



CALL FOR APPLICATIONS

Session 3 : Paris | December 12 -17, 2016



 @franceinnyc | #DigitaLab

Have you **CREATED** a service or a product at the **CROSS-ROADS OF CULTURE AND INNOVATION?**

Do you want to **ADAPT** it to the French and European market?

Come **CHALLENGE** your ideas, **DEVELOP** your project and **GROW** your business in **PARIS** and enjoy the best of what professionals from Paris have to offer.

The Cultural Services of the French Embassy in the United States and Business France invite you to **APPLY** for the French-American Digital Lab : Paris.



FRENCH-AMERICAN DIGITAL LAB: CONNECTING CULTURES

Co-produced by the French Embassy and Business France, the Parisian edition of the French-American Digital Lab is a **6-day exchange program of workshops, conferences, and networking events** with leading tech and cultural companies for budding international culture-focused start-ups. A program of French Tech New York and part of Paris - New York Tandem 2016, the Digital Lab aims to lead the digital transformation of cultural industries by supporting and lending resources to young creative leaders—the undeniable drivers of global competitiveness—who are transforming the way we engage with culture. By bringing established business leaders, incubators and institutions together with pioneering entrepreneurs from both countries, the Digital Lab will illuminate how technological advances are shaping and reimagining our society.

For its first Parisian edition, the Digital Lab seeks to nurture innovative, US-based creative minds that place culture at the heart of their work. Products or services may be in the domain of museums and cultural sites, visual arts, performing arts, audiovisual and cinema, music, fashion and design, video games, or publishing, among many other areas.

Major French incubators such as Paris&Co, 104factory, CENTQUATRE-PARIS incubator, Créatis, and l'Institut Français de la Mode; world-class cultural institutions; and leading French companies including Havas, Orange, Vivendi, and France Télévision, will bring local expertise to this vast network and help tailor the program to each participant's needs and to support and empower the selected startups of the 2016 edition.

The French-American Digital Lab is supported by the City of Paris, the Institut français, FACE Foundation, Flipboard, and Vivendi.

To apply and for more information, visit: <http://frenchculture.org/digital-cultures/grants-and-programs/french-american-digital-lab>



WHAT?

An intensive, 6-day exchange program of workshops, conferences, mentoring by corporate executives, networking events, and one-on-one meetings with potential partners, taking place entirely **in English**.

WHEN?

December 12-17, 2016

WHERE?

Paris, the world capital of fashion, culture and tourism, which is also at the heart of the European startup scene.

IMPORTANT DATES

Oct 24, 2016 : Call for applications opens

Nov 15, 2016 (midnight EST) : Application deadline

Nov 18, 2016 2016 : Selected candidates announced

Dec 12 - 17, 2016 : French-American Digital Lab

June 2017 : Individual check-in with a Counsellor from Business France to define the next steps for a program's international development

Download the application forms here:

<http://frenchculture.org/digital-cultures/grants-and-programs/french-american-digital-lab>

ELIGIBILITY CRITERIA

For any startup from the cultural and creative industries that meets the following criteria:

- ✓ Your product **combines cultural content with digital media** (though it may not be primarily tech-based)
- ✓ Your priority must be **international development** within the next 12 to 36 months
- ✓ You are looking for **potential partners in Paris**
- ✓ Your company is **incorporated in the United States**, and currently conducts business there
- ✓ You have no more than 1 French citizen among your cofounders

COVERED COSTS

The program is **free** for 2 participants/startup.

- ✓ Personalized meetings organized by the Cultural Services
- ✓ Individualized sessions with expert mentors
- ✓ Workshop participation
- ✓ Admission to networking and cultural events

Participants are responsible for their own lodging, dining and transportation.

