



LE BRIDGE 18

CONNECTION, INNOVATION, COLLABORATION

OCTOBER 19th

MICROSOFT REACTOR

CO-ORGANISING PARTNERS

ANGELSCUBE

Early
Metrics



Microsoft
for Startups



FOREWORD

BY THE FRENCH CHAMBER'S PRESIDENT FABIENNE VIALA

CHAIRMAN, BOUYGUES CONSTRUCTION



Welcome to the inaugural edition of LEBRIDGE organised by the French Chamber of Great Britain and supported by French Tech London. This first of its kind event aims to bridge the start-up corporate gap and match-make large companies with promising start-ups, to generate business and make collaboration happen.

This B2B event will provide the 13 participating corporates with a platform to meet more than 30 innovators who offer the solutions they are looking for, and start-ups the chance to meet key stakeholders from a wide range of industry leading corporates.

The day will be chock-full of a number of different initiatives, including bespoke B2B meetings, workshops for in depth tutoring, informal networking sessions for company representatives, as well as inspiring industry insights and case studies of success.

It is a packed schedule today, and we have worked hard alongside our partners, AngelsCube, Early Metrics, French Tech and Microsoft for Startups to bring together only relevant company representatives to ensure that you can all make the most of your attendance with the aim of creating beneficial and lasting partnerships. This means you will have the chance to mingle with senior representatives, Heads of Innovation, Managing Directors, CEOs, and co-founders of innovative start-ups.

We look forward to seeing the results of the contacts that you make, and to the collaborations that emerge from this new addition to the Chamber's calendar of events.



OUR WARMEST THANKS GO TO

OUR CO-ORGANISING PARTNERS: ANGELSCUBE, EARLYMETRICS,
FRENCH TECH LONDON AND MICROSOFT FOR STARTUPS

OUR SPONSORS: BROWNE JACOBSON, THEODO AND VERDIER & CO

OUR HOST: MICROSOFT FOR STARTUPS

OUR CATERING PARTNERS: LADUREE, ROME DE BELLEGARDE

OTHER PARTNERS: CREAMAN, FRENCH CONNECT LONDON,
FRENCH MORNING LONDON

ABOUT THE ORGANISER

Established in 1883, the French Chamber of Great Britain is one of the first and most successful French Chambers worldwide. With a membership of 562 companies, from Start-ups and SMEs to world leading multinationals, the role of the French Chamber is to support its members by growing their visibility and develop their business in the UK. Since 2008 the Forums & Clubs organised by the French Chamber offer members a content driven platform and attract inspirational and influential speakers.

The Start-Up & SME Club and the Digital Transformation & Innovation Forum offer advice and insight of value to both the Start-Ups and Corporates attending LEBRIDGE.

ABOUT THE START-UP & SME CLUB

Since its creation in 2009 the Start-up & SME Club provides a platform to present case studies and address a wide range of issues identified by its members as being critical to their development. Aimed at founders of start-ups, MDs of SMEs and entrepreneurs, it is co-chaired by Sébastien Goldenberg, CEO & Co-Founder, TheHouseShop.com and Jeanne Monchovet, Founder and Principal Consultant, Olystix and Advisory Councillor of the French Chamber. The Club meets 5 times a year.

ABOUT THE DIGITAL TRANSFORMATION & INNOVATION FORUM

Created in 2016 this Forum, co-chaired by Lucien Boyer, CMO of Vivendi and Christophe Chazot, Group Head of Innovation of HSBC, provides innovative digital experiences, expertise and advice for businesses to adapt to the ever-changing digital age and be able to implement a flawless digital strategy programme with 5 sessions each year.

“LEBRIDGE embodies the spirit of collaboration and partnership between Start-ups and Corporates, bringing together key-decision makers from all fields to encourage exchange and stimulate conversations.”

“The DT&I Forum is at the forefront of discussions on AI, blockchain, digital revenue, social media, cyber security, content management and much more; LeBridge represents the promise offered by innovative solutions to these developing sectors of activity.”

CO-ORGANISING PARTNERS

ANGELSCUBE

AngelsCube is an intelligence data driven platform, providing curation and selection of the European technology and startup ecosystem. Founded by a team with significant venture capital experience, we build early-stage technology investment portfolios for our investors and help corporates and enterprises foster innovation by accessing startups with disruptive technologies, products and services.

We are partnering with the French Chamber of Great Britain by leveraging our extensive deal flow database and helping them access and select the most successful innovative companies and technologies.

We are delighted to partner with this edition of the LEBRIDGE and truly believe in the positive impact this game changing event can have on participating companies.'

