

PRESS KIT - BATCH #8 WELCOME CITY LAB

# 15 STARTUPS JOIN THE 2021 BATCH OF THE WELCOME CITY LAB



**WELCOME CITY LAB**

PARIS&CO

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Lernaktivitäten
Prüfung
Ergebnisse

[www.parisandco.com](http://www.parisandco.com)

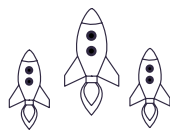


# WELCOME CITY LAB

The Welcome City Lab is an innovation platform dedicated to urban tourism that includes the world's first incubator specifically for this sector.

Since its creation, the platform proposes 4 services: a startup incubator, a sensibilization to the touristic innovation issues thanks to lectures/debates and academy, the experimentation of innovative solutions on touristic sites, as well as a monitoring unit that publishes a tourism innovation trend book every year, which can be [consulted](#) for free in its website.

## Key figures of the Welcome City Lab since 7 years



**+170**

startups incubated



**85%**

success rate



**+€220**

million raised



**+1500**

jobs created



Developing an international network with  
**MTLab Montréal**  
& Singapore Tourism Accelerator

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# MATTHIEU TORDEUR,

## *Sponsor of this 8th batch*

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Matthieu Tordeur is an adventurer and speaker, member of the Société des Explorateurs Français. He has driven around the world in a 4L to promote microfinance, run 250 km in the Sahara and a marathon in North Korea. He has sailed across the Atlantic Ocean and cycled across Europe... In 2019, he became the first Frenchman to reach the South Pole solo, on skis and without supplies. From Patagonia to Pakistan via Antarctica, he has crossed more than 90 countries on 7 continents.

*«Entrepreneurs, creators and innovators are adventurers. The adventure may not be geographic, but it calls upon the same mechanisms of resilience, adaptation and self-transcendence as an expedition to the end of the world. It takes courage to be an entrepreneur. Explorer or entrepreneur, we are driven by the same need to question the world around us and the world of tomorrow. This is why I am very honoured to join the Welcome City Lab adventure by becoming the sponsor of its 8th batch.»* **Matthieu Tordeur**



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# BATCH LAUNCH

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Announced in the form of a story journey in Paris the 15 winning projects of this 8th batch are illustrated in 5 themes:

- Enriching the in-situ visitor experience
- Sustainable tourism and responsible travel
- Phygitalisation and new hybrid uses
- Application of emerging technologies
- Tourism and health

Replay of the event

[HERE](#)

[www.welcomecitylab.parisandco.com](http://www.welcomecitylab.parisandco.com)

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# AFFLUENCES

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#data #PeopleCounting #RealTime



A global solution that allows public places to manage their visitor flows in real-time while providing daily forecasts to visitors. It's a comprehensive solution for monitoring visitor flows, measuring and managing waiting queues, and booking slots online.

## FOUNDERS

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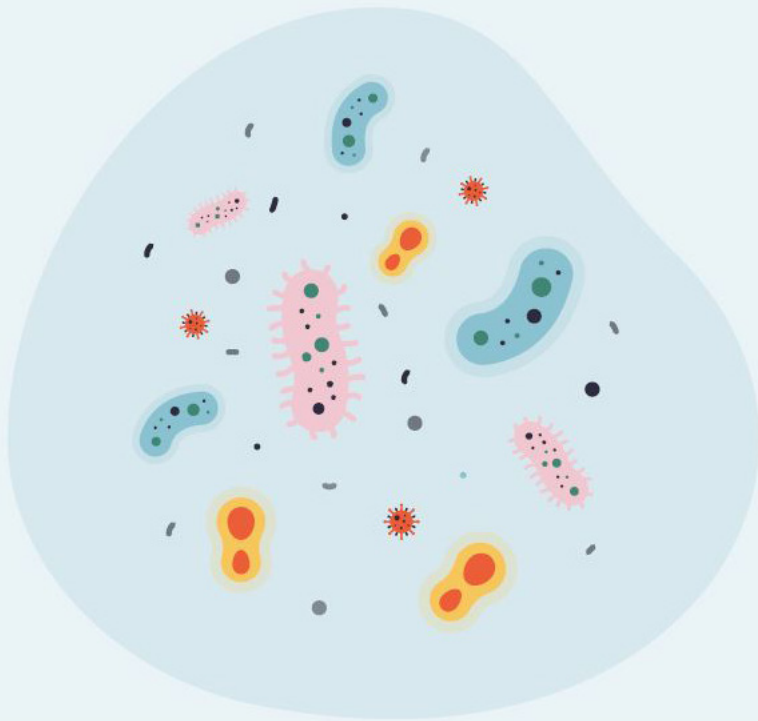


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# AQUATECH INNOVATION

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*#GreenTech #biology #GreenTravel*



This project deploys solutions to preserve our water resources in all types of locations (cities, sensitive areas, isolated areas, ports...) to limit the impact of economic and tourist activities on the environment. AquaTech Innovation returns the clean water we have borrowed from our planet.

