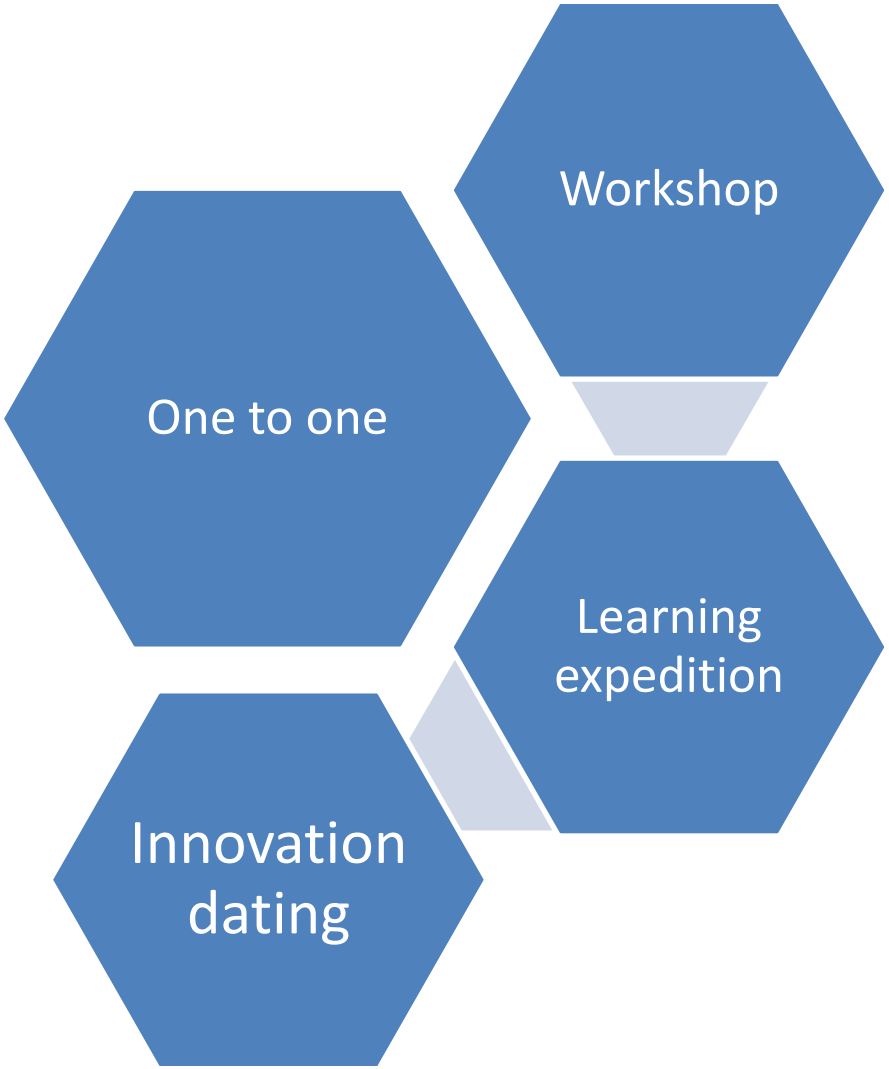
	2012	2013	2014
Number of start-ups	433	506	591
Survival rate	80 %	79 %	78 %
Turnover	331 M€	404 M€	510 M€
Number of Employees	3 806	4 329	5 435
Money raised	42 M€	49 M€	85 M€