Alexandre Covello, CEO
acovello@angelscube.com



Early Metrics is the international rating agency for start-ups and innovative SMEs. The agency assesses the growth potential of young ventures through analysing key non-financial metrics. The rating process is free of charge for the entrepreneurs, who benefit from an independent audit. Early Metrics works on behalf of blue chip corporations as well as private and institutional investors looking to engage with innovative ventures.

Early Metrics has offices in London, Berlin, Paris and Tel Aviv. With more than 2000 rated start-ups in its portfolio, the agency works for over 200 clients including BPI France (the investment arm of the French Government), Axandus, Renault, Santander InnoVentures, Visa, Airbus, Johnson & Johnson, or Accenture.

'We are proud to be supporting LEBRIDGE by inviting a curated selection of our most highly rated start-ups to meet key-decision makers at the Corporates attending.'

Antoine Baschiera, CEO & Co-Founder
antoine@earlymetrics.com

Sebastien Paillet, President & Co-Founder
sebastien@earlymetrics.com

CO-ORGANISING PARTNERS



Founded in April 2016 French Tech London is a growing and active community of French entrepreneurs, investors and start-ups at every stage of development, its mission is to federate the community and promote France and French Businesses as leaders in technology and innovation.

French Tech London organises a variety of events, from breakfasts, to conferences and networking drinks, so that their members can share their experience and knowledge and network with other members. In June 2018, six thematic groups were launched; Corporate Innovation, AI, IoT, HealthTech, Gaming and FinTech. These groups, led by tech entrepreneurs and key-stakeholders at corporates help the hub offer industry relevant content and events to grow the community.

'FrenchConnect London is a long time partner of the French Chamber. We are exciting about the opportunities created by LEBRIDGE for our start up members. Connecting the dots between the corporate and start-up world is critical.'

Audrey Vanderoost, Manager
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Albin Serviant, President
albin@frenchtechlondon.com



Microsoft
for Startups

Microsoft for Startups has been supporting entrepreneurs and startups since 2011. The London programme supports start-ups at all phases of their growth through an in-depth 1-1 bespoke support to each participating company. We specialise in B2B and B2B2C businesses and are industry agnostic. We provide unprecedented co-selling access to top Microsoft partners and customers, powerful business connections, and technical knowledge.

After participation, companies continue to benefit by joining the strong global Microsoft Partner Network and our Accelerator Alumni Network through dedicated tech and entrepreneurial initiatives such as LEBRIDGE.

'This is indeed our absolute pleasure to host this event as our scaleups will have the chance to meet with influential corporations within the Franco-British community!'

Kevin Monserrat, VC Relations & Dealflow Manager
a-kemons@microsoft.com



PROGRAMME

Registrations for the workshops should be made with French Chamber representatives at the event reception. Please book early as places are limited and registration is on a first come first served basis, and note that the workshop leads will share their key points at the end of the day.

09.00

Opening speech by Florence Gomez, Managing Director - French Chamber of Great Britain

09.05

Welcome to the Reactor! by Kevin Monserrat, VC Relations & Dealflow Manager - Microsoft for Startups
Introducing Eagle Genomics

09.20

'Start-up Corporate Collaboration: Tips to make it work' by Antoine Baschiera, CEO - EarlyMetrics

09.30

'How to Launch Your Digital Project Towards Success' by Sadiq Damani, Agile Coach & Project Director - Theodo

09.40

Coffee break - Networking

10.00 - 12.30

Curated B2B meetings

12.30 - 14.00

Lunch break - Networking

14.00

'Ten tips for successful start-up selection' by Alexandre Covello, CEO - AngelsCube

14.10 - 16.30

Curated B2B meetings

16.30

Takeaways from workshops

17.00

Closing remarks by Stephen Burgin, Deputy President of the French Chamber of Great Britain

17.10

Drinks

WORKSHOPS

10.20 – 11.00: Workshop 1

Business Culture Clash and How not to Kill a Start-up

Antoine Baschiera, CEO - EarlyMetrics

- Why they need to work together
- How they collaborate
- Key success factors & tips to make it work

11.20 – 12.00: Workshop 2

How to Launch your Digital Project towards Success

Sadiq Damani, Agile Coach & Project Director, Theodo

- Create a clear and measurable success criteria
- Define hypotheses which will confirm or deny your value proposition
- Prioritise features to be developed based on risk and value driven to final users
- Define a minimum viable product (MVP)

14.20 – 15.00: Workshop 3

Legal Issues in Start-up Corporate Collaborations

Jonathan Snade, Partner - Browne Jacobson

- Benefits of start-up / corporate collaborations
- Preparing for collaborations
- Different collaboration structures
- Legal top tips for successful collaboration

15.20 – 16.00: Workshop 4

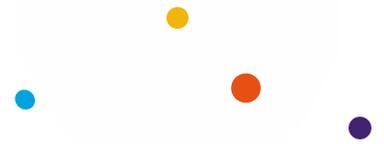
How Fast can your Company Afford to Grow?