## **FOUNDER**

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# BAK

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*#found #international #medecine*



This project is the easier solution for French-speaking travellers and expatriates to get in touch with local healthcare professionals. They facilitate the choice and selection of a health professional during the stay of a traveller and an expatriate in order to reduce the timing of care and the stress factor. Bak is the health solution abroad for all travellers.

## FOUNDERS

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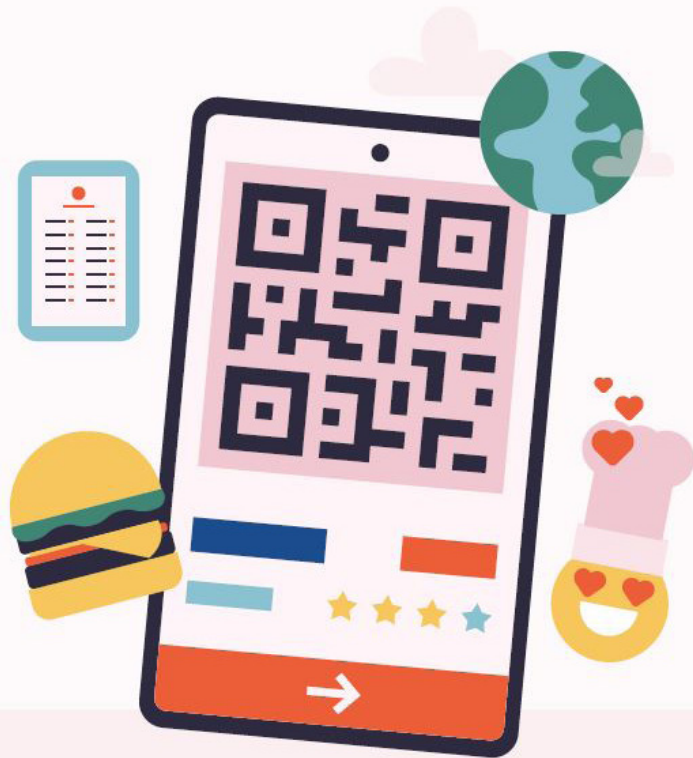


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# EDGAR

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*#QRCode #payment #advice*



Edgar is a smart QR-code menu for restaurants. It allows restaurant owners to offer a digitalized customer experience: a dematerialized menu, an integrated reminder booklet, payment of the bill directly on mobile, pre-written reviews for a better e-reputation, as well as tourist activities nearby. It is a white label web application, without downloading, in the customer's language and completely free for life.

## **FOUNDER**

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# FAIRBNB.COOP

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**#BookingPlatform #EthicalTravel  
#SocialProjetct**

Ethical and sustainable holiday rental platform, Fairbnb.coop puts people before profits. Fairbnb.coop is the cooperative accommodation booking platform that promotes and funds local initiatives and projects.

## **FOUNDERS**

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# NOCTO

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*#nightout #ShareMoments #rewards*



COVID-proof digital social media platform that connects consumers and hospitality businesses in real time. Their solution creates a «win-win» for all these actors to enable the safe and efficient reopening of restaurants and hotels in Europe.

## **FOUNDER**

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# NOMADHER

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*#women #SoloTraveling*



NomadHer believes that the difficulties and challenges that we face during our travelling makes us mature and grow. NomadHer is the app for female globetrotters to encourage solo travelling safely. At NomadHer you can find female friendly accommodation, find a travel companion and you can share inspiring travel stories with other female travellers. Currently female globetrotters from over 100 different nationalities are part of our community.

## **FOUNDER**

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# TAXYMATCH

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*#share #taxi #sustainable*



A system of algorithms so that passengers who do not know each other but have a similar journey, share a taxi or a cab. TaxyMatch provides transport with its drivers but also offers its matching-sharing technology via an "API" to taxi, vtc or MaaS platforms.

## FOUNDER

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# TEAM BREAK

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*#ImmersiveGame*



French-based entertainment company that specialises in immersive experiences (Escape Games, Action Game, Quiz Game, AR).

