Dear friends,

This fall, the third edition of the French-American Creative Lab took place in New York and Los Angeles. We were delighted to strengthen our partnership with Business France on this occasion. Together, we are committed to constantly improving our program year after year. Following two successful NYC editions in 2015 and 2016, we drew up an even more ambitious roadmap to maximize the participants’ time in the US and grow the impact of this unique cultural and digital event.

Since its inception, this program remains inseparable from New York City, an ideal merging of culture and tech which welcomes and supports the global leaders in many industries in line with the Creative Lab such as media, arts, virtual reality, fashion and marketing. With an added Creative Lab destination this year – Los Angeles –, the French-American Creative Lab was aimed at leading the participants to discover the United States in an even deeper way, while exploring the differences between two major cities, both key locations for startups specializing in culture, entertainment and media.

For this year’s edition, we are pleased to have guided startups from all over France into the US market and helped them gain a deeper understanding of the US market, while building a strong local network. We are honored to see our action and efforts recognized by the participants. The feedback from the cohort shows that we exceeded their expectations, in the relevance of the training they received, the expertise of the speakers and mentors, and the quality of the dedicated business meetings that were organized for them.

We are confident that this 10-day stay in the US is the first of many to come for this group of startups. In fact, some participants have already planned their next visit: Euveka and Short Edition will proudly represent France during the upcoming International Consumer Electronics Show (CES) in Las Vegas in January 2018. Short Edition has also raised 2 million euros and joined forces with Francis Ford Coppola to further its growth and expansion.

We look forward to seeing our entrepreneurs use their newly acquired skills to further develop their startups, both in the US and back home.

Bénédicte de Montlaur
Cultural Counselor
CREATIVE LAB: A LAUNCHPAD FOR SUCCESS

French-American Creative Lab participants leave the ten-day program with a strong network and resources to build their business internationally. For each startup this success takes different forms and continues to develop over time. The Cultural Services of the French Embassy and Business France track each startups’ progress regularly and offer continual support. Six months after the completion of the program, an individual check-in is organized with an Expert Counselor from Business France to define the Alumni’s next steps in their international development. In addition, the Cultural Services of the French Embassy and Business France teams stay in touch with the program Alumni via a dedicated Facebook Group, regular communication and through meetings in NYC and LA.

- Arnaud Dressen from Wonda VR (Digital Lab NYC 2016) is now settled in New York. He participated in the MIT PlayLab as a visiting founder during the summer 2016 and joined the NYU StartEd accelerator bootcamp in September 2017 to develop his authoring solution for 360° VR Experiences in the US

- Emerging Market Media (Digital Lab Paris 2016) set up its European accounting and office in Paris. In the past months, Dawn Kissi has launched a monthly newsletter on the economic, business and financial issues facing the emerging markets. She is currently building a News app

- Augmented Acoustics (Digital Lab NYC 2016) powered the music festivals of SXSW and Slush, and launched Supramonitor, a smart in-ear personal monitor mixing system

- Wakatoon (Digital Lab NYC 2016) joined the Founders Program of Station F, Xavier Niel’s incubator in Paris. Wakatoon signed a partnership with SNCF Intercités (regional train service) and published a “Mr Men Little Miss” coloring book

- Bluecadet (Digital Lab Paris 2016) won several awards this year including Awwwards, Webby, AAM Muse, and signed numerous new clients (NASA, the Smithsonian, Gates Foundation…)

- Induo (Digital Lab NYC 2016) acquired over 10 new clients in 2017 (Ready-to-wear brands, shirt manufacturers, made-to-measure tailors) and is planning to expand to the US in the upcoming year

- Theater in Paris (Digital Lab NYC 2015 Alumni) raised 1M€ with family offices and BPI France, in 2017 and launched a breakthrough super-titling software called [SPECTITULAR]

- Holojam (Digital Lab Paris 2016) closed its angel round and is currently raising seed round. The team joined NYU Future Reality in 2017

- Wakatoon (Digital Lab NYC 2016) joined the Founders Program of Station F, Xavier Niel’s incubator in Paris. Wakatoon signed a partnership with SNCF Intercités (regional train service) and published a “Mr Men Little Miss” coloring book

- 44screens (Digital Lab NYC 2016) joined Montreal’s MT LAB, an incubator specialized in tourism, culture, and entertainment
SESSION 3: NEW YORK AND LOS ANGELES

New York and Los Angeles: two of the most powerful epicenters of both cultural life and digital innovation in the United States and yet very different in their geography and their approach to business. Given the prowess of both cities cultural innovation industries, it seemed only natural to build the bridge between these two megalopolis and foster relationships with top-notch innovators from the opposite coasts of the country. This addition offered the participants a more complete vision of the entrepreneurial possibilities in the United States and multiplied their business opportunities.

