



# CES PRESSKIT 2021

**Las Vegas, Nevada**

Jan 5 - 8, 2022



# || LA FRENCH TECH

**La French Tech is France's startup movement**, powered by its ecosystem and bolstered by its government. They bring together these two radically different worlds bound by a single mission: **make France a great home for global mission-driven tech champions.**

In 2019, President Macron set the objectives: **25 unicorns by 2025**, but not at the price of inclusion, gender equality and the planet. Two years later, France counts 22 with 12 added in 2021 alone, well ahead of the pace to reach the initial goal and inspiring a bigger ambition by the President for France to be the key driver behind creating ten 100B tech companies in the EU by 2030.

At the grassroots level, La French Tech is brought alive by its **20,000 startups** and its growing network of **120 entrepreneurial communities around the globe**. They strive to promote a culture of giving back and openness, while propelling the French startup scene forward both locally and internationally.

To know more about this initiative: [www.lafrenchtech.com/en](http://www.lafrenchtech.com/en)

Follow us on Twitter: [@lafrenchtechEN](https://twitter.com/lafrenchtechEN)



## COMMUNITIES

Rooted in more than 100 cities worldwide, French Tech Communities form the nodes of a global network.

First, they power the movement at a local level. Then, they help increase the international expansion of French startups by welcoming them to their city.

# || A MESSAGE FROM CLARA CHAPPAZ

*Dear friends of the CES community,*

*Despite some challenges and obstacles, we've made it to CES 2022 – the epic event for tech innovation. As has become our tradition, France is leading the way with a huge contingent of over 150 start-ups, scaleups, and global leaders who are developing breakthrough products and services to make our lives better, safer, more efficient - and our world a cleaner, healthier and more sustainable place.*

*I'm proud to be the head of La French Tech and leading its mission to make France one of the most impactful ecosystems for all the stakeholders in tech - entrepreneurs, creators, engineers and programmers, researchers, business leaders, policy makers and investors.*

*We're are so excited about the amazing growth we have seen in French Tech and how the landscape has changed dramatically in just a few short years. Whether you measure it by volume and size of investments; the number of startups, unicorns and scaleups and exits; the jobs created and subsequent influence on the French economy or the sheer impact our innovation is having in areas like artificial intelligence, deep tech, health and life sciences, mobility, connected cities and dozens of others – there is one conclusion: La French Tech is a game-changing movement.*

*My goal is to continue this awesome momentum and help launch more startups, help startups become scaleups, and help scaleups mature to world leaders. By fostering the impact of the ecosystem, the longview objective is to create economic opportunities and to solve global challenges along the way. We take an expansive view of French Tech and its reach extends to every major innovation hub in the world.*

*We hope you can experience some of this energy of La French Tech at CES and wherever you might come across us. Its infectious and amazing and we're excited for what the future holds.*

**Clara**



Clara Chappaz was named as Head of La French Tech in November 2021 after a successful entrepreneurial career that saw her help guide her last startup to unicorn status. She takes the reins of the French Tech mission - the aim of which is catalyze the nation's entrepreneurial ecosystem through a combination of policy, financial support, and programs that help startups navigate bureaucracy.

Her mission - as mandated by President Emmanuel Macron and Secretary of State for the Digital Economy Cedric O - is clear:

Increase the scope of La French Tech programs to directly support 1000 startups annually.

Expand the program's reach to be more diverse geographically and socio economically.

Boost research-based and deep tech startups as well as startups working to combat climate change.

