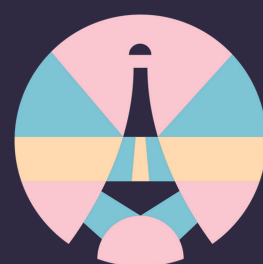




WELCOME CITY LAB

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SOMMAIRE



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110key account
partners**517**startups
supported**36**experiments
conducted on the
territory**+25%**

including

425french startups
incubated**+39** projets acceleratedWhich have collaborated
with**91**private and
institutional
partners**170 M€**private funds raised
by supported
startups**+22%****145 M€**combined turnover
by supported
startupsand **35**companies raised
1M€ or more**3479**jobs created by
supported startups**+17%****18%**of startups co-founded
by women

and 53 foreign startups accelerated



*Sum of the regions represented
including startups with a dual
nationality



WELCOME CITY LAB

In short : Welcome City Lab

The first global platform dedicated to tourism !

Paris, as the world's leading tourist destination, aims at inventing the tourism of the future and to be the capital of tourism innovation. The Welcome City Lab is an **innovation platform of Paris&Co**, the economic development and innovation agency of Paris and the metropolis. Paris&Co's mission is to work with entrepreneurs for the sustainable transformation of the city. In 2018, Paris&Co accelerated the development of more than **500 young French and foreign companies**, facilitated the **urban experimentation of 36 projects**, in close collaboration with more than **110 major partner groups and institutions**.

The platform was created with the support of the **City of Paris**, **BpiFrance**, the **Paris Convention and Visitors Bureau** and the **General Management of Companies (DGE)**. Its founding members are **Aéroports de Paris**, **Air France**, **Galleries Lafayette**, **RATP**, **Skyboard**, **Sodexo Prestige**, **Viparis**, **ParisInnGroup**, **Caisse des Dépôts**, and the **Pierre & Vacances - Centerparcs group**.

The objectives of the Welcome City Lab:

- > Identify and develop future champions of international tourism
- > Promote synergies between traditional actors and startups
- > Create a culture of innovation in the tourism industry

The figures of the Welcome City Lab:

