



# French “public” Incubator

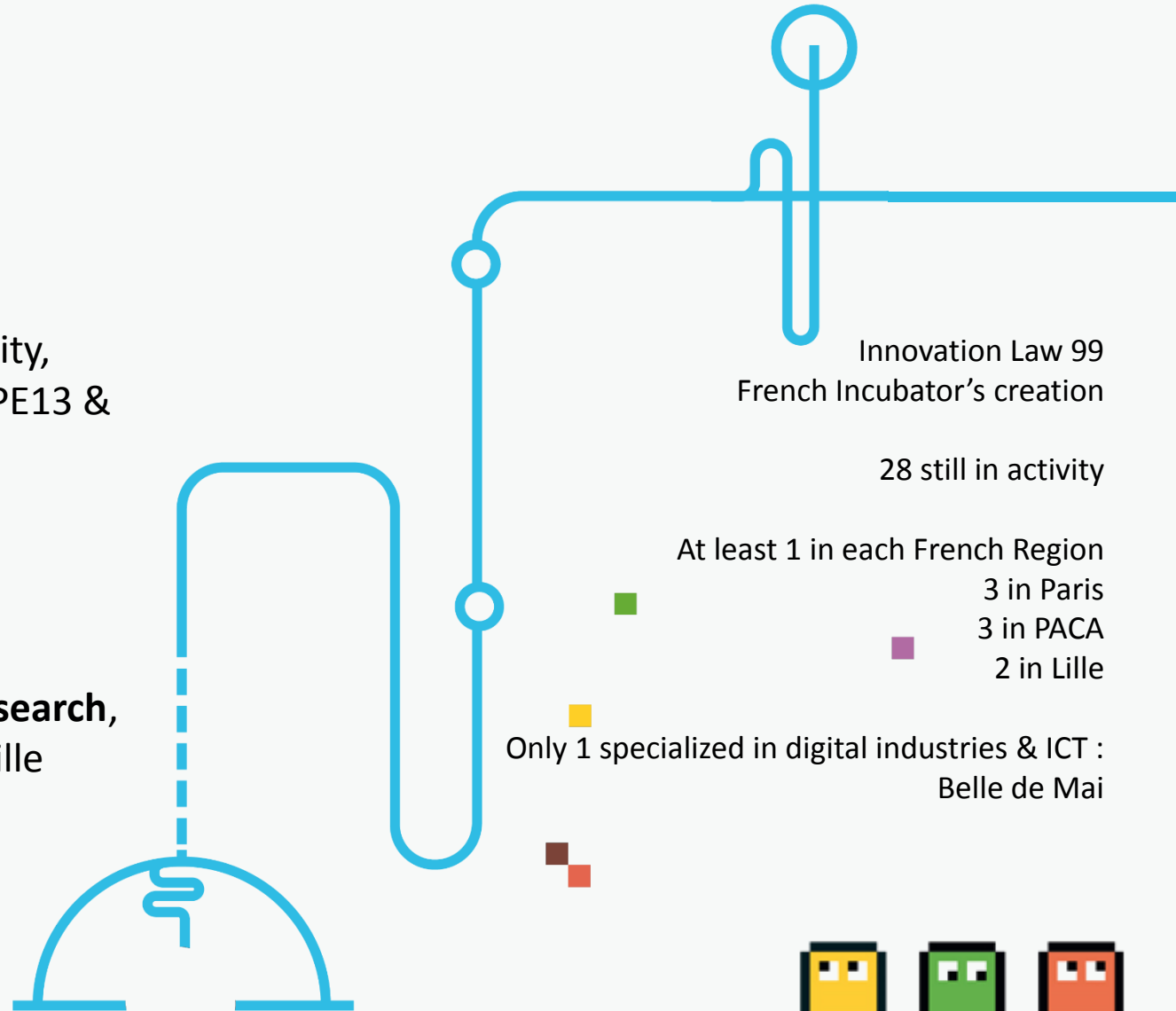
Created in 99 by **Aix-Marseille University**, Avignon University, CCIMP (chamber of commerce), Aix-Marseille Academy, UPE13 & CIP (Company networks)

With participation of Centrale Marseille & School of Mines Gardanne (Schools of engineering)

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# Incubateur Belle de Mai

Explore, Innovate, Initiate





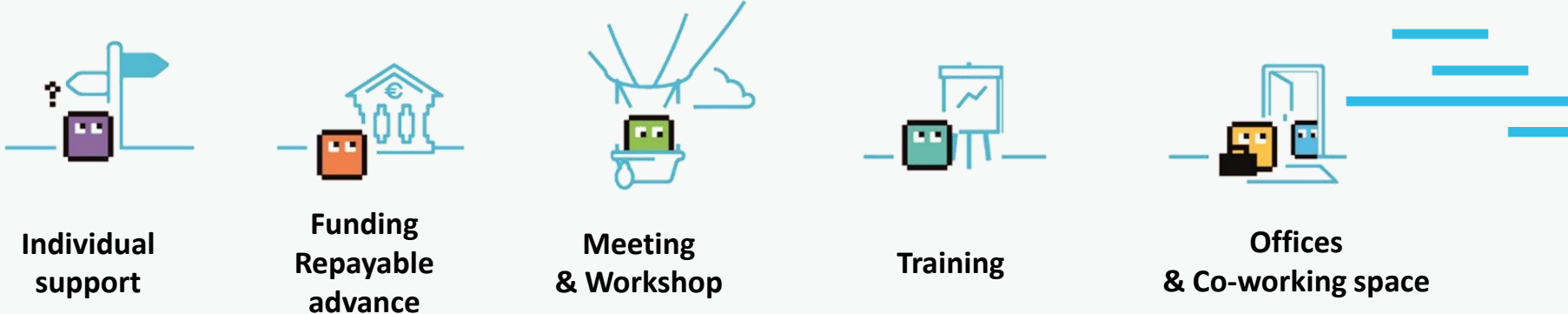
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## ① Selection (ICT, UI, Content, Innovation)