New York City: Where Technology is Driving Innovation

New York has always been a natural choice for welcoming the French-American Creative Lab since its creation. Conveniently located midway between France and the West Coast, and home to over 1,000 cultural organizations, New York is a global leader in many industries such as media, finance, arts, marketing, virtual reality, and fashion, representing an ideal merge of culture and tech. This year, we were very honored to have the support of NYCEDC, the New York Economic Development Corporation.

Los Angeles: Thinking Entrepreneurship Out of the Box

In 2017, the French-American Creative Lab has broaden its scope by adding a leg in Los Angeles, the third largest technological hub in the United States and a key location for startups specializing in entertainment. The LA tech scene is currently booming, benefiting from many investment funds, its close proximity to Hollywood and the presence of major music industries. For the first time, we were proud to partner with 18 Havas based in Venice, Los Angeles.
PARTICIPANTS

The 8 French startups were selected by a jury of 10 bi-national experts. Chaired by Thomas Michelon, Deputy Cultural Counselor of the French Embassy in the United States, the jury was composed of Joana Vicente (Made in NY Media Center by IFP), Thomas Jorion (18 Havas), Karine Bidart (Paris&Co), Antoine de Possesse (Orange), Fari Breguet (Microsoft), Olivier Padiou (Valtech), Jess Kwan (Archer Gray), Isabelle Raux and Cécile Fouché (Business France), Mathieu Fournet and Daphné Lora (Cultural Services of the Embassy of France). Several criteria, including the international potential and innovative aspect of the projects, guided the jury’s selection process. The selected startups were chosen based on their abilities to disrupt the U.S. tech market, and relate to the fields of augmented reality, digital copyright issues, fashion, audiovisual innovation, museum apps, graphic design, and publishing.

Startups from all over France

As a sign of the program growing reputation in France, the 2017 cohort expanded its scope by welcoming startups from diverse regions of France and 6 different cities: Paris region, Auvergne-Rhône-Alpes (Lyon, Grenoble, Valence), Occitanie (Montpellier) and Brittany (Rennes).
<table>
<thead>
<tr>
<th>PARTICIPANTS</th>
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| **BEAR** | Augmented Reality platform bridges the gap between print and digital. In France BEAR already brings the power of AR to the largest publishers (Hachette, Editis) and brands (La Poste, Decathlon, BNP, Pages Jaunes), leading to several hundreds of thousands of user interactions each month.  
*Pierre Addoum, Co-founder & CEO - Guillaume Pineau-Valencienne, Co-founder - Homéric de Sarthe, Head of Outreach* |
| **biinlab** | web platform designed by biin - short for Bureau d’Idées Nouvelles, or “Office of New Ideas” in English - allows cultural and touristic institutions, brands, and events that want to convey information to their public, to create touch apps in few clicks to highlight and share their data.  
*Vincent Autin, CEO & Head of Design* |
| **EUVEKA** | is a startup in France’s Drôme region specializing in robotic technologies linked to morphology and biomimicry. Euveka manufactures and develops evolutive and connected mannequins controlled by a design software that are intended to be used by clothing industry professionals.  
*Anne-Louise Bergenthal, Founder & CEO - Manon Wong, Growth and Business Manager* |
| **FireFly Cinema** | offers solutions for managing and encoding high-resolution (up to 8K) digital dailies using Cloud Infrastructure at unprecedented speeds and for an unrivaled price.  
*Philippe Reinaudo, Founder* |
| **Imatag** | produces invisible and unbreakable watermark technology that ensures that any published image will be linked to its author forever.  
*Mathieu Desoubeaux, CEO - Thierry Secrétan, CSO* |
| **Racontr** | is an interactive digital design solution for graphic designers. With Racontr, graphic designers can create websites and mobile desktop applications in no time. This technology gives designers their creative freedom back, by giving life to their digital creations without hindrance.  
*Grégoire Sierra, CEO - Patrick Azzopardi, Advisor* |
| **Short Edition** | is the community publisher of short literature (it includes 200,00 regular readers, 7,000 authors, and 85,000 short stories). Short Edition created the Short Story Dispenser, a groundbreaking innovation to promote culture and to improve customer relationships.  
*Christophe Sibieude, Cofounder & CEO - Loic Giraut, International Business Developer* |
| **SkyBoy** | creates Overlap Reality®, a technology that permits brands and tourist attractions to offer their visitors a unique experience where reality and virtual reality overlap via Smartphone.  
*Vincent Burgevin, cofounder & CEO - François-Xavier Goemaere, Co-founder* |
“We now understand the specificities of the American culture. [The Creative Lab gave us] a better understanding of “how to do business in the US and with Americans.” […] We wanted to test the US market before making the big jump. After the meetings we had, there is no doubt that we will go for it” – BEAR