10 REASONS TO SAY “OUI” TO FRANCE AND PARIS

1. **France is the second largest market in Europe** (Eurostat, 2014). It is located at the heart of the EU single market and offers a geographical gateway to Europe, Africa and Middle East.
2. **Culture is a sizeable sector in the French Economy:** In 2013, the culture sector accounted for 2.3% of value added (€44 billion) in France, while exports of cultural products amounted to €3,112 billion. One of France's areas of excellence, the cultural and creative industries account for 4% of GDP, which puts France second among the G8 countries just behind the USA.
3. **France has a rich, diverse cultural landscape:** 2,020 cinemas; more than 1,000 theaters; 460 music, dance and dramatic arts conservatoires; 16,300 libraries; 1,200 museums; around a hundred national monuments; over 43,000 listed monuments; and 3,400 parks and gardens.
4. **“The City of Lights” is the global tourism leader,** with 47 million visitors between July 2013 and June 2014. The Louvre is the world's most visited museum (9.1 million visitors in 2014).
5. **From Chanel to Yves Saint Laurent, Paris always has been the trend setter when it comes to international fashion.** French fashion makes up 16,6% of the worldwide market share in the prêt-à-porter industry, for a total income of €7 billion euros.
6. **France is a pioneer of Virtual Reality:** Many projects by French directors have gained international recognition: Notes on Blindness: Into Darkness by Arnaud Colinart and Amaury La Burthe has been selected at Sundance Film Festival and awarded at Tribeca Film Festival. Paris hosted the first festival in Europe entirely dedicated to virtual reality at the Forum des Images in June 2016.
7. **In Paris, la French Tech specializes in Cultural and Creative Industries** through different start-up incubators, all partners of the Digital Lab, like 104factory, CENTQUATRE-PARIS incubator, Creatis, the Institut Français de la Mode and Look Forward (fashion). The biggest European Innovation Hub, managed by Paris&Co and dedicated to Cultural & Creative Industries and Digital Content, Le Cargo, has been recently launched in Paris and is also partnering with the Digital Lab. The world's largest business incubator located in the renovated Halle Freyssinet is the next major project for Paris and is also partnering with the Digital Lab.
8. **Paris alone is home to 4,000+ tech startups** and France is the second most Venture Capital-funded country in Europe by number of deals (22% of all deals). (EY survey of venture capital in France – H1, 2015)
9. **France is a talent hub:** the country is home to a highly qualified and productive workforce. International start-up companies based in France maintain their R&D departments in the country to benefit from the quality workforce of French engineers.
10. **Located at the center of Europe, Paris welcomes key events to foster this up-and-coming ecosystem:** Futur en Seine, International Innovation Awards (Grand Prix de l'innovation), Hacking of the City Hall (Hacking de l'Hôtel de ville), Cloud Week Paris, Game Connection, VivaTech, Paris Founders Event, etc.



PROGRAM

Overview of the French and European Creative and Cultural Industries Market: Discover how France and Paris are helping foreign businesses expand to France and hear from inspiring entrepreneurs who choose France as the headquarters of their company and as a door to the European market.

Techniques for expansion in France: Experts from Business France, the French national agency responsible for promoting and facilitating international investment in France, will answer your practical questions regarding legal, accounting, IP & Copyright and recruiting matters to help you envision your company's growth in France over the next 12 to 36 months.

Adapting your marketing strategy for French & European consumers: Experts from Havas will help you clarify your objectives, define your marketing strategy and help you reach media.

Funding and Venture Investment: Understand how to position your business for French and European investment

Off-site sessions: Some sessions will be organized at iconic Paris tech companies, cultural institutions or leading corporate headquarters. Professionals will discuss current trends and challenges related to innovation, and give feedback to the participants on their products. Participants might attend different sessions depending on their domain (VR, fashion, visual arts, music...).

Individual meetings: A significant amount of time will be dedicated to individual meetings with institutions and major companies for product development brainstorming sessions and the possibility to develop lasting partnerships.

Networking event: The participants will have the chance to participate to various networking events throughout the week, including a cocktail with the French Tech Ticket startups at 104factory, CENTQUATRE-PARIS incubator, and the International Innovation Award Cocktail, organized by the City of Paris and Paris&Co, gathering 1.500 professionals of the Parisian tech scene. Participants will also pitch in front of professional, officials, media and VC during the Digital Lab Demo Day.

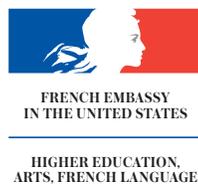


PRODUCERS OF THE FRENCH-AMERICAN DIGITAL LAB PARIS

The Cultural Services of the French Embassy in New York provides a platform for exchange and innovation between French and American artists, intellectuals, educators, students, the tech community, and the general public. Based in New York City, Washington D.C., and eight other cities across the US, the Cultural Services develops the cultural economy by focusing on six principal fields of action: the arts, literature, cinema, the digital sphere, French language and higher education.

Business France North America, the French international business development agency, accelerates the growth of French companies in the US and Canada, through personalized services allowing entrepreneurs to efficiently adjust and thrive in one of the most challenging markets in the world. Business France offers the following services: market opportunity analysis, go-to-market strategy, marketing and positioning strategies, organization of BtoB meetings with potential partners, lead generation, coaching and mentoring. With a workforce of 110 multilingual collaborators spread across 10 offices in North America, Business France North America works with close to 1000 French companies yearly, and handles about 100 B2B events in more than 32 cities in North America.

The Institut français is the agency of the Ministry of Foreign Affairs and international Development for cultural action outside of France. As an agent of cultural diplomacy, the Institut français is a unique brand throughout 96 countries and in France. It is responsible for the promotion of artists, ideas, works and industries that contribute to presenting an innovative and dynamic picture of artistic creation in France. It encourages dialogue between cultures and gives life to professional communities in each sector it is involved in, while supporting the French cultural network abroad.