# II IN A NUTSHELL

## MAIN INDUSTRIES

IoT, HealthTech, Cleantech, Agritech, Retailtech, Fintech, Cybersecurity, Quantum Computing and more

## 20,000 STARTUPS

22 Unicorns, including 12 new additions in 2021

## 1 MILLION JOBS CREATED

1 million more direct & indirect jobs to be created by 2025

## €11.7B IN INVESTMENT FUNDS RAISED IN 2021, DOUBLE THOSE RAISED IN 2020

897 VC deals, 8 Mega Rounds over €250M (vs 1 in 2020), 15 over €100M

## FRENCH TECH VISA

Fast-track talent visa available for foreign industry experts to join, launch and invest in French startups

## EXTENSIVE FUNDING SUPPORT FOR STARTUPS & SCALEUPS

€2.2B financing from public bank Bpifrance, most attractive R&D Tax Credit in Europe (OECD), €30B secured pledge from institutional investors, €3.7B support as part of France's pandemic recovery plan & €15B investment as part of the government's "France 2030" plan

## INNOVATIVE PROGRAMS TO GROW WORLD TECH CHAMPIONS

Green 20, French Tech 120/ Next40, French Tech Central, French Tech Tremplin amongst many others

# II INNOVATION FOR A GREENER PLANET

**La French Tech recognizes** that startups have the potential to become international leaders and one area where this is more important than ever is in sustainability. This is why our focus on Greentech startups has become so pervasive.

Among the more than 150 French companies at CES you will find many that have **an emphasis on sustainability at their core**. Energy, food and agriculture, transportation, cleaner air & water, reducing carbon emissions - those are just a few of the areas French innovators are laser focused on to make a greener planet for all of us.

At CES we chose to highlight the significance of sustainability in business by dedicating a press briefing around our efforts in this area. The French Tech Green 20 program is specifically designed to support and promote the most **promising Greentech startups** that champion the ecological transition. We also want to highlight other companies beyond startups that support this critical and ongoing initiative.

During this breakfast briefing the **French Ambassador to the US, Philippe Etienne**, opens the session by sharing the French strategy to decarbonize its economy. **Clara Chappaz**, the newly appointed **Director of La French Tech**, highlights the programs and support in place for ensuring more of the tech ecosystem is green. Joining these policy makers are three companies that illustrate some of the promising work in three major clean tech sub-sectors: green chemistry, sustainable energies and agri technologies.

## Companies participating in special press event on Green Tech Jan 4 at 7:45AM

**BeFC\*** - This start-up is developing a biodegradable miniature paper battery to deliver clean energy for low-power disposable medical devices and other electronics.

**NepTech\*** - An official provider of the Paris Olympics Games 2024, offering a new mode of zero emission, efficient and intelligent naval transportation with its fast hydrogen-powered 12 to 24 catamaran

**Innovafeed** - This biotech scale-up produces natural and sustainable ingredients for animal feed and plant nutrition from insect rearing to enable natural, sustainable solutions to feed the world.

\*CES Innovation Award Winner 2022



# II Press Event: Green Tech Jan 4 at 7:45AM



**BeFC** - This start-up is developing a biodegradable miniature paper battery to deliver clean energy for low-power disposable medical devices and other electronics. Actually a biofuel cell, it is created using bio-sourced materials, enzymes, sugar and oxygen.

This biofuel cell and an active sensor tag entirely powered by compostable power sources have been recognized by CES 2021 and 2022 as Innovation Award Honorees.

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www.befc.com



**NepTech** - An official provider of the Paris Olympics Games 2024, offering a new mode of zero emission, efficient and intelligent naval transportation with its fast hydrogen-powered 12 to 24 catamaran. With a capacity of up to 150 passengers, the catamaran not only provides an environmentally-friendly way of travel but also uses sustainable materials in its manufacturing processes.

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Phone: +33 (0)6 58 12 76 59  
www.neptech.co



**Innovafeed** - Headquartered in Paris, France, InnovaFeed is a global biotech company and leading insect producer for animal and plant nutrition. The company boasts more than 250 "pragmatic and idealistic" experts committed to providing healthy nutrition, tackling climate change, creating resilient ecosystems, and preserving biodiversity.

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# II INNOVATION FOR A GREENER PLANET

## COMPANIES IN FRENCH TECH GREEN 20

This program seeks to help emerge new technological champions contributing to the environmental transition. The 20 selected companies benefit from the support of the French Tech Mission and of the Ministry of Ecological Transition, especially to strengthen their visibility in France and internationally.