“[The Marketing Workshop was] very satisfying with experts able to get instantly our market and set up a strategy. [We] would definitely recommend [our mentors] for their good advice and great connections they have made for us” – Euveka

“We wanted to better feel the business spirit, to learn, to see, to meet... and to make business. [The program is] a good mix of networking, business meetings, tips of French entrepreneurs, speakers” – Short Edition

“Great organization, well balanced between individual and collective sessions!” – SkyBoy

“The program opened our eyes to some realities of the US market that we didn’t anticipate. […] What we’ve learned is invaluable.” – Imatag

2017 French-American Creative Lab Survey

- 9.36/10 Overall Satisfaction
- 100% would recommend the program
- 8.73/10 Business Meetings Satisfaction
- 100% feel more confident in their capacity to expand to the US
PARTICIPANTS

Words used by the participants to describe their experience. Source: 2017 French-American Creative Lab Survey

“The Creative Lab provides a rich and varied program with learning points that can be applied to a more global expansion strategy (we are also looking at expanding to Western Europe this year). In this matter, the program went beyond my expectations” – biin

“Very good workshops. Very good speakers. The Creative Lab people did organize some really good one-on-one meetings for FireFly” – FireFly

“The level of training is excellent” – Imataq

“We built a whole new presentation that instantly fitted the US audience!” – Euveka

 “[The Pitch training workshop] helped us re-center our message and focus on what matters in a US environment” – BEAR

 “[The Creative Lab is] a great and efficient way to test the [US] market” – RacontR

 “[The Creative Lab is a] perfect program for companies with a strong potential on the US market!” – Euveka
This program was organized in partnership with two forefront New York and Los Angeles organizations, the Made in NY Media Center by IFP and 18 Havas by Havas Media Group.

**Training**

During the program, the entrepreneurs attended various classes offering invaluable first-hand preparation for US expansion:

- **“Business in the US Fundamentals”** by Business France
- **Presentation of the “NYC Business ecosystem”** by NYCEDC
- **“LA landscape overview and West Coast Key Trends”** by 18 Havas, Jeremy Erlich (Interscope), and Frederic Voillermot (UMG)
- **“Crafting Your Story for the US Market and Pitching to the Press”** by Terri Trespicio and Paula Rizzo (Lights Camera Expert)
- **“US Fundraising Strategy”** featuring Cecily Mak from Flipboard
- **“Brands Experience in a Post-Media World”** by Thomas Jorion (18 Havas)
- This year, our opening speaker Xavier Hansen, from Verizon envrmnt (Verizon’s AR/VR platform and R&D), gave an exciting talk on “Delivering on the Promise of Virtual Reality”

**Meet an Entrepreneur**

French entrepreneur who have expanded in the US share their experience with the Creative Lab participants and give them insider tips on how to make it in the US:

- **Creative Lab’s 2016 Alumnus Arnaud Dressen from Wonda VR** talked about his first steps in the US since he completed the program
- **Baptiste Andrieux, founder and Executive Producer from Eight VFX** discussed setting up a business in LA
Workshops

One of the highly valued aspects of the Creative Lab is the various practical workshops that allow the participants to reflect and work on their own projects.

- During the “Marketing Strategy Workshop”, the entrepreneurs crafted their marketing plans for the U.S. market with the help of 17 leading marketing strategists, hand-picked for each startup.

- During the “UX Design & Customer Centric Branding” led by Havas NYC design team, the participants became familiar with a new Object-Oriented UX method.

- Martin Lenclos trained the entrepreneurs to pitch in public and oversaw the design of their pitch deck in the “Pitch Training” workshop.

- The “Pitching to VCs” sessions in NYC and LA with Cecily Mak (Flipboard), Dessy Levinson (645 Ventures), Thomas Jorion (18 Havas), Marc Jackson (Seahorn Capital), Luc-Emmanuel Barreau and Antoine Boulin (Red River West US) allowed the participants to test their ability to pitch to investors.

Offsite Visits

Part of the program brings the startups to the headquarters of leading innovative companies for offsite sessions, allowing them to feel the spirit of the local tech community. The 2017 edition brought the participants to:

- Google ZOO NYC where they discovered Google’s culture of innovation, and how the Google Zoo team use creative technologies for brands.