15 founding partners

100 collaborations between our partners & startups

+650 jobs created since the launch of the incubator

+300 events with more than 2,500 participants

+120 incubated startups

150M€ raised by startups

welcomecitylab.parisandco.
paris



Edition : May 2019

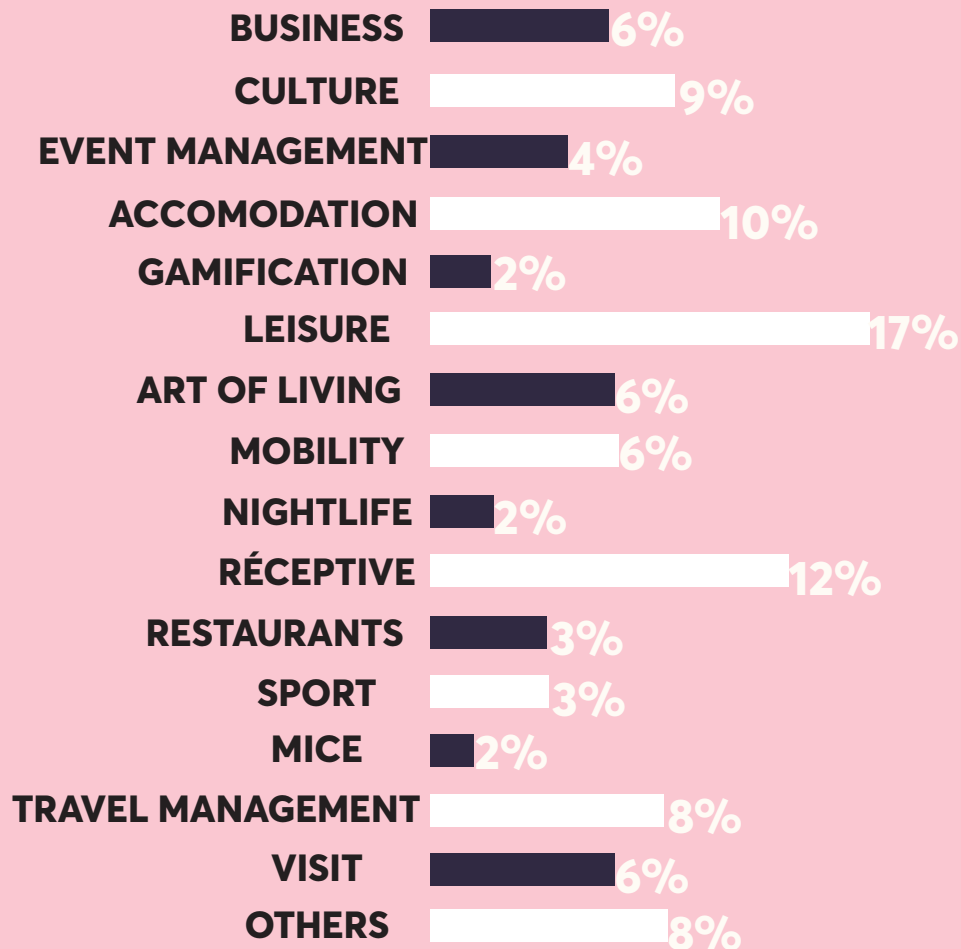


WELCOME CITY LAB

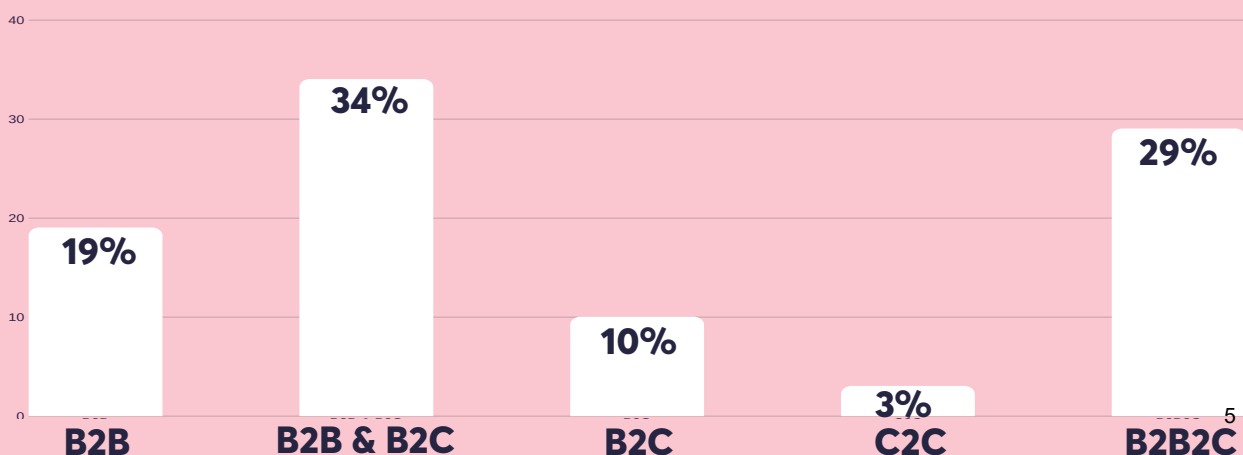
2019 CALL FOR APPLICATION

95 APPLICATIONS

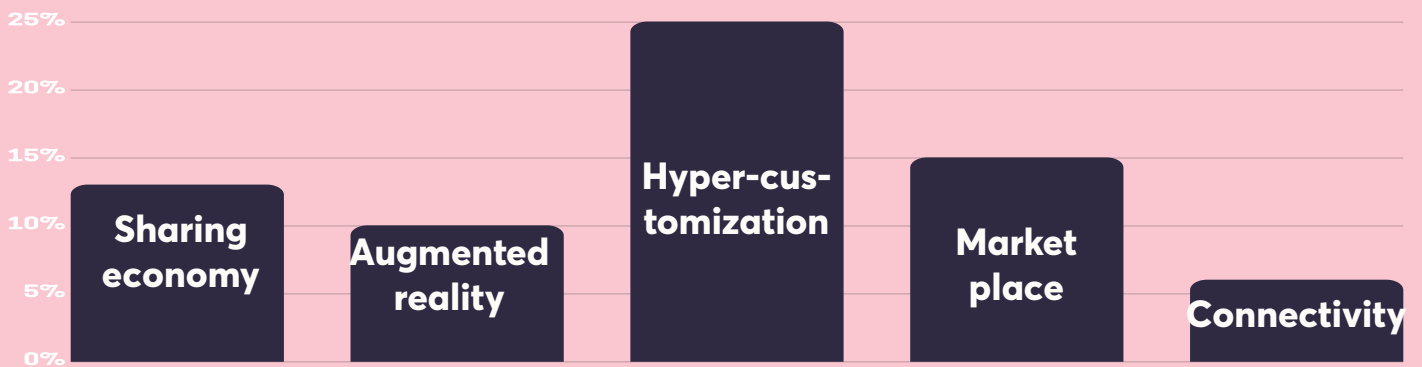
1/ SECTORS



2/ BUSINESS MODEL



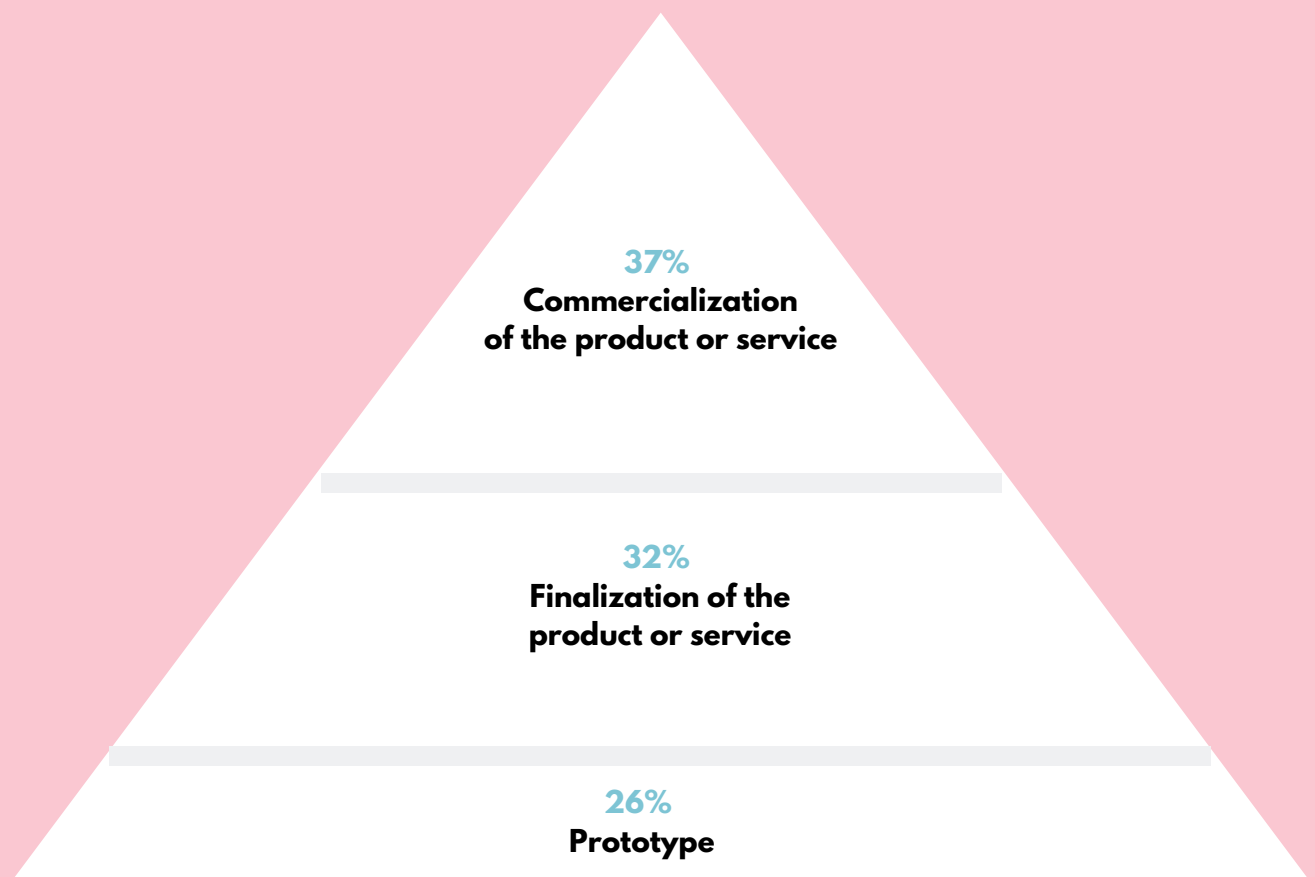
3/ EMERGING TRENDS



4/ OFFERS' TYPE



5/ STARTUPS' STAGE OF DEVELOPMENT



6/ ORIGIN



63%
Paris Region



21%
Other regions of
France



16%
Abroad

7/ DATE OF CREATION

2014  **3%**

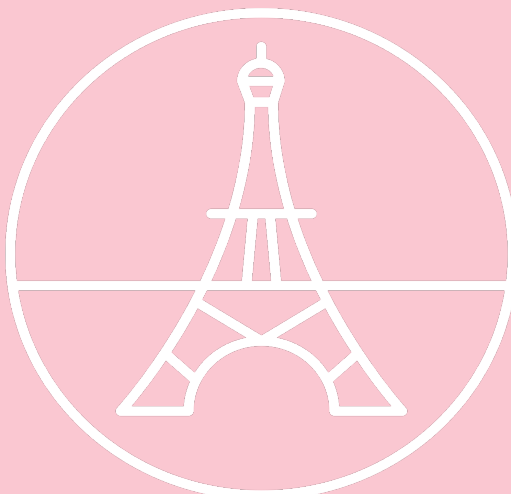
2015  **2%**

2016  **10%**

2017  **19%**

2018  **46%**

2019  **20%**



Welcome City Lab's success stories



#BTOB #EVENT
privateaser.com
@Privateaser