## FOCUS ON A FEW GREEN TECH COMPANIES AT CES

**Urban Canopee** - Designs green infrastructures for urban areas to cool down cities with plants

**Cearitis\*** - An autonomous trap and repellent to control fruit flies

**ChargePoly\*** - Multi EV fast charging station for electric mobility

**Otonohm**  
Dynamic, highly efficient battery to increase the lifecycle and safety of lithium batteries

\*CES Innovation Award Winner 2022



# || THE NEXT GENERATION OF GLOBAL TECH CHAMPIONS

France continues to attract global investors looking to find innovative and high growth companies.

In 2021 we saw a record level of VC investment pour into startups and scaleups in France - **€11.7B in total**, with 897 VC deals, 8 Mega Rounds over €250M plus 15 over €100M and 11 new unicorns.

Our **French Tech Next 40/120** program supports French scaleups with the capacity to become world-class technology leaders. **120 French startups and scaleups** are selected each year to be part of the program. Selection criteria is based on potential for hypergrowth and fundraising capacity. The selection is open to all startup models (digital, deeptech, industrial) and all business sectors. The results speak for themselves.

According to a recent Roland Berger study, by 2025:

- 60% of their turnover will be generated abroad with a predicted growth rate of +40% each year
- they will account for 6% of the growth of France's GDP
- they will generate directly or indirectly 224,000 jobs
- 20-30 are expected to IPO at Euronext Paris with 1 joining the CAC 40, the French stock market index.

## NEXT40/120 COMPANIES



## NEXT40/120 COMPANIES AT CES

**Devialet** - Renowned audio brand

**Klaxoon** - Pioneer in smartwork technologies

**Withings** - Breakthrough health technologies



# SETTING A NEW STANDARD FOR GLOBAL INVESTMENT & INNOVATION

## NUMBER OF FUNDRAISING ROUNDS OVER €40 M



Source : La French Tech, Maddyng, Medias



Investment in French Tech companies has accelerated significantly in 2021, with total funding topping €11.7B this year, fueled by 65 deals of more than €40M. Investor interest in the French ecosystem is global, with 60% coming from top-tier VC firms in North America, Asia and across Europe all participating in major funding rounds.

### FEATURED COMPANIES

- Back Market - Sorare - Lydia
- Mirakl - Content Square - Swile
- InnovaFeed - Qonto - Ynsect
- ManoMano - Mirakl - Ecovadis

# EXHIBITORS

## ADVERTISING/ENTERTAINMENT & CONTENT

B4road.....	Non-Exhibitor
Drone Interactive.....	61229-10
Specialist-Wanted.....	60415-8

## APP & TELECOM

Deep River.....	60415-6
DLM Soft.....	Non-Exhibitor
Genario.....	Non-Exhibitor
Hypnoledge.....	60415-17
IDO-Data.....	61229-3
Kalyzée.....	60437-13
Kryptulip.....	60414-7
La Vitre.....	60811-2
Nanaba.....	60437-11
Search Mobility.....	60437-8
Sharvy.....	60414-19
Spoke.....	60611-6

## CYBERSECURITY

Bystamp.....	60811-19
Isorg.....	61229-12
Oversoc.....	61037-4
Tradein.....	61037-2
Umbr.....	60611-2

## HEALTH/WELLNESS & SPORT

Abys Medical.....	60611-16
Airxom.....	60811-1
Aliae.....	60415-4
Alstup.....	60811-9
Baracoda Labs.....	60407-1
BCV - Basecamp VasculaR	60611-7
Beautigloo.....	60811-3
Bythewave.....	60611-20
Caremitou.....	60414-13
Circular.....	60811-7
Cpage.....	Non-Exhibitor
Cryosocks.....	60414-11
Fair Vision.....	60633-3229-1