Open Innovation Club

1. Accenture (à la signature)
2. ADP
3. Air Liquide
4. Airbus
5. Alcatel Onetouch
6. Allianz
7. Altran
8. Alstom
9. Amadeus
10. AP-HP
11. Arcelor Mittal
12. ATOS
13. Auchan
14. Axialis (à la signature)
15. AXA
16. BNPParibas (à la signature)
17. Carrefour
18. CDC
19. COVEA
20. Crédit Agricole (à la sign)
21. DBA
22. DCNS
23. DIAM International
24. Econocom
25. EDENRED
26. EDF
27. ERDF
28. Faurecia
29. GECINA (à la signature)
30. Gemalto
31. Groupe Bouygues
32. Groupe Chèque déjeuner
33. Groupe SAUR
34. Groupe Seb
35. Hammerson (à la signature)
36. Humanis
37. ICADE
38. Institut Gustave Roussy
39. JCDecaux
40. La Poste
41. Lagardere
42. L'Oreal
43. Lafarge
44. MAIF
45. Orange
46. Philips
47. RATP
48. Renault
49. Safran
50. Saint-Gobain
51. Sanofi
52. SETEC
53. SFR
54. SNCF
55. Société Générale
56. Solocal Group
57. TDF
58. Total
59. Transdev
60. Veolia Environnement
61. Ville de Paris
62. Vinci Autoroute
63. UTC OTIS
64. Unibail Rodamco

