



WELCOME CITY LAB

PRESS RELEASE – November 18, 2020

Welcome City Lab is launching its call for applications to recruit the 2021 batch of startups !

Welcome City Lab, an innovation platform dedicated to tourism run by Paris&Co, is today recruiting 2021 batch of startups. Created in 2013 with the support of the City of Paris, the Welcome City Lab has incubated and coached more than **150 startups** with a **success rate of 87%** to date.

The initiative is supported by founding partners, as world travel leaders. They are involved in accelerating incubated startups : **Air France, Atout France, BPI France, Banque des Territoires, the Hauts-de-Seine General Council, France Tourisme Lab, Groupe ADP, Paris City Hall, Métropole du Grand Paris, Paris Convention and Visitors Bureau, Paris Inn Group and ViParis.**

Since the incubator's creation, our startups have raised more than **200 million euros** and created more than **1400 jobs**. More than **100 collaborations between partners and startups** have already been established.

Applications will be analysed 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 attractiveness of Paris as a tourist destination, the potential for the dissemination of innovation on an international scale and the professional qualities of the team.

It is aimed at innovative companies under 5 years old, either French or non-French. Here are the areas of innovation we wish to target:

- **Sustainable tourism and travel**
- **Tourism and Health**
- **Phygitalization and new hybrid uses**
- **Enriching the in-situ visitor experience**
- **Application of emerging technologies (leisure & business)**

This call is **open until Monday, December 14, 2020 at midnight Paris time**. The call for applications and the list of elements to be provided to apply are accessible via the **Agorize platform**. The selected companies will be able to join the Welcome City Lab from March 2021 according to the available places.

Informations - Welcome City Lab

Website : <https://welcomecitylab.parisandco.paris/>



[@WelcomeCityLab](https://twitter.com/WelcomeCityLab)



www.facebook.com/WelcomeCityLab

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About Paris&Co

Paris&Co is the innovation and economic development agency of the Paris metropolitan area. The agency supports innovation by incubating more than 500 French and foreign startups each year, conducting experimentation for innovative solutions, and organizing national and international tech events. Its development is based on an open innovation approach, in close collaboration with more than 120 major corporations and institutions. <http://www.parisandco.paris/>