



Paris, November 14th, 2019

**PRESS RELEASE**

## **LA POSTE IS ORGANISING A LEARNING EXPEDITION FOR 4 START-UPS FROM ITS FRENCH IoT PROGRAMME AT SLUSH (HELSINKI), ACCOMPANIED BY 2 POSTAL WORKERS**

**For the first time, La Poste is accompanying 4 start-ups from its French IoT acceleration programme to Slush, the biggest Northern European gathering of start-ups. Preparation is key to a successful presence, so these "budding talents" will have the benefit of complete support, provided in partnership with Business France. Two postal workers will be ambassadors of La Poste's transformation, and will set out to explore the innovations on display, relaying them on Twitter.**

### **SLUSH, AN OPPORTUNITY FOR 4 START-UPS**

Created in 2008, Slush is the biggest gathering of start-ups (4,000) in Northern Europe and the such event for investors in the world (2,000). On the programme: conferences with international participants, pitch competitions, business meetings (10,000 meetings planned over 2 days).

La Poste's French acceleration programme, initiated in 2015, encourages large groups to collaborate with start-ups to develop innovations in connected services. Today, it brings together a community of more than 250 young companies.

Selected from amongst the fifteen winners of the 2019 French IoT competition, 4 start-ups will be presenting their solutions in Helsinki under the French Tech\* banner:

- **ExactCure** (Healthcare / Southern France)
  - o ExactCure is developing a digital twin that simulates the effect of medication on the patient's body while taking personal characteristics into account (age, weight, chronic illnesses, etc.) to help prevent under-dosing, overdoses and medication interaction. <https://www.exactcure.com>
- **One Visage** (Deep tech / Switzerland)
  - o One Visage is a Swiss cyber-security company that develops strong white-label authentication technology that complies with GDPR for material and software integrators. The start-up helps its clients reduce digital identity theft by providing 3D facial-recognition solutions based on artificial intelligence which completely respect personal privacy, as the biometric data always remain on the user's telephone or computer. [www.onevisage.com](http://www.onevisage.com)

- **Southpigalle** (Services / Île-de-France)
  - o Southpigalle develops virtual, hyper-customised smart assistants that are simple and fun, for application to all aspects of a company (sales teams, After Sales, communication, training, etc.). The assistants accelerate decision making, collective intelligence and data structuring in large companies. [www.southpigalle.io](http://www.southpigalle.io)
- **Stimergy** (Smart city / Île-de-France)
  - o The leading carbon-neutral Internet hosting service, whose datacentres heat swimming pools and buildings, Stimergy has adopted an environmentally-responsible and concerted approach based on streamlining the energy consumption of its IT servers. [www.stimergy.com](http://www.stimergy.com)

*\* Internationally, French Tech is supported by Business France, which is in charge of promoting the international development of French companies, international investment in France and France's economic development.*

## THOROUGH PREPARATION, QUALIFIED MEETINGS

In addition to the support it is providing over 6 months (bootcamp, 'startupper' days, etc.), the French IoT programme gives the winning start-ups the opportunity to participate in international events such as Slush, with the goal of encouraging their development, finding better opportunities to expand their business and becoming solid partners for La Poste and the French IoT partner groups.

Developed in conjunction with Business France, the support rounds out the start-ups' preparation, ahead of the event, with personalised coaching in English on pitching projects to investors and a macro-economic presentation of the Finnish market.

In Helsinki, just before Slush, the start-ups will receive preparation for the meetings with investors and a mentoring session to take place at Redlynx, a Finnish video game development studio and a subsidiary of Ubisoft.

During the two days of the trade fair, each of the four start-ups will have five qualified business meetings, prepared beforehand with the Finnish office of Business France.

## POSTAL WORKER AMBASSADORS OF THE DIGITAL TRANSFORMATION

Postal workers make the digital world accessible to everyone, every day. For five years, these ambassadors of the democratisation of innovation have systematically been present at the major innovation events that La Poste has taken part in.

At Slush, two postal workers will be ploughing the aisles to learn about the innovations and to monitor the highlights of the event:

- Jérémy Viseux, who works at the Marssac-sur-Tarn (81) PDC in Occitania, and who attended VivaTech 2019
- and Iris Jager, who works at the Ensisheim (68) PDC in Grand-Est

These two workers have undergone training to make them more aware of the stakes involved in La Poste's transformation, and of the activities of the four attending start-ups.

Anyone can follow what these postal workers get up to, ask them questions and access exclusive content through the #AskIFacteur on Twitter.

## Find out more about French IoT

### **An original model, a combination of regional anchoring and the sponsoring of major national groups**

Initiated in 2015 with the goal of creating a dynamic based on connected services, the French IoT competition today represents a pool of more than 250 start-ups selected with the support of 88 regional partners involved in innovation and digital activities (clusters, CCI, incubators, experts, etc.) and with 9 major corporate partners, including Altarea-Cogedim, the Innovation & Research Fund of the Fédération Hospitalière de France, Malakoff Médéric and the RATP Group.

La Poste regularly calls on start-ups from the French IoT programme to develop its existing services, such as Dynseo, the cognitive game application used by the Ardoiz tablet for seniors, and Atmotrack, an air-quality measurement solution, by Geoptis, a La Poste subsidiary specialised in road network audits.

More recently, the start-up Lancey's solution, employing reused and recycled bicycle batteries in connected electric radiators, was selected by the Fluow consortium in charge of deploying 20,000 electric bicycles in Paris.

News about French IoT is available on the dedicated blog, which provides information about the development of connected services in France: <http://blog-french-iot.laposte.fr/>

### About Le Groupe La Poste:

#### **Le Groupe La Poste**

Limited company with 100% government owned capital, Le Groupe La Poste is divided into five business sectors: Services-Mail-Parcels, La Banque Postale, La Poste Network, GeoPost, Digital Services. The Group operates in 44 countries on four continents. La Poste's 17,000 postal retail outlets make it France's leading local business network, serving 1.3 million customers. Every year, La Poste delivers 23.3 billion items worldwide (letters, printed advertising media and parcels), 6 days a week. In 2018, the Group generated €24.7 billion in revenues (27% from outside France) and employed more than 251,000 people. In its "La Poste 2020: conquering the future" strategic plan, La Poste set itself the objective of stepping up its transformation by setting out to conquer new regions. With its goal of becoming the leading company in local personal services, for everyone, everywhere, every day, La Poste is committed to making life simpler for all.

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