- Southern California Institute of Architecture (SCI-Arc), an independent, accredited school of architecture in Downtown LA.

- Technicolor Experience Center where participants experienced a various range of Virtual Reality projects, gaining a deeper understanding of the full potential of immersive media.

Business Meetings

A significant amount of time in both cities was dedicated to individual meetings to foster business partnerships between the French startups and major US institutions and companies.

- In New York, meetings included NYC Department of Parks & Recreation, Coca-Cola Company, the NY Times, Goldcrest, Getty Image, Pinterest, JC Decaux, Assouline Publishing, Abrams Books, Wall Street Journal, NY Fashion Tech Lab, AMC Networks...

- In Los Angeles, the entrepreneurs had the chance to meet with Lionsgate, Los Angeles World Airports, Metro of Los Angeles, the California Fashion Association (CFA), Airbnb, Radiant, Cognition. La...

- Introductions to experts (lawyers, accountants, recruiters) were also facilitated upon each startup’s request in order for them to explore their specific needs.
Networking Events

Various networking events took place throughout the program and served as opportunities for the French startup teams to interact with local entrepreneurs and experts of the tech ecosystem.

- The Welcome Drink at the Cultural Services of the French Embassy was the occasion to officially welcome the startups in New York and thank our program partners, speakers and mentors for their time and dedication. The evening was hosted in presence of Karen Bhatia, NYCEDC Vice President of Initiatives.

- The Creative Lab first public pitch took place at French Founders during a Business & Wine event. The participants had the opportunity to learn from the experience of other French entrepreneurs who already found success in the US. The event was live-streamed.

- The Demo Night at General Assembly NYC, with over 150 attendees, was certainly one of the key moments of the program as the entrepreneurs pitched in front of a large assembly gathering American and French officials, professionals of the tech and cultural sectors, VCs, and media representatives.

- The Demo Night and Closing Cocktail reception took place at the Residence of France in Beverly Hills under the patronage of the Consul General of France in Los Angeles, Christophe Lemoine. The participants presented their best pitches and gave demos of their products to a large public of over 100 attendees.
# Program

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<thead>
<tr>
<th>Time</th>
<th>New York</th>
<th>Los Angeles</th>
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<tbody>
<tr>
<td>8:00AM</td>
<td>BREAKFAST</td>
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<td>9:00AM</td>
<td>BREAKFAST</td>
<td>LA LANDSCAPE OVERVIEW</td>
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<td>10:00AM</td>
<td>PROGRAM ORIENTATION</td>
<td>WEST EIGHT BAY TRENDS</td>
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<tr>
<td>11:00AM</td>
<td>INSPIRATIONAL SPOTLIGHT</td>
<td>BUSINESS MEETINGS</td>
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<tr>
<td>12:00PM</td>
<td>GROUP PHOTOS</td>
<td>BUSINESS MEETINGS</td>
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<td>1:00PM</td>
<td>BUSINESS IN THE US FUNDAMENTALS</td>
<td>BUSINESS MEETINGS</td>
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<td>2:00PM</td>
<td>LUNCH BREAK</td>
<td>BUSINESS MEETINGS</td>
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<td>3:00PM</td>
<td>BREAKING THE CODE: CUSTOMER CENTRIC BRANDING</td>
<td>BUSINESS MEETINGS</td>
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<td>4:00PM</td>
<td>PITCHING TO VCs</td>
<td>BUSINESS MEETINGS</td>
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<td>5:00PM</td>
<td>ARRIVE AT RESIDENCE</td>
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<td>6:00PM</td>
<td>WELCOME DRINK</td>
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### New York

- **Monday, November 6th**
  - **9:00AM - 9:30AM**: Breakfast at NYMC
  - **11:00AM - 12:00PM**: Protocol, Etiquette and Business Meetings
  - **1:00PM - 2:00PM**: Pitching to VCs
  - **3:00PM - 4:00PM**: General Assembly
  - **5:00PM - 6:00PM**: Welcome Drink @ French Embassy

- **Tuesday, November 7th**
  - **9:00AM - 9:30AM**: Breakfast at NYMC
  - **11:00AM - 12:00PM**: Protocol, Etiquette and Business Meetings
  - **1:00PM - 2:00PM**: Pitching to VCs
  - **3:00PM - 4:00PM**: General Assembly
  - **5:00PM - 6:00PM**: Welcome Drink @ French Embassy