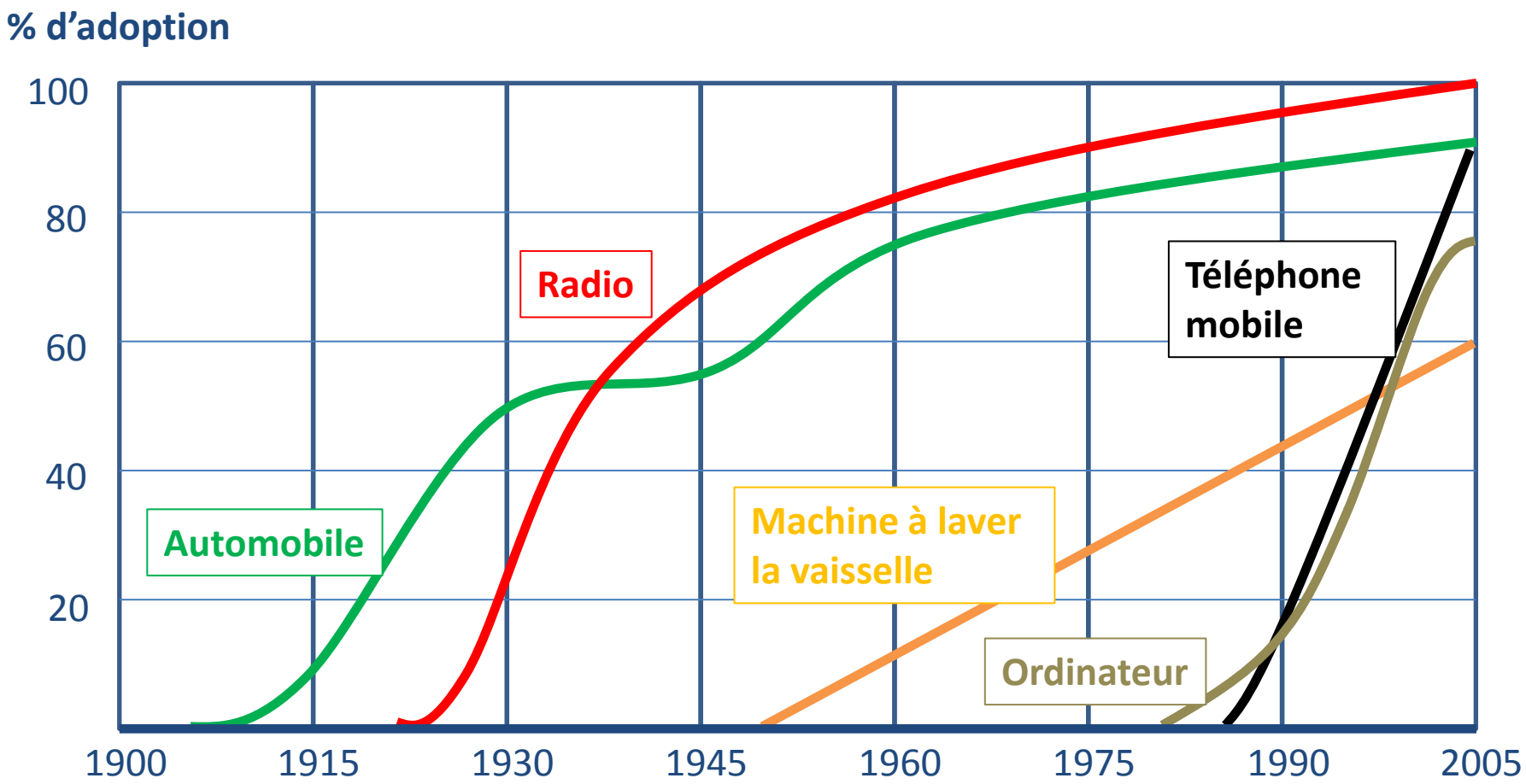
PARIS &CO

Open Innovation Club



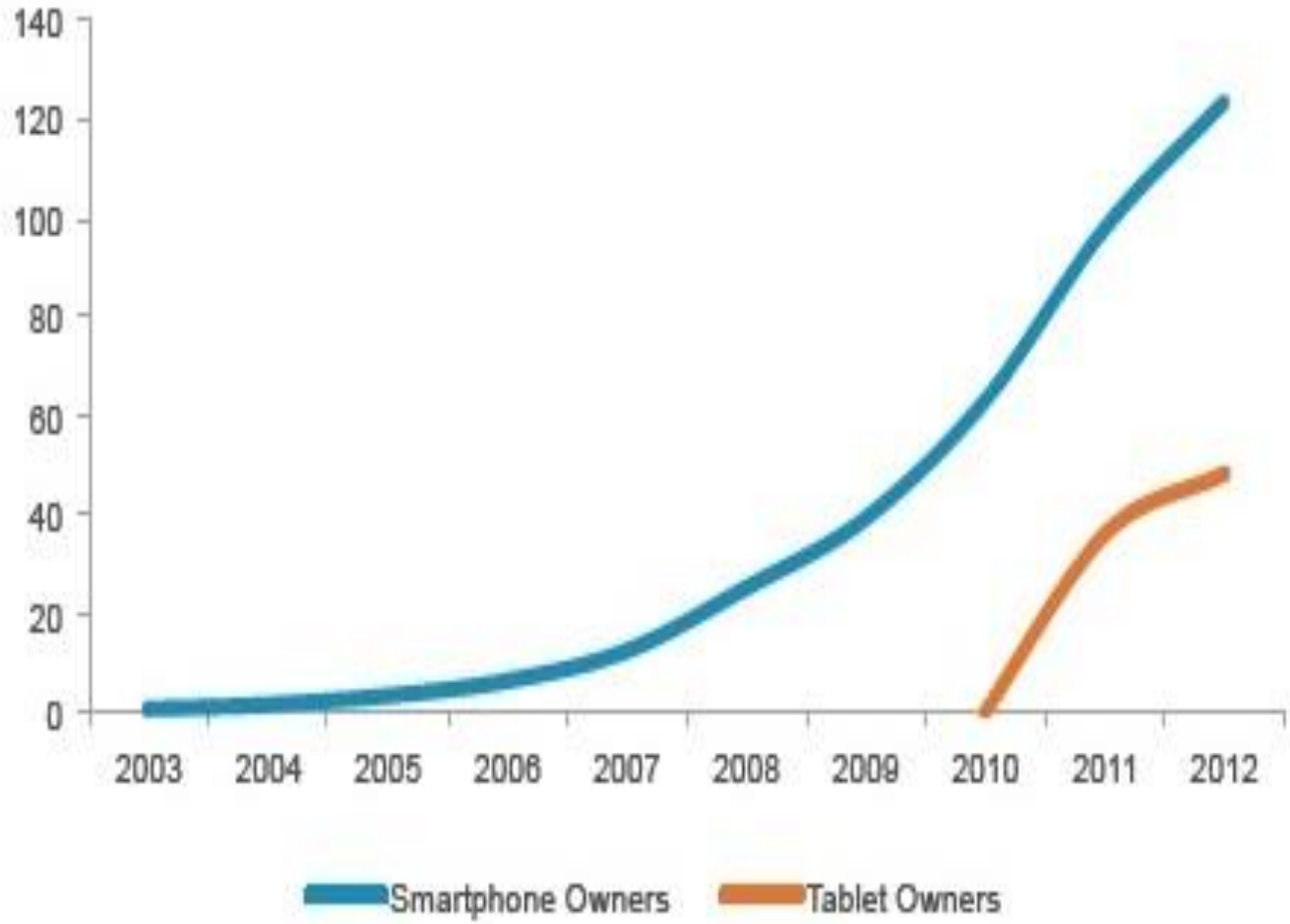
WHY AND WHAT IS AN « OPEN » INNOVATION?