PARTNERS OF THE FRENCH-AMERICAN DIGITAL LAB PARIS

Paris&Co is the economic development and innovation agency of Paris. Paris&Co prospects and provides support for foreign direct investments, promotes the international attractiveness of Paris abroad, and fosters the Parisian innovation ecosystem through the incubation of startups, the experiment of new solutions, the organization of events and the cooperation between startups and global players.

Le Cargo, one of the innovation platforms of Paris&Co, is a unique place of 15 000 sqm gathering companies and start-ups, all dedicated to digital content, cultural and creative industries. With five founding partners and a network of 38 startups, Paris&Co innovation platform Le Cargo is a catalyst for transmedia innovation!

104factory, l'incubateur du CENTQUATRE : The CENTQUATRE-PARIS is a venue for all, a space for creation and a creator of shows of an international scale. It favours the exchange of ideas and cooperation between projects holders with various profiles, from the fields of creation, business, teaching or research. This exceptional ecosystem encourages the rise of innovating start-ups thanks to 104factory, CENTQUATRE-PARIS incubator.

Créatis, hosted by la Gaîté lyrique, is a platform dedicated to entrepreneurship and innovation in the cultural field - including media, broadcasting, motion picture, music, architecture, web culture, advertising, video games, fashion, arts, photography, design, culinary arts, press, radio, cultural heritage, performing arts, public art... Backed by the City of Paris, the Conseil regional of Île-de-France and Bpifrance, the project's main goal is to support and accelerate selected start-ups' growth, granting them : special access to flexible and evolving accommodation facilities, a virtuous ecosystem, customized help from experts and facilitated access to financial help.

Institut Français de la Mode (IFM) is a higher education institution offering a broad range of expertise: postgraduate academic programs, executive education, and research in areas such as textile, fashion, luxury and design. Ranked number 1 fashion school in France in 2015 by the Business of Fashion, IFM welcomes 180 students and 2,000 executives each year. Founded in 1986 by professionals from the industry and supported by the French Ministry of Industry, IFM maintains close ties with businesses, including its Circle of Patron companies which counts 16 of the most prestigious fashion and luxury brands. Academic and market research are also important assets of IFM, offering numerous publications in social and human sciences applied to fashion and design. IFM also provides professional guidelines for decoding the profound economic and structural changes in the sector in terms of product strategy, consumer behavior and retail strategies. www.ifm-paris.com/en





PARTNERS OF THE FRENCH-AMERICAN DIGITAL LAB PARIS

Look Forward : is open to high-potential start-ups that develops services, applications or innovative technologies reinventing the fashion industry. 10 start-ups will be selected every year and will have the opportunity to enjoy a dynamic environment, linked to Showroomprivé savoir-faire and expertise, during a 12-months period.

Orange : Every day new services transform the way we work, enjoy ourselves and manage our money. With Orange Digital Investment, Fab Orange and Orange Developer we are committed to identifying, supporting and promoting more than 500 start-ups by 2020 to meet our customers' needs in innovative ways. Discover more about what we do at startup.orange.com

Havas : Havas Media Group gathers together the global media expertise of Havas Group, one of the leading global communications and marketing groups. It consists of three media brands, Havas Media, Arena Media and FullSix Media, as well as Havas Sports & Entertainment, the industry's largest brand engagement network.

Vivendi : Vivendi is an integrated media and content group. The company operates businesses throughout the media value chain, from talent discovery to the creation, production and distribution of content. Vivendi comprises 5 main subsidiaries. Universal Music Group is the world leader in recorded music, music publishing and merchandising, with more than 50 labels covering all genres. Canal+ is the leading pay-TV operator in France, and also serves markets in Africa, Poland and Vietnam. Canal+ operations include Studiocanal, a leading European player in production, sales and distribution of film and TV series. Vivendi Village brings together Vivendi Ticketing (ticketing in the UK, the U.S and France), MyBestPro (experts counseling), Watchever (SVoD), Radionomy (digital radio), the Paris-based venue L'Olympia and the Theatre de l'Oeuvre in Paris, the CanalOlympia venues in Africa and Olympia Production. With 3.5 billion videos viewed each month, Dailymotion is one of the biggest video content aggregation and distribution platforms in the world. Gameloft is a worldwide leading video games on mobile, with 2 million games downloaded per day.

LOOK FORWARD 
by showroomprive.com



vivendi



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For more information visit: frenchculture.org/grants-and-programs/french-american-digital-lab



The French-American Digital Lab is part of Paris-New York Tandem 2016, a program organized by the City of Paris and Institut français in partnership with the Cultural Services of the French Embassy in the United States of America and the Embassy of the United States of America in France, and the City of New York.

Quefaire.paris.fr | nyc.gov/ParisTandem

SUPPORTERS OF FRENCH-AMERICAN DIGITAL LAB



FRENCH-AMERICAN DIGITAL LAB NETWORK