Founded in August 2014, Team Break has already won over more than a million players and offers its immersive missions in 15 agencies in France and in prestigious partner places as Opéra Garnier, Le Grand Rex, etc.

## **FOUNDER**

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# THE TREEP

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*#GreenTravel #LessCO2*



the Treep has created a MOBILITY PLANNER for business travellers, a digital booking service that allows them to combine, compare and book trains, planes, taxis, subways, cars and hotels in the blink of an eye. It provides the duration, cost and, above all, the carbon footprint of each combination in order to choose the trip that has the least impact on the planet. Practical and responsible!

## FOUNDERS

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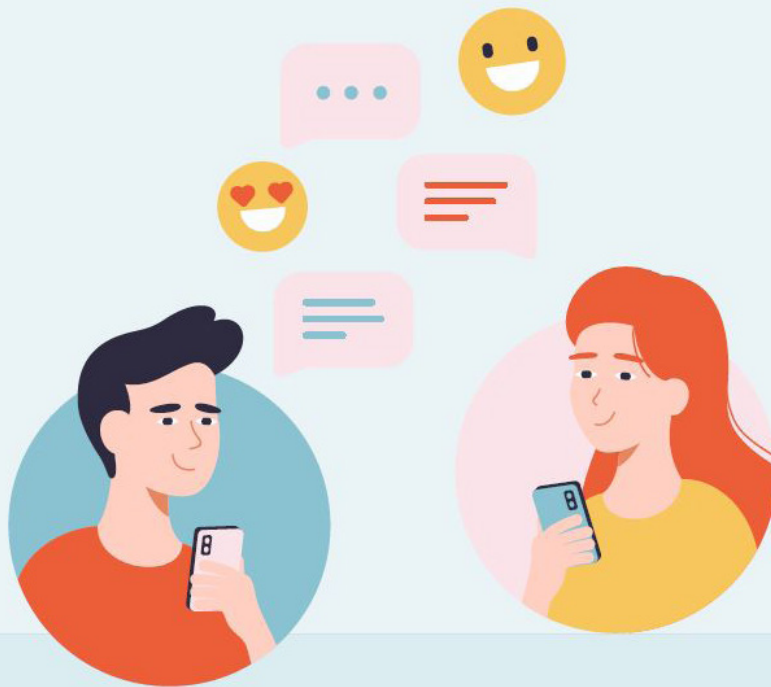
[www.thetreep.com](http://www.thetreep.com)

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# TRAVEL ASSIST

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*#chatbot #IA #TravelExperience*



TravelAssist.io: a 24/7 human chat service accessible anywhere in the world, which combines: travel concierge services, ultra-personalized support, experience sharing and security. White label or directly to travel professionals and corporations.

## **FOUNDER**

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# TROOV

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**#SmartCity #Lost&Found #saas**



Troov is a software company with 2 solutions:

- A digital lost & found platform that includes all stages from loss to return, both for any individual or a private organization looking for a business software
- A simple and intuitive appointment solution that is working for all types of locations (shopping centres, shops, cities, public areas, beaches, etc.)

## **FOUNDERS**

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# VIZITY

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*#maps #data #NoCode*



This project provides a software solution for companies to create interactive maps very easily thanks to a back-office tool allowing them to :

- connect (or import) their data to be mapped;
- use pre-developed map templates (multi-categories, itineraries, agenda or store locator);
- benefit from a library of ready-to-use map datasets (e.g. metro stations).

## **FOUNDER**

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# WE GO GREENR

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*#BookingPlatform #GreenTravel*



A dedicated travel marketplace to book sustainable accommodations and activities in France. In addition, they select and provide the best existing solutions to support our hosts in their ecological transition. At last, they are also a digital media for sustainable travellers and destinations.