Speed of technology penetration in their market



New York Times, février 2008

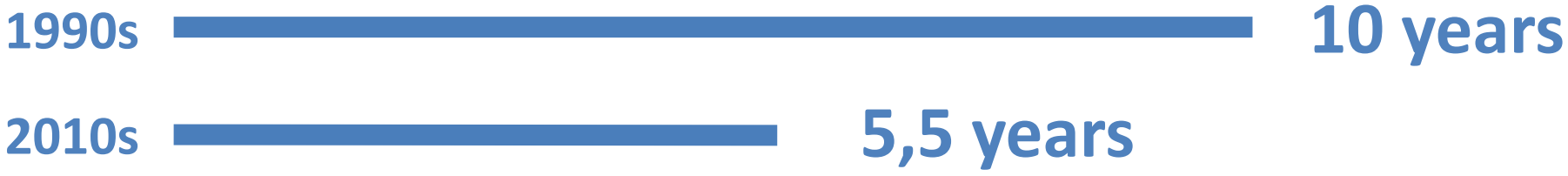
Record breaking with the tablet



Smartphone and Tablet Ownership (MM)

Source: comScore MobiLens & TabLens, U.S., 2003-2012

CEO Life time evolution in the US



Source : USA Today 2012

Who is going to be YOUR Uber?

UBER

Bla Bla Car

amazon.com

airbnb

PARIS &CO

“Open innovation is a paradigm that assumes that firms can and should use external ideas as well as internal ideas, and internal and external paths to market”

by Henry Chesbrough, a professor at the University of California, Berkeley

Issues you will have to address

OI strategy	Organisation	Leadership
Culture	Tools/Processes	Metrics
Ecosystem interactions	Skills	Business Model / IP