Privateaser: privatizing a venue for an event has never been so easy

Created in 2014 by three young partners, Nicolas Furlani, Raphaël Kolm and Alexandre Paepegaey, Privateaser becomes a **marketplace** open to all establishments such as **bars, restaurants and halls** that have made it their online booking tool with **clear and readable prices**. If the startup has a good traction with individuals who organize family celebrations and other anniversaries in the **3000 locations listed**, it is now targeting **corporate events**. And for good reason, the European market for event expenses reaches 100 billion euros. A continent that Privateaser is exploring thanks to its team of 60 people, with a **first step in Madrid**.

PayinTech: the European standard for cashless payment

Founded in 2013 by Jean-Rémi Kouchakji and Bertrand Sylvestre-Boncheval, **PayinTech is a pioneering Fin-Tech, leader in cashless systems**. Its payment solutions are used by **public and private operators in tourism, recreation, culture and sport**. Each user is equipped with a **bracelet or an all-in-one card** allowing them to pay their purchases and consumption for a **smooth, simple and immersive experience**.



#PAYMENT #FESTIVAL
payintech.com
@PayinTech



#BTOB #TRAVEL #IA
destygo.com
@Destygo_Travel

Destygo: chatbots for tourism, travel and mobility actors

Founded in 2016, Destygo has developed a **conversational AI technology** and a **platform for tourism, travel and mobility players that makes it easy to build convergent agents**, also known as **Chatbots**. These Chatbots are used to answer travelers' questions, **available 24/7**, and in their **existing messenger applications** (FB messenger, SMS, Skype, etc.). Today, the team work with numerous players, including two of our founding partners : **RATP** and **Paris Airport**.