Grapheal.....	61229-15
I-Virtual.....	60811-14
Istya Air.....	60611-9
Jabi.....	60437-1
Laeka.....	61013-8
Lify Air.....	61013-2
Matvisio.....	61229-7
Music Care.....	60811-12
My Own Voice.....	60414-21
Mycoach.....	60633-1
Newpadmaker / Aeronest.....	60437-5
Open Mind Neurotechnologies.....	60811-4
Quantiq.io.....	60611-3
Selfcareone.....	61013-10
Skincasts.....	60633-7
Smart Macadam.....	60437-18
Surgar Surgical Augmented Reality.....	60811-10
Utech.....	61037-6
Wemed.....	60811-8
Y-Brush.....	61013-1

## HOME & FAMILY

Artifeel.....	60611-4
Daan Technologies.....	61013-5
Elichens.....	61229-11
Joué Music.....	60415-21
Kidaia.....	60415-19
Lovebox.....	a61229-8
Nemeio.....	61229-1
Nodeus Solutions.....	60633-5
Orioma.....	61229-13
Pozzz.....	60415-15
Prêt à Pousser.....	60407-2
Samea Innovation.....	61013-6
Urban Cuisine.....	60437-3
Vaonis.....	60415-20

## IMMERSIVE ENTERTAINMENT

Actronika / Skinetic.....	60407-2
Kinetix.....	60611-8
Redison.....	60811-5
Solaari.....	61229-1
Venym.....	60811-15
Wow.ink - Jolifish Eu.....	60415-2

## MOBILITY & ENVIRONMENT

BeFC.....	61229-17
Bluenav.....	60611-18
Cearitis.....	60633-4
Chargepoly.....	60633-8
Delmonicos.....	61013-12
Drone Geofencing.....	60414-9
Green Systems Automotives.....	60633-10
Neptech.....	60633-12
Otonohm.....	61037-7-9
PickWheel.....	60415-1
Supplylink.....	61037-5
Themis.....	60811-6
Urban Canoper.....	61215-1
Watershed Monitoring.....	60414-3
Wattpark.....	60611-17
Welco.....	60811-18
Xubaka.....	60611-22

## PRODUCT DESIGN & MANUFACTURING

Auum.....	60611-19
Fluigent.....	60611-5
Hiventive.....	60415-7
Lucio.....	60811-11
Wise-Integration.....	60633-2

## RETAIL

Brandeploy.....	60437-14
Fittingbox.....	60414-17
Wag Travel.....	60414-15
ZIC Place.....	60437-6

## ROBOTICS & MACHINE INTELLIGENCE

3D Aerospace.....	60436-3
Airudit.....	60415-9
AVA.....	61229-4
Cabinet LOUIS Reynaud - Clr LaBS.....	60437-12
Chiron It.....	60437-20
Datakalab.....	60611-11
Exaion.....	60437-4
Exwayz.....	60611-15
Ganylab.....	60611-14
Goodflood.....	60437-16

Mainbot.....	60444-3
Metroscope.....	60437-2
Millionroads.....	60437-15
Naio Technologies.....	60415-18
Nimble One / Aru.....	60811-13
NIRYo.....	61013-4
Ouidrop.....	60415-3
ProovStation.....	61229-14-166
SAS Odaptos.....	60436-1
ST37.....	60415-11
Talkr.ai by Kwalys.....	61013-3
Tinycoaching.....	60811-16
Visual Behavior.....	61229-2
Vocacoach Sas.....	60437-10
Voice-Market.....	60811-17

## SMART CITY & 5G

Agrove.....	60633-6
Cocoparks.....	60611-13
Ellona.....	60415-22
Finz.....	60415-5
Green Tech Innovations.....	60414-1
Instant2gether.....	60437-9
IoThink Solutions.....	60437-7
Ouba.....	61229-5
Smart Building Energies.....	61037-8

## WEARABLE TECHNOLOGIES

Activmotion.....	61229-6
Data5.....	60611-10
MyEli.....	60415-13
T.E.A. Ergo.....	60414-5
Tali Connected.....	61013-7
Wisear.....	60611-1

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