



SMART LIFE 2015

ICT Cluster and innovative companies
international B2B
9-10 June 2015, Paris



SMART LIFE 2015

WHAT IS IT?

- An international B2B event involving ICT clusters and innovative companies
- Aiming at building partnerships and international innovation projects time to market

WHAT HAPPENS?

- Inception meeting with presentation of clusters and official welcome
- Thematic workshops for companies in view of the emergence of innovative projects: presentation of **project proposals** or **competences (technologic brick)**
- Thematic business visit and Tech meeting at Futur en Seine 2015
- Option: visit of a French ICT cluster that you choose, before the event.

WHERE

- In Paris.

WHEN

- 9-10 June 2015 for inception meeting and thematic workshops.
- 10-11 June 2015 for Digital festival “Futur en Seine 2015”.

HOW PARTICIPATE

- Free access to all events.
- Mandatory registration by sending an application form at international-fens@capdigital.com, you will receive a participation kit 15 days before the event.

ORGANISATORS

- French Industry Minister and French ICT clusters with logistic support of Business France & Cap Digital

SMART LIFE THEMATIC WORKSHOP

2 AXIS, 6 WORKSHOPS

SMART LIFE & SMART BUILDING

- Smart building & Energy
- Solutions for Smart Cities
- Interactions, Immersions, Mixed realities

SMART LIFE & DAILY LIFE

- Smart life & Health
- Smart life & Mobility
- Smart Life & Security

ORGANISATION OF EACH WORKSHOP

- Animation by a French ICT cluster expert on the thematic
- Individual presentation of companies (10 minutes)
- Intervention of a large company (Gemalto, Legrand...)

FREE B2B

- Dedicated space for individual B2B meetings
Free inscription on Futur en Seine B2B matchmaking tools and free visit of Futur en Seine exhibition.

SOCIAL EVENT

Secret 😊

FUTUR EN SEINE

EU's biggest digital

* île de France

cap-digital
Paris Region

MAIRIE DE PARIS



WHAT IS FUTUR EN SEINE?

Futur en Seine is Europe's **biggest digital festival**
June 11th-21th in « Les Arts et Métiers » Neighborhood

THE INNOVATION VILLAGE

June 11th-14th

Located in Central Paris, it is the core of the festival, attracting in 2014, over 23 000 visitors.
It showcases the latest digital innovations to professionals and the general public:

150 innovative projects

tech demos by startups, research
labs, designers, artists and
innovators

B2B meetings & networking

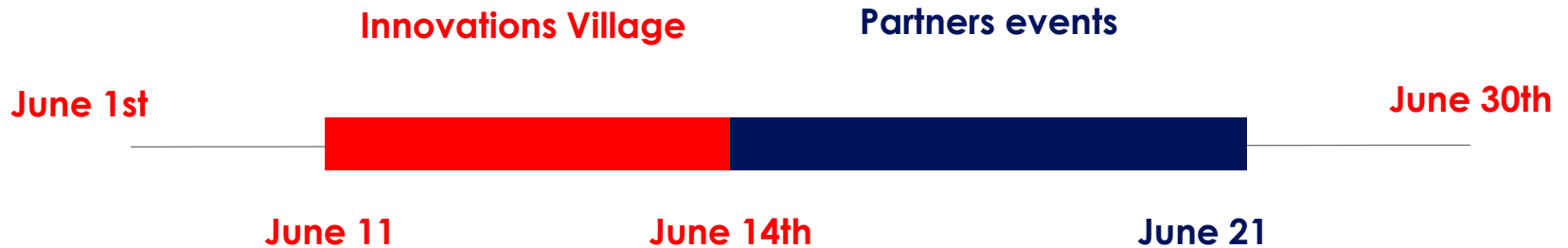
events in a dedicated **Business area**

80 workshops & conférences

on digital culture and innovation
trends



WHEN ?



WHERE?

Over 120 tech events are set to take place in Paris Region only in June

Countless other events through France.

... Did we mention it will be summertime and you will get to enjoy a picnic on the bank of La Seine like a Parisian in less than 10 minutes from the venue?



Paris is...

A dynamic and inspiring city where entrepreneurs have found the right balance between work and a good quality of life.

THE VENUE

The venue is located in the **very center of Paris**, in the beautiful Neighborhood of « Les Arts & Métiers »

You will love this **dynamic area** which will give you a different insight of Paris: Forget about the Eiffel tower, meet the **lively, connected** and **hip** side of Paris!

GAÎTÉ LYRIQUE • Paris center for digital culture

CNAM • Historic higher education and establishment for technology and advanced sciences

NUMA • Building conceived as a hub for industry players, fostering diversity, collaboration and openness, in order to help companies boost their performance and growth.