Realising the value of Open Innovation
Big Innovation Centre – Septembre 2012

PARIS & CO

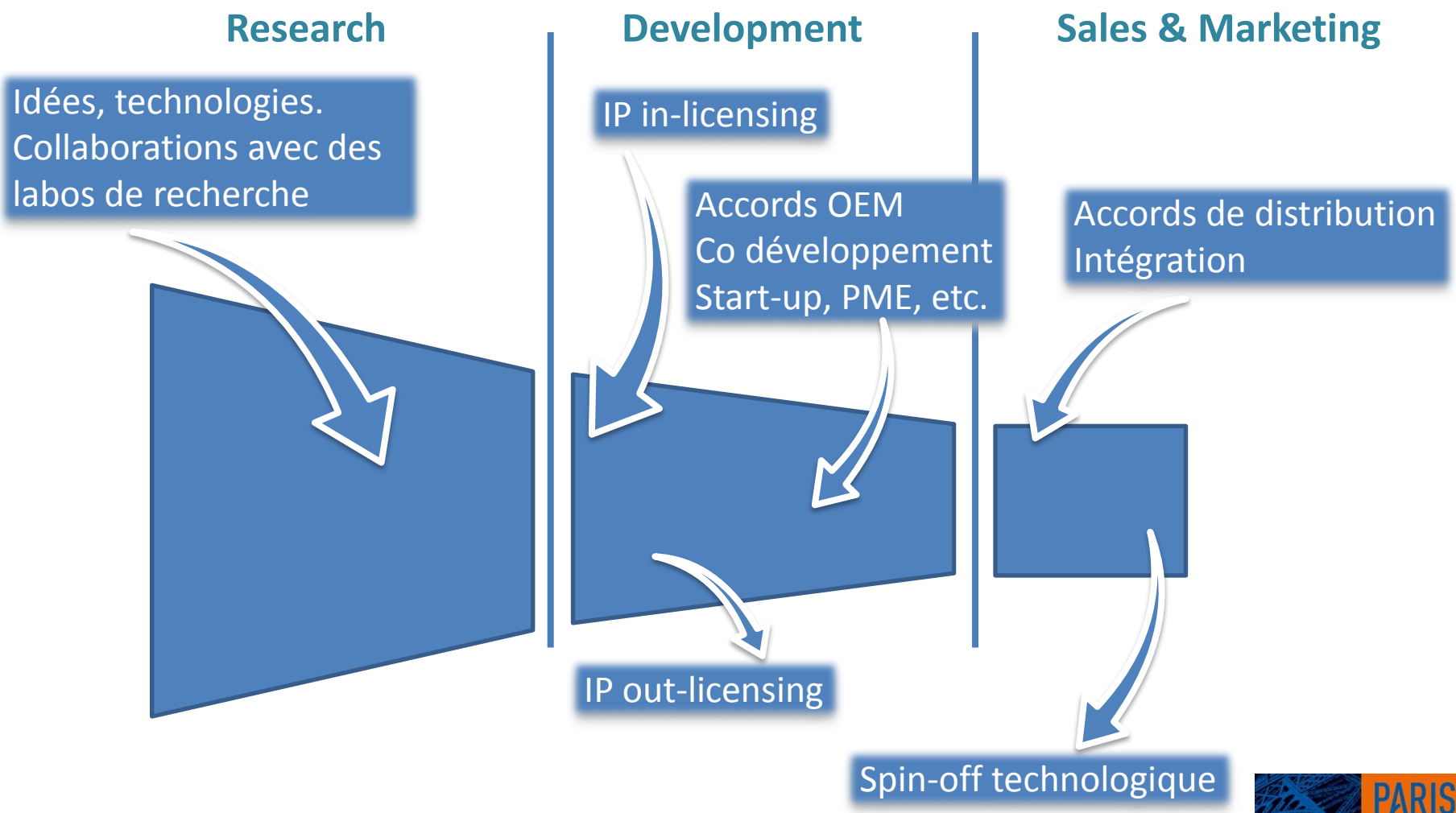
Who you could open to?

- R&D Labs (public or private)
- Sub-contractors
- Other Corporates, SME, **Startups**
- Competitors
- Customers/users
- All the company employees

Tools for open innovation

- Participative innovation
- Experimentation - POC
- Business Plans competitions (internal & external)
- Incubators / accelerators
- Living Lab, Panels
- Co-development / Joint Venture
- Corporate Venture Capital
- Acquisition

At what stage would you open?



Why would you open?

Why open?