**1st contact** : detection, website, partners introducers, events  
**Expertise** : startup project assessment by incubator's team  
**Selection committee** : startup, financial, ICT, research experts

## ② Incubation program (6 to 24 month)



## PROCESS

### ③ Return On Investment

35 % companies payback  
~1 million ROI





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## ZOOM ON

Belle de Mai Media Park, Marseille

more than 400 m<sup>2</sup>

6 incubation offices

host between 8 and 10 projects

+ Co-working Space

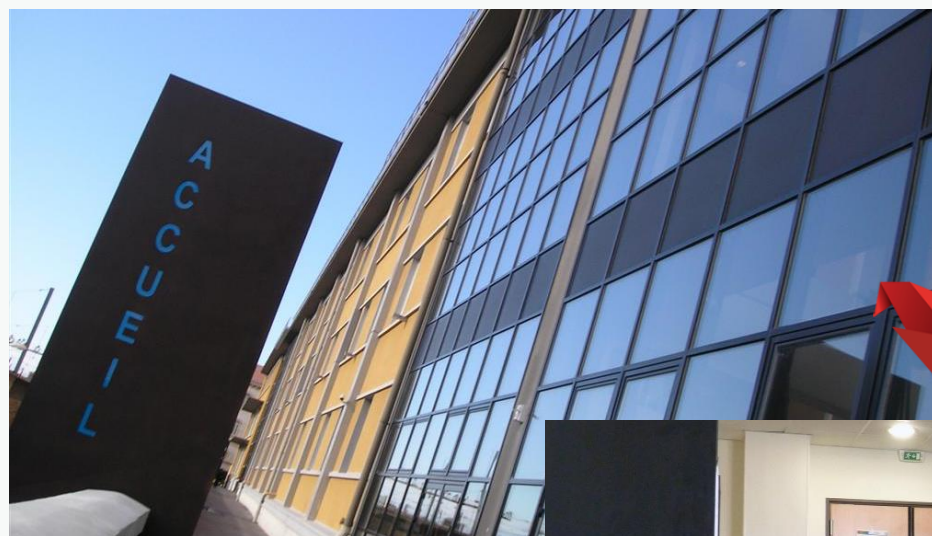
+ High Speed Internet

+ Meeting rooms

Place of exchanges between projects

Proximity with the Incubator team

Interactions with Pôle Media companies





# OUTPUT

## 153 projects

- > 78% startups transformation
- > More than 9 m€ directly invested

## 119 SMEs created

70% of entreprise still active

## FEW FIGURES

At the end of incubation

Job creation : up to 4 employees

Share capital : ~36 k€

Annual sales : ~100k€

Funds raising : between 100 to 500k€





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## FROM AMU to BELLE DE MAI

Focus on 4 last years (2012 > 2015)

**10 projects linked with AMU / 29 projects**

Links with laboratories : LSIS, LIF, FRESNEL, IRSIC ...

Partnership with ValorPACA then SATT SE formalized in 2009

Interventions at Polytech, AMU school of engineering, 30h introduction to entrepreneurship courses by our team + projects with startups

Participation at AMU student entrepreneurship event « 36h chrono de la création d'entreprise »

Next step > having more project from PEPITE Pole (student entrepreneurship)





## PROCESS EXAMPLE : KEEEX

Project emerged from AMU, Researcher Entrepreneur, detected by SATT (01/2013)

Introduce to Belle de Mai, expertise (IT, market, financial ...) by incubator's team (02 to 06/2013)

Incubator selection committee with SATT expert (07/2013)

### Combined support Belle de Mai + SATT

Corporate challenging Team setting up Business model and business plan Incubation program : offices, trainings ...	Technologic maturation Patentability Market studies Business development
Next step > business incubator Marseille Innovation (09/2015) and considering <b>Accelerator Program</b>	





## SUCCESS STORIES



**Intui Sense** : international market ([Institut Fresnel](#))



**Bazile Telecom** : funds raising +6 m€



**Vox inzebox** : +30 jobs, 3 funds raising, 15 years old



**Sanoia** : e-health, universal medical card for special diseases ([LSIS](#))



**Drivy** : Share economy (private car rent), first project failed (car-sharing), new entrepreneur adventure ! (16 m€ raised)

And others : santelog, asapspot ([LSIS](#)), e-de, galoo ([LSIS](#)), Hanakaï studio, Think&Go, Phosphorus ...

**Promising startups** :    ([Polytech](#)),  **kalyzée** ([AMU](#)),  **mykadee** ([LIF](#)) ...





## BUSINESS CARD

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## INCUBATOR TEAM



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## It's also involved

in local investment funds : Aix-en-Provence pre-seed, PACA émergence, PACA labs  
in clusters SCS and PRIMI  
in PASS French Tech selection program  
in international program (NETVA, YEI, FACE, NETKITE)

**Recognize as digital expert in PACA Region**

**Next step > PACA Accelerator program with public incubator, accelerator and BIC**





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