It is a bridge between **the past and the future** gathering ancient buildings from the time of French Revolution and brand new ones embodying The French Tech.



WHO ATTENDS ?

in 2014



78 000

visitors at the festival



23 000

visitors at the Innovations Village



150

exhibiting startups



190

executives of corporations
participated in tours



23

international delegations



150

journalists

2015 BUSINESS CALENDAR

Thursday June 11	Friday June 12	Saturday June 13	Sunday June 14		Sunday June 21
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The Innovations Village : exhibitions, démos...

Conferences & workshops

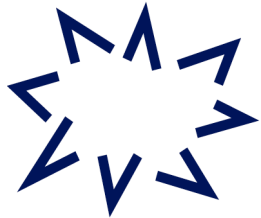
Professionals and the general public

Networking & business opportunities

2015 BUSINESS CALENDAR

Thursday June 11	Friday June 12	Saturday June 13	Sunday June 14	Sunday June 21
Tech meetings <i>Major companies & startups pitch around Smart Home's challenges, matchmaking & B2B meetings</i>	Innovations Village's guided tour	Innovations Village's guided tour	Innovations Village's guided tour	Partners' events in all Paris Region
Conferences	Business tour of Paris' most innovative spots	General public events	General public events	
Welcome ceremony <i>DJ Set & Cocktail at</i>	Conferences	Conferences		
	Networking event	Concert <i>at Enghien Les</i>		
	Concert			

SHOWCASE YOUR LAST INNOVATIONS

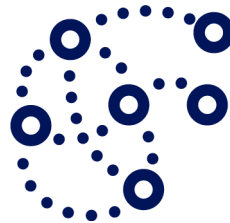


Gain visibility

**This is Europe's
biggest digital festival**

**Benefit from an
extensive media coverage**

- Before, during and after the festival
- In tech, business and social media



Think out of the box

Create synergies
with key actors of your specific
environment and beyond ...
be disruptive !

Expand your network

- internationally:
- We expect people from all around the world !
- Do not miss out on the opportunity to learn from them !



Meet a diverse audience

Professionals

- Startups, SME to CAC 40 index companies
- Investors

General public

- They are thrilled to discover what you create for them !

TEST AND SELL YOUR PRODUCTS AND SERVICES

Test your product!

Get instant feedback from lead users.
Fine-tune it for the French market!

Sell your product!

Access new markets, find partners and
reach out to unexpected people!

... And the winner of the Consumer Electronic Show 2015 is France !

You could not, not notice French delegation's dynamism at the CES !
160 companies, 1st European Delegation,
23 awards

Futur en Seine trusted them first!

16 startups participated to the latest edition of our festival and have grown since then:
Alderabaran, Lima, Parrot, Withings ...

...Come to the source of the French dynamism!



FREE ACCESS TO



The demo area for free

Show your product / listen to feedback from potential future clients
Sell your product!



Networking opportunities

An interactive application to ease business meeting bookings
Access to the networking lounge



Tech Meeting between startups and key industry players

Focus on the Smart Home technologies
Pitch sessions & Matchmaking session with big companies



Axis Innovation's Investors Convention

Meet the relevant investors ready to invest in your business



One-to-one meetings

to seal some deals and maximize your business!



Funding opportunities information

Exchange with entrepreneurship experts available to help your business growth

DID YOU KNOW THAT FRANCE...

Has a startup culture booming?

- Its **digital economy** constitutes 4% of French jobs and 5% of GDP, generating over **\$121billions** of revenue
- **420.000 companies** were founded in **2014**
- La Halle Fressinet will host over 1.000 startups and will become **world's largest incubator** in 2016.
- Startups such as Blablacar, carpooling marketplace platform, **raised \$100 millions**.

Offers you many advantages?

- **Highest research tax credit in Europe**, 6th world's highest domestic R&D spendings
- La «**French tech**», public-private initiative, introduces incentives to **invest in startups**.
 - \$250.000 fund : **foreign startups** willing to establish in France are eligible.
- **Simplified administrative procedures** for businesses focused on digital :
 - only 5 procedures and 7days required (EY, European Attractiveness Survey 2014).

Counts major investors?

- **Xavier Niel**, founder of telecommunication company Free, "**School 42**" a new, entirely free, programming school with a unique model of **peer-to-peer pedagogy**.
- **Jacques-Antoine Granjon**, founder of **vente-privee.com**, online designer brand retailer.
- **Marc Simoncini**, founer of **Meetic**, France biggest dating website.

More information? Contact us
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SEE YOU SOON !

Icons from Nounproject.com
ERDstudio, Scott Lewis, Till Teenck, Duke Innovation Co-Lab,
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