THE ADVENTURER CLÄRENORE STINNES, MUSE OF PROMOTION



Picture: Clärenore Stinnes

The adventurer Clärenore Stinnes

To celebrate her 6th startup batch, the Welcome City Lab team decided to name this 14 startups selection by a female adventurer. But not just any, Clärenore Stinnes is a woman with ambition and a taste for risk (a bit like our startups, right?) and we are to present her career.

ID CARD

January 21, 1901 - September 7, 1990
German woman
Automobile world tour

Clärenore Stinnes is the **first person to have traveled all around the globe by car**. At the age of 24, she became a racing driver because she couldn't play a role in her father's company. He was a rich German industrialist. Two years later - in **1927** - the intrepid driver dropped everything to make the first world tour by car, **accompanied by three unknown men** (two mechanics and a cameraman). **The cameraman, Carl-Axel Söderström, would become her husband after the adventure**. Her journey will lead her to cross **Lake Baikal**, partially frozen during her crossing, from **Russia to Ulan Bator by Mongolia**. She crossed the **Gobi desert**, then drove until **China** and **Japan**, where **Stinnes and Söderström climbed the Mount Fuji**. They crossed the **Pacific** to arrive in **South America** and were the **first to cross the Andes by car**, sometimes making their way with dynamite. Arrived at **Valparaiso**, they embarked for **Los Angeles**, after a stopover in **Panama**. **47,000km later, they arrived in Berlin in 1928, two years and a month after their departure**. Following their journey, they would make a film tracing their journeys through Söderström's shots.

Discover his exploits through videography

THE SELECTED STARTUPS



WELCOME CITY LAB



#SLOWTOURISM
#MOBILITY
andyamo.fr

Founders:

Marco Petitto

Sébastien Guillon

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06 48 69 24 11

ANDYAMO

Andyamo is a tool that accompanies all user profiles in their travels. It offers tourist routes that are suitable for families with young children, people with reduced mobility or just tourists, taking into account the accessibility of places (flat roads with sidewalks standards, transport means arranged...).

BONPORT

BONPORT designs and operates salons ideally located in the heart of train stations and airports. BONPORT offers a unique experience not only for professionals, but also for all travelers looking for a high-end environment with personalized services to work, organize appointments, make a call, access the Internet or simply relax. With its experience and its desire to improve travelers' life, BONPORT offers a unique combination to improve a trip: a place, a booking and payment application, services, connectivity, media content, drinks and snacks.



#MICE
#RELAXATION
bonport.com

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com

The logo for Dilotel, featuring the word "DILOTEL" in white capital letters on a teal rectangular background.

#APP #HOTELBUSINESS

dilotel.fr

@DilotelO

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Cabrel Wanang

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DILOTEL

Selling a non-refundable tourist accommodation reservation is now easy! This is what Dilotel offers with its turnkey solution and platform for the resale of non-cancellable and non-refundable hotel reservations quickly and safely.

MEMORIES MAGIC SELFIES

Memories Magic Selfies is an application that mixes selfies with professional video of the experience just experienced, to create, in less than 30s, a unique memory! For users, it's a fun experience and an original memory to share without more effort to achieve than taking a selfie. For professionals, it's a way to turn them into ambassadors for their brand.



#SOUVENIR

#APP

memories.video/en-us

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#EXPLORATION

#GAMIFICATION

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QUESTO

The European app that helps locals and travelers explore, in a gamified way, cities and museums. Questo is a travel game, offering treasure hunts that you can play. By following clues and solving puzzles, you will discover new places in the world, while discovering their hidden stories. All of this is part of what we call a «quest», which are expeditions in the form of discovery missions that teleport you inside a fictional story. And more important : you are the main character of this story. These missions will take you to the must-see attractions in places you visit across Europe.

VIZEER

Vizeer is a booster of customers and notoriety for traders (bars, restaurants and nightclubs). Vizeer technology relies on a connected camera that allows the broadcast automation of the establishment's atmosphere. This broadcast is transferred simultaneously on the web, social networks and mobile applications partners. Vizeer allows to digitize in 2h chrono the activity of festive establishments in terms of communication and sales.