Jean-Philippe Verdier, Founding Partner - Verdier & Co.
Corporate Advisory

- Ten guaranteed cast iron ways to kill a growing business
- External and internal barriers to growth
- Cash is king, beyond bootstrapping

16.30: Takeaways from Workshops

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Browne Jacobson is at the forefront of legal developments in the technology sector, and have incomparable expertise in advising on large scale, business critical and complex transactions for innovative early stage businesses through to multinational, high-profile organisations.

A differentiator in the market, Browne Jacobson have first-hand experience of the legal issues concerning start-up and corporate collaborations, advising and acting for both parties.

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*expert legal advisers for
startup and corporate collaborations*

To speak to us about Grow, our legal support programme for early stage businesses, email grow@brownejacobson.com

To find out more about our full service legal offering to SMEs and larger technology corporates, visit our website at www.brownejacobson.com

We are the founding member of PANGEA NET, a non-exclusive network of full service law firms with an international focus. To find out more visit www.pangea-net.org

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Hiring Independent Consultants Worldwide

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Theodo

Theodo is an agile web and mobile development company. We work with start-ups like Early Metrics and Natoora as well as for large corporations like Admiral and BNP Paribas. After successfully growing Theodo to over 100 people in Paris, we have launched in London and are now 40 in the UK. Our team of business-savvy coders specialise in NodeJS, Javascript, Python, React and cross-platform mobile with React-Native.

Sadiq Damani, Chief Commercial Officer
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Theodo



CORPORATE INNOVATION

We enable corporations to deliver products in weeks, not months. We will challenge you and your team to work smarter and eliminate time-wasting processes



LAUNCHING START-UPS

Accelerate your time to launch. Trust us to challenge your business plan and support you to build a product centred on user feedback



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Streamlining and digitising business is key for SMEs. We build bespoke enterprise solutions to eliminate manual process and increase your productivity

START-UP CONTACT LIST



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DOCXPRESSO

Transforms Documents into Online Workflows

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Connecting users to IoT devices Securely

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SaaS Platform built to overcome regulatory complexity

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manual.to

smart work instructions

SaaS platform for creating video+text manuals for any device in any language

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Securely Share the Right Data

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Password security mobile app to make all company passwords safe

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We work on the 5th element, On Energy Savings and Energy Efficiency

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Verdier & Co.

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As an independent Corporate Finance Advisory and Consultancy firm with a particular focus on the UK and France, **Verdier & Co.** advises listed & private companies and start-ups on their financial strategy and needs.

Our bespoke services include M&A, fundraising, capital optimisation and Corporate Finance advice to Board, Senior Executives and Owner/Founders.

Example of clients include EDF Energy, Arrow Global, Fujitsu, Nasdaq, Shanks, Keensight Capital, Paris Orleans, Fircosoft, Fermat, CareLabs, Pixium Vision, ...

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- IPO advisory
- Corporate strategic advice

Come and visit us today at our workshop on the theme of
"How Fast Can You Afford Your Business To Grow"



Jean-Philippe Verdier



Gaelle Mechine



Mogens Feng



Verdier & Co.

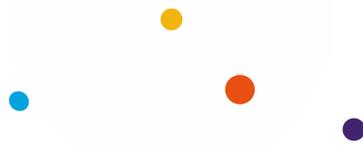
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Qwil Messenger makes chat safe and compliant when it matters most

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Staff management platform for temporary agencies and hourly workers

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Providing Blockchain-driven post-trade services for OTC derivatives

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Digital Document Tracking

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One API for eTrading in Fixed Income markets

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Cloud based software helping energy suppliers manage their transactions

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Crash Data Simplified

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Revolutionising the Future of Construction with Augmented Reality

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Supporting the consumerisation of healthcare

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Theodo

Verdier & Co. logo featuring a shield-shaped icon to the left of the text "Verdier & Co." and "CORPORATE ADVISORY" below it.

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OTHER PARTNERS

French Connect London logo featuring the text "FRENCH CONNECT" with a stylized "O" and "LONDON" below it.

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