## **FOUNDER**

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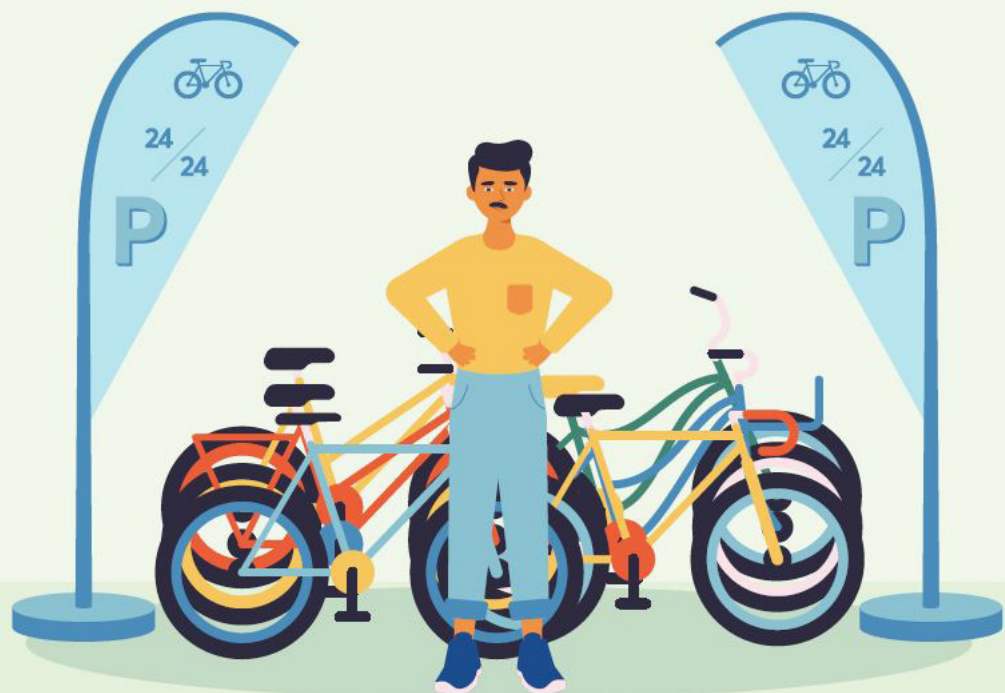
[www.wegogreenr.com](http://www.wegogreenr.com)

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# WHEELSKEEP

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*#bike #parking #24/24*



Instant Guarded Bicycle parkings & services for public events, shopping malls and offices, urban and tourist's areas. Wheelskeep augments bicycle security to 100% guaranteed, by combining human presence and its access control technology. Wheelskeep is fast and seamless to install, comfort and secured, with onsite parts and services.

## FOUNDERS

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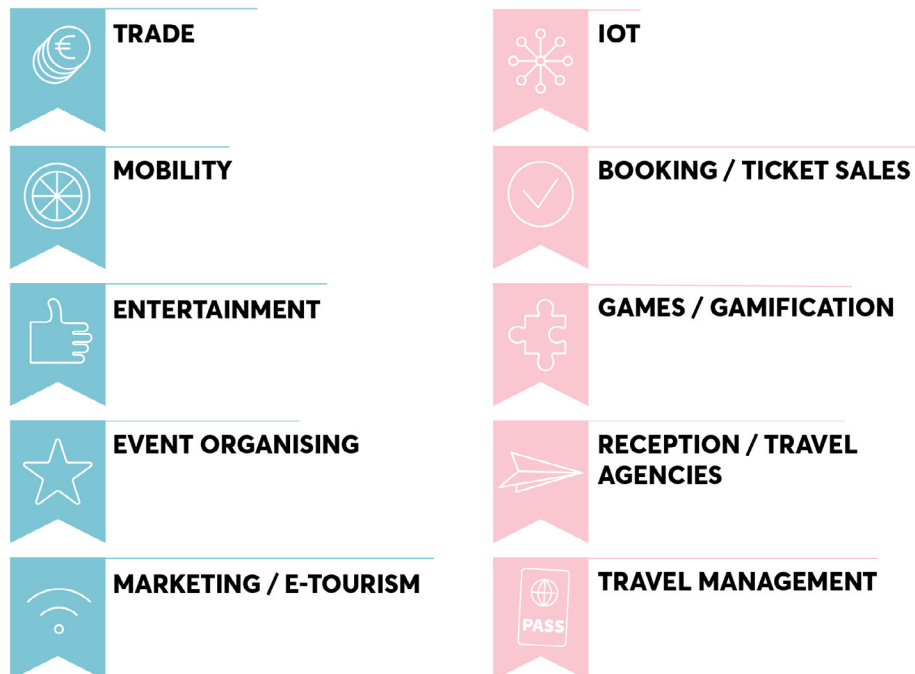
# KEY FIGURES

## WELCOME CITY LAB

PARIS&CO

#1 **INNOVATION** PLATFORM  
IN THE **TOURISM** SECTOR

### FLAGSHIP INDUSTRIES



127 OPERATING  
START-UPS

B2C	37
B2B	45
B2B & B2C	13
B2B2C	31

104 PRODUCTS

23 SERVICES

### 8TH BATCH

90

APPLICATIONS

15

SELECTED

 **85%** SUCCESS RATE

# LET'S INVENT THE TOURISM OF THE FUTURE !



## WELCOME CITY LAB

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