

SPORT TECH IN FRANCE

KEY INFO IN

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POINTS

1 ▶ SPORTY AND CONNECTED

French startups are revolutionizing sport with connected devices: Shapeheart has developed the first armband to measure a runner's heart rate; Digitsole has launched a self-lacing shoe fitted with sensors that track physical activity; while Moovlab has developed connected boxing gloves that analyze the user's force, speed, reactions and punching frequency.

2 ▶ LE TREMPLIN: BOOSTING INNOVATION IN SPORT

France's first business incubator focusing on the sports sector, Le Tremplin, opened its doors in 2016 at the Jean Bouin stadium in Paris. With 2,200 sq. m. of floor space and 250 workstations, it aims to support innovative startups and entrepreneurs by offering them preferential finance deals, conference venues, and open co-working space, among other benefits.

3 ▶ 25 STARTUPS STARTING OUT

Le Tremplin is now home to its third cohort of 25 innovative French startups: Akwatyx, APA de Géant, Be Sport, BeatMe, BestFootball, bFAN, Drone Air, Equimov, Global Sports Analytics, Golazzos, Hello Birdie, Kinomap, La Source, LudHealth, MoodMe, My Coach, OLY Be, OuiRun, PIQ Sport Intelligence, S-Team Experience, Shapeheart, Squad., Symbolmatch, Tech4Race, World Gaming Federation.

4 ▶ INNOVATION ACCELERATORS

Various organizations co-ordinate the sports startup ecosystem in the Auvergne-Rhône-Alpes region, including Sporaltec, Outdoor Sport Valley, French Tech in the Alps, and Cluster Montagne (mountain tourism and urban development). In Normandie, Pôle Hippolia has made the equestrian industry a part of the "La French Tech" initiative through the Horse'N Tech ecosystem set up in 2015.

5 ▶ GREENER STADIUMS

New French stadiums are keen to be eco-friendly. The Stade Océane in Le Havre is the first positive-energy stadium in France, generating more energy than it actually uses. With its self-regulating turf and rainwater collection system, the Matmut-Atlantique stadium in Bordeaux has also gone down a similar route, much like the Allianz Riviera stadium in Nice, which has 7,000 sq. m. of solar panels.

6 ▶ VIRTUAL SPORT MEETS REAL SUCCESS

There are a growing number of e-sport events across France: Gamers Assembly in Poitiers started in 2000, Lyon E-Sport and Paris Games Week in 2011, and DreamHack in Tours in 2014. Meanwhile, Inosport has become a leading sport, leisure and health/wellbeing event, rewarding innovation in the sector and giving companies tips to succeed in the market.

7 ▶ CHAMPIONS LEAGUE & LEAGUE OF LEGENDS

More and more real football clubs are taking the plunge into e-sports. In France, PSG was the first to create an e-sports team, which takes on opponents at League of Legends and FIFA. AS Monaco, FC Nantes and Olympique Lyonnais have also taken up the challenge of e-sports.

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▶ E-SPORTS GAINING RECOGNITION

Team video games have become a recognized discipline. In 2016, the French e-Sports Federation was set up, as was the eSport Academy in Nantes.

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▶ FRENCH STARTUPS CONTINUE TO RAISE FUNDS

In 2016, Sport Heroes (formerly Running Heroes), a startup that enables consumers to receive rewards from sports brands for their sporting activities, raised €2 million; online sports coach FizzUp announced that it had finalized a new €1.4 million funding round; and My Coach, which specializes in administrative support for football coaches, raised €2.6 million.

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▶ A TICKET FOR FOREIGN SPORT TECHS

The “French Tech Ticket” program helps foreign startups develop their business in the French market. The sport techs selected in 2017 include Turkey’s Sentio Sports, offering real-time performance monitoring technology for team sports, and Italian/Colombian firm Golazzos, which has developed a free social media platform where football fans can win points by predicting match scores.



For further information, please visit:
www.businessfrance.fr





Business France
77, boulevard Saint-Jacques
75680 Paris Cedex 14 - France
Tel.: +33 1 40 73 30 00



€2 MORE THAN
billion

**RAISED IN VENTURE CAPITAL
IN 2016 BY STARTUPS
IN FRANCE**

(EY)



ONLY

3.5

DAYS REQUIRED IN 2016
TO FOUND A COMPANY IN FRANCE

(WORLD BANK, DOING BUSINESS, 2017)



FRANCE: 1st
IN EUROPE FOR THE NUMBER
OF FAST-GROWING COMPANIES
IN THE TECHNOLOGY SECTOR

**(FT 1,000: EUROPE'S FASTEST
GROWING COMPANIES)**



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OPENED IN 2016