Finance

« R&D outsourcing »

Risk limitation

Internal communication

Open employees'mind. Going from NIH to PFE (Proudly Found Elsewhere »

Public relation, Social impact

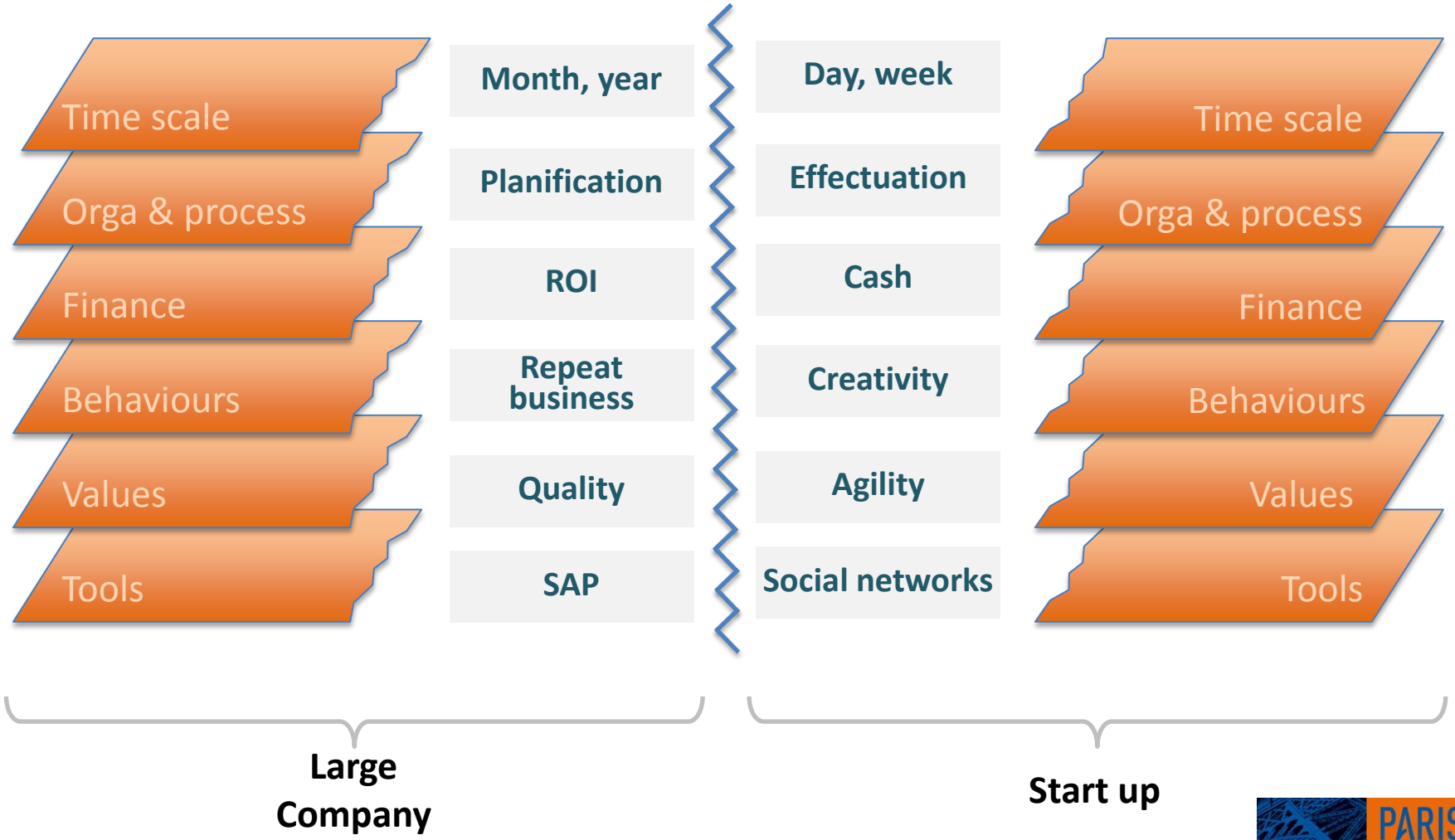
External communication

Innovation :

Grow the innovation pipe.

Going faster.

Startups / Large companies differences



Methods, Tools, Culture of the startup scene

- Hackhaton
- Start-up week-end
- One minute madness
- Pitch
- Lean
- "*Fail fast and frequently, cheap and gracefully*".
- Fablab, Techshops, makerspaces
- Coworking spaces, incubators, accelerators