



Inria Startup Studio

*The Inria Support Program
to Digital Deeptech
Startup Creation*

Inria

10 reasons to apply to Inria Startup Studio



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Inria Startup Studio is dedicated to Researchers and Engineers

The program is designed for them!

- > The program is opened to researchers, engineers and their co-founders.
- > Any project should have at least one researcher (PhD, postdoc, intern, permanent) or an engineer.
- > Other scientists may be added with two conditions: they have a project with a strong technical component and one researcher or engineer belongs to the team.



2 A desire, an idea, a technical path are sufficient to apply

3 criteria to begin



**Digital Deeptech
is a requirement**



**A real interest for
Entrepreneurship**



**A strong
Commitment**

3 Inria Startup Studio helps to become entrepreneur

3 steps to enter the program

- > Explore the business opportunity and company project creation.
- > Apply to the program with a project.
- > Present the project to the Committee during one of its monthly meeting.

After acceptance: signature of a maturation convention.



Duration : 2-3 months to 1 year



4 The program guides the future entrepreneur to the startup creation

The program lasts six to twelve months, according to the needs



Support the project
development



Help the entrepreneur
to become self-
sustainable



Finance the
entrepreneur(s)
pre-creation

5 The future entrepreneur is at the core of the program, the methods, the networks

With his co-founders, she or he drives the project and freely decides

Inria Startup Studio is
designed for the
project owners

Enabling



Connecting

Supporting

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The future entrepreneur “co-designs” the startup project

She or he benefits from a strong support from Inria Startup Studio

- > She or he is paid full-time by Inria (from 6 months to 1 year). One cofounders or resource can also be financed.
- > She or he drives the co-design work: this is the core of the program.
(Details on next slide)
- > The team is housed in one of the Inria research centers, with access to all its resources and becomes a part of the innovation system with :
 - > Access to the entrepreneurs community
 - > Connection to the innovation ecosystems and investor networks
 - > Participation to events such VivaTech



Duration : up to 1 year

What is the Codesign ?

From the idea to the startup: find or build the path to the market

The path

The project owner smoothly becomes an entrepreneur and the startup project emerges

In all its business dimensions:
vision, strategic marketing, team,
product, business plan...

- > "Board meetings" for the strategy
(1 - 2 / month)
- > Support to operations
- > In constant interaction with the ecosystems



The outcome

A project ideally ready for the startup creation

- > A product defined and developed from a technology.
- > A first implementation through a Proof of Concept (PoC).
- > A market entry roadmap.
- > A company strategy.
- > A team.

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At the end of the program support, the startup may begin

The project owners decide when they incorporate and inform Inria

- > The founders and the startup sign a contract with Inria (license on the property intellectual - IP)
- > The startup is then free to exploit the IP which result from the Inria support
- > Inria remains possibly available for:
 - > Assisting in fund raising with business angels, institutional or corporate investors, etc.
 - > Enabling meetings in ecosystems dedicated to startup creation and growth.
 - > Providing housing opportunities.



Duration : up to 1 year

8 The license and guarantees provided by Inria serve the interests of the entrepreneurs

A counterpart in the form of an equity option: 5 % of the capital at creation



- > An equity option is granted to Inria through “*Bons de Souscription d’Actions*” (BSA) at the creation of the startup.
- > Inria shall keep the BSA until a liquidity event / exit: merger or acquisition (M&A) or initial public offering (IPO).

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The Inria teams in the research centers serve the projects

The innovation experts at Inria (STIP) are the local program managers

- > Participation in codesign and operational support to the project owners.
- > Connection with local actors of innovation, research and entrepreneurship.



Research centers
all over France

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Finally

Hervé Lebreton and Sophie Pellat co-head the Studio

Recognized personalities in high-tech entrepreneurship to support projects with impact, startup creation in Digital DeepTech, innovation, venture-capital investment.