#NIGHTLIFE

#LIVE

vizeer.io

Founder:

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07 84 46 43 54



#HERITAGE

#TICKETING

patrivia.net/home

@patrivia_fr

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Maunoir De Massol

PATRIVIA

Platform dedicated to heritage to discover, plan and book all your cultural visits throughout France and Belgium. Patrivia allows everyone to find a cultural place nearby by geolocating, keep abreast of its programming with an interactive calendar, book and buy tickets in a few clicks. For the owner and / or site manager, Patrivia offers free and secure online ticketing and all necessary visitor information, an innovative sales commissioning system, a property visibility with dynamic communication centered on the discovery of French heritage, reassuring information (the contact details and e-mails of your visitors).

TABHOTEL

Tabhotel offers digitalization solutions for hospitality with 5 terminals and 7 complementary applications to revolutionize check-in / check-out. These solutions make it possible to:

- Facilitate the management and display of seminar rooms, menus and the display of daily prices (dynamic hotel display)
- Provide independent access to more information to customers while modernizing lobbies (terminals and portals concierges)
- Prepare the support of customers before their arrival and facilitate their departure online (pre check-in & check-out online)
- Manage the flow and refocus the reception on a mission home and customer relations (self check-in & out terminals)
- Simplify the hotel's digital environment with a unique and centralized solution (TABHOTEL backoffice)



#SOFTWARESAAS

tabhotel.com

@patrivia_fr

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#EXPERIENCE

#EMOTION

urbanexpe.com

@UrbanExpe

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URBAN EXPÉ

Urban Expé realizes scripted interactive experiences for leisure and especially tourism and sport industries. Those experiences take the form of mobile applications (outdoors) and connected spaces (indoors). The participant becomes the actor of the story told! Urban Expé offers a digital storytelling to enchant your events or to discover the territory and its heritage. Through the most appropriate digital solution, we tell stories to live. They allow an innovative presentation of heritage, products, objectives, content, creating trips and fun, festive and immersive events.

TOOKKI

Tookki is an intuitive, detailed and collaborative mobile application that aims to help you discover the best sustainable and eco-friendly addresses in urban areas. True responsible and sustainable cityguide 3.0, Tookki is compatible with Android and iPhone. Each place recommended by the application has been tested and approved by the team to ensure compliance with their selection criteria: local, ecological, organic, fair and supportive.



#CITYGUIDE

#APP

tookki.com

@TookkiApp

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Julie Le Page

Karim Satsou

WEEKOME



#FRANCHISE
#SEASONAL RENTAL

weekome.fr

@Weekome

Founder

Jérémy Fortin

j.fortin@weekome.com

06 23 53 33 67

Tool dedicated to the management and provision of services related to seasonal rental. Are you going on vacation? With Weekome you can offer your home or rent one easily and quickly! Weekome is a furnished rental site (houses and apartments) with short and medium term. Weekome allows you to rent or sublet your homes in a very simple and secure way. The publication of ads on Weekome is free. You can manage descriptions, prices, availability and reservations yourself!

SAB SYSTEM

SAB SYSTEM offers a cloud solution to digitize your hotel simply and without work, thanks to two concepts : 1 / dedicated dark or ultra high speed fiber to distribute all services; 2 / a multiservice decoder to read them all inside the room (television, radio, dedicated wifi access point, ChromecastTM, telephony, hi-fi speakers, IoT,) or in the common parts of the hotel (wifi, CCTV, telephony, IoT, ...). This plug & play solution requires no work and allows you to upgrade the technology inside your hotel without any effort on a budget.



#CONNECTIVITY
#HOTELINDUSTRY

sabsystem.com/fr/index.html

@SabSystem1

Founder:

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ELIRO

Eliro has created a platform linking companies and CLC with leisure and travel providers to facilitate the organization of outings and short stays. Benefit from a large catalog containing turnkey solutions and meeting all the desires to go out with your colleagues and federate your teams!