- **Wednesday, November 8th**
  - **9:00AM - 9:30AM**: Breakfast at NYMC
  - **11:00AM - 12:00PM**: Protocol, Etiquette and Business Meetings
  - **1:00PM - 2:00PM**: Pitching to VCs
  - **3:00PM - 4:00PM**: General Assembly
  - **5:00PM - 6:00PM**: Welcome Drink @ French Embassy

### Los Angeles

- **Monday, November 6th**
  - **9:00AM - 9:30AM**: Breakfast at LA FOUNDERIE
  - **11:00AM - 12:00PM**: West Eight Bay TRENDS
  - **1:00PM - 2:00PM**: Brand Experience in a Post-Media World
  - **3:00PM - 4:00PM**: Optional Business Meetings

- **Tuesday, November 7th**
  - **9:00AM - 9:30AM**: Breakfast at LA FOUNDERIE
  - **11:00AM - 12:00PM**: WEST EIGHT BAY TRENDS
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#CREATIVELAB ON SOCIAL MEDIA

The French Embassy led a comprehensive communications campaign to promote the French-American Creative Lab among the online innovator community. Organizers, participants, speakers and partners documented their experiences on Twitter, Instagram, and LinkedIn with the widely-used hashtag #Creativelab, on Linkedin, as well as on Facebook via the Cultural Services of the French Embassy page.
MEDIA COVERAGE

The third edition of the French-American Creative Lab received excellent coverage by both French and American outlets including Les Échos, l’Usine Digitale, Maddyness, Tech.co, Strategies, Epoch Times, and Gary’s Guide. Total coverage reached over 78 million unique monthly visitors.

“France, its gastronomy, its luxury industry, its culture… For a lot of Americans, France comes down to that. The Cultural Services of the French Embassy turned it into an opportunity to promote French startups.” – Les Échos, Nicolas Rauline

“France is known for a lot more than just cheese and wine. This powerhouse of startup activity is churning out more good ideas than you’d know what to do with. In fact, the companies coming out of France are so impressive that eight of them presented their products in Los Angeles at the very first LA Demo Night for the French-American Creative Lab. And innovative doesn’t even begin to describe them.” – Tech.co, Conor Cawley

“The Cultural Services of the French Embassy offer a special exchange program between artists, intellectuals, educators, students, the tech community and the public from both France and North America.” – Maddyness

“Euveka’s smart mannequin lands in the US […] Euveka has yet to deliver its product to the US but the French startup already generated huge enthusiasm in the American market that showed to be optimistic about the connected and adjustable mannequin.” – El Comercio

“From robotics to augmented reality, the startups involved showed the crowd that French startups are going to continue to make an impact on the US market as the years go on.” – Tech.co, Conor Cawley
ACKNOWLEDGEMENTS

Bénédicte de Montlaur and Henri Baissas would like to thank their teams for the organization of the 2017 French-American Creative Lab:

For the Cultural Services of the French Embassy: Mathieu Fournet, Séverine Madinier, Daphné Lora, Soizic Pelladeau, Lucie Detrain, Maxime Perret-Cortassa, Anne-Sophie Simenel, Benjamin Tainturier
For Business France: Isabelle Raux, Cécile Fouché, Aurélie Roger, Irina Slavitch

With much gratitude, the Cultural Services of the French Embassy and Business France acknowledge the following individuals for their support of the 2017 French-American Creative Lab:

PARTNERS

The French-American Creative Lab partnered with leading institutions, cutting-edge business incubators, and high-profile companies to deliver the most tailored and impactful innovation program possible. We are grateful to our incredible partners and supporters, without whom the Creative Lab would not be possible.

PRODUCERS

SUPPORTERS

PROGRAM PARTNERS

EVENT PARTNERS

MEDIA PARTNERS

NETWORK
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The Cultural Services of the French Embassy promote the best of French arts, literature, cinema, digital innovation, language, and higher education across the US. Headquartered in New York City and Washington D.C., with offices in eight other cities across the country, the Cultural Services bring artists, authors, intellectuals, and innovators to cities nationwide. They also build partnerships between French and American artists, institutions and universities on both sides of the Atlantic.

With dedicated departments in Los Angeles and New York, the Cultural Services foster development of French and American startups in the cultural and creative sector

frenchculture.org

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Business France is the national agency supporting the international development of the French economy, responsible for fostering export growth by French businesses, as well as promoting and facilitating international investment in France.

It promotes France’s companies, business image and nationwide attractiveness as an investment location, and also runs the V.I.E international internship program.

With a workforce of 110 multilingual collaborators spread across 10 offices in the United States and Canada, Business France North America works with over 1,000 French companies yearly, and organizes close to 50 B2B events across North America including about 10 acceleration programs.

businessfrance.fr