The Inria Startup Studio Committee

- > Professional references in the deeptech innovation world : incubators, accelerators, corporations, universities, investors
- > Each month they select the projects which will enter the program

Inria Startup Studio Committee

- > **David Argelliès** Consultant in innovation strategy, Octo Technology
- > **Paul Berrux** Managing director, Multeam.
- > **Chloé Cantelli** Agoranov.
- > **Sophie Cluet** Managing Director, Research and Innovation, Sorbonne Université.
- > **Jean-Michel Dalle** Managing Director, Agoranov.
- > **Benoît Georis** Elaia Partners.
- > **Jean-Christophe Gougeon** Expert in Software / AI / Quantum Computing, BPIFrance.
- > **Laurent Kott** Former MD & Founder IT-Translation, the 1st French Digital Deeptech fund.
- > **Nicolas Landrin** Center for Entrepreneurship and Innovation, ESSEC.
- > **Nicolas Penet** Partner, Sofimac
- > **Julien Quintard** CEO Routine, anciennement TechStars France
- > **Benoît Rottembourg** Inria
- > **Damien Tardieu** Niland (now Spotify)

10 The Startup Studio is supported by Inria's ambition

Increase the number of Digital startups coming from French academic research

More than
30 years of
startup
creation at
Inria

Objective 2023 :
support
100 startup
projects per year

Let's innovate together: a priority



They joined the program

Testimonies from project owners

“

I joined the Startup Studio program after initially working on my project in parallel with my PhD thesis for 1 year. This program not only provided me financial support during the development of an industrial prototype, but also supported me on the business side through training and personalized help during the project. This program is a real plus for me. I don't know if my project will succeed, but I know that I have the best conditions for it to succeed.

”

Justine Bonnot
iPhd Laureate

“

Inria brought us its technological expertise and unparalleled strategic support. This ability to nourish our vision and our thinking has pleasantly surprised us. We are the illustration that great and beautiful synergies are possible between two worlds that speak little to each other, that of entrepreneurship and that of research.

”

**Aloïs Bazin de Jessey
and Walid Ghanem**
Cofounders, Pressmium

Q&A

// What kind of support can we ask for?

There are several options which are adapted to the project needs.

Examples: 6 to 12 month operational support, financial support for salaries or expenses (travel, software)...

// To whom should it be asked for?

Inria Startup Studio and the Innovation Teams in Inria research centers are the entry points. The initial application goes through the center which will house the project.

// How are the projects selected?

The monthly committee selects the projects proposed by the Startup Studio and Innovation Teams, following 3 criteria:

- > Commitment of the project owners
- > Technical capabilities
- > A first idea of a product-market fit.

// What is the commitment when entering the program?

The project owner undertakes to work exclusively on his entrepreneurial project and to lead its development in a dialogue with Inria teams. This results in the signing of a maturation convention.

Q&A

// What about Intellectual Property (IP)?

- > If the IP belongs to Inria, a contract will grant the IP use to the startup in the form of a license, generally exclusive in a field of application and a geography..
- > If the IP belongs to several entities (including Inria), the license conditions are decided in agreement with the different entities.

// Can I incorporate the startup when I will?

Yes, the decision belongs to the entrepreneur and her or his cofounders. But the maturation convention induces a few constraints :

- > Be an Inria employee and manager of a startup that promotes research work must be sequential and cannot happen at the same time.
- > The startup should grant the equity option to Inria in form of "Bons de Souscription d'Actions" (BSA) before any fund raising.

// Do you help in the fundraising process?

Fundraising is the responsibility and the specific job of the entrepreneurs. We limit ourselves to put you in touch with private investors and funds that are part of Inria's vast network.

You have an idea or a project ?

Bordeaux:
stip-bso@inria.fr

Grenoble Rhône-Alpes:
stip-gra@inria.fr

Lille:
stip-lille@inria.fr

Nancy:
stip-nge@inria.fr

Paris:
stip-pro@inria.fr

Rennes Bretagne-Atlantique:
stip-rba@inria.fr

Saclay:
stip-saclay@inria.fr

Sophia:
stip-sam@inria.fr

Contact-us

Email : startupstudio@inria.fr

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www.inria.fr/startup-studio