#EVENT
#BTOB
eliro.fr

Founder:

Julien Gallot

jgallo@solu-ce.com

0609485163

PARTNERS

FOUNDING PARTNERS

PUBLIC PARTNERS



BPI FRANCE

BPI is a public investment bank that finances and develops French companies.



DGE

Under the direction of the French Ministry of Economy and Finance, the Directorate General for Enterprise develops and implements public policies relating to industry, the digital economy, tourism, trade, crafts and services.



FRANCE TOURISME LAB

France Tourisme Lab, the national network of tourist incubators and accelerators. Making France a destination that is always at the forefront of trends and continues to respond to the new experiential aspirations of its customers is the ambition of the Direction générale des entreprises (DGE), which has supported the development of an ecosystem dedicated to supporting innovative tourism companies by promoting national synergy between the players.

GRUPE



CAISSE DES DEPOTS

The CDC carries out missions of general interest on behalf of the State and local authorities: management of savings funds, financing and actor of urban policy, support for universities in their projects, financing and development of VSEs and French SMEs among others.



PARIS CONVENTION & VISITORS BUREAU

The Paris Convention and Visitors Bureau was created in 1971, on the joint initiative of the City of Paris and the Paris Chamber of Commerce and Industry, as a non-profit association governed by the law of 1 July 1901. Its main missions are: Welcoming and informing visitors; promoting the capital's assets, in France and abroad, to attract leisure and business tourism; and supporting tourism professionals and their networking.



CITY OF PARIS

All the administration managed by the elected representatives of the city of Paris. The Welcome City Lab is primarily linked to the office of the Deputy Mayor of Paris responsible for tourism, sport and the 2024 Olympic Games» .

PRIVATE PARTNERS



AIR FRANCE

Air France provides passenger and freight transport, as well as aircraft maintenance and servicing. Its main connecting hub is located at Paris-Charles-de-Gaulle airport, with which it has numerous operating agreements.



GALERIES LAFAYETTE

The group is the leader in city centre retail and a specialist in fashion and event retail. In recent years, the local land agents have positioned themselves on innovation with two complementary concepts in their core business: Galeries Lafayette Outlet and Galeries Lafayette Gourmet.



GROUPE ADP

The ADP group is the leading European player in freight and mail transport. ADP also markets its know-how internationally, mainly through its subsidiaries ADP Ingénierie and ADP Management.



VIPARIS

Viparis is the European leader in the management of congress and exhibition sites. It operates more than 9 event sites in the Ile-de-France region.



GROUPE PIERRE & VACANCES

French group focused on real estate and dedicated to the holiday villages and tourist residences sector. The PVCP group is also composed of the following entities: Adagio aparthotel, Maeva.com, Villages Nature Paris and Sunparks.



PARIS INN GROUP

Paris Inn Group is a hotel manager, investor and owner, specialising in the management of hotel assets.



RATP

With operations in 14 countries on four continents, the RATP group is one of the world leaders in urban mobility.



SKYBOARD

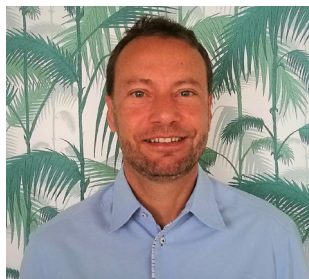
Skyboard represents the leading communication group on the audience as well as the leading network of entertainment and leisure (sortiràparis.com).



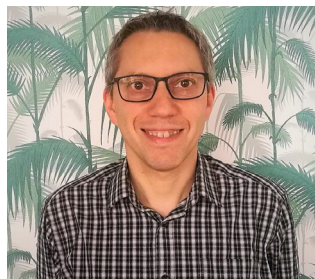
SODEXO

Sodexo is one of the world's largest providers of food services for all types of companies. Additional activities: management of Parisian boats, Paris and Lido yachts as well as sporting events (Roland-Garros, Tour de France, Dakar Rally etc.).

Welcome City Lab's team



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SOME NOTES ?



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