

PRESS RELEASE – Tuesday, November 13 2018

The Welcome City Lab, innovation platform dedicated to tourism by Paris & Co, is now recruiting the 2019 promotion of its incubation program. Created in 2013 with the support of the Paris City Hall, Welcome City Lab has incubated and coached more than 100 startups with a success rate of 90% to date.

The initiative is supported by founding partners, positioning itself among the world leaders in the sector, and directly involved in the acceleration of incubated startups: **Aéroports de Paris, Air France, Direction Générale des Entreprises (DGE), Galeries Lafayette, Skyboard, RATP, Sodexo Prestige, Viparis, Mairie de Paris, Bpifrance, Office du tourisme et des Congrès de Paris, Paris Inn Group, La Caisse des dépôts and Compagnie des Alpes.**

Since the creation of the platform, supported startups have raised more than 150 million euros and created 650 jobs. More than 80 collaborations between partners and startups have already emerged.

**Applications will be judged on the basis of six criteria:** the innovative nature of the project, the potential for economic development, the credibility of the business plan, the contribution to the tourist attractiveness of Paris, the potential for spreading of innovation on an international level and the professional qualities of project leaders.

It is aimed at innovative companies **under 3 years, French or non-French.**  
Projects should exclusively cover the following areas:

- **Enrichment of the In-situ experience (tourist sites, accommodation, transit areas, shops, means of transport, travel agencies)**
- **Major professional, sporting or cultural events**
- **Pathway and knowledge of the traveler**
- **Optimization of destination management**
- **Application of emerging technologies in tourism**

**This call is open until Monday, December 17, 2018 at midnight.** The call for applications and the list of the elements to provide to apply are accessible via the [Agorize platform](#). The selected companies will be able to integrate the Welcome City Lab from March 2019 according to the available places.

#### About Paris & Co

Paris & Co is the economic development and innovation agency of Paris. It promotes the influence of the innovation ecosystem through the incubation of more than 400 startups per year, the experimentation of innovative solutions, the organization of national and international events as well as the prospection and hosting of foreign startups. It develops its activity in a dynamics of open innovation in close connection with more than 120 major companies and major institutions.

<http://www.parisandco.paris/>

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