

The background is a stylized illustration of a Paris skyline. It features a large orange semi-circle on the left representing the sun or moon. A tall, thin orange tower, resembling the Eiffel Tower, stands in the center. To the right, there are various geometric shapes in shades of blue, purple, and green representing other buildings. The overall color palette is warm, dominated by oranges and yellows, with cooler blues and purples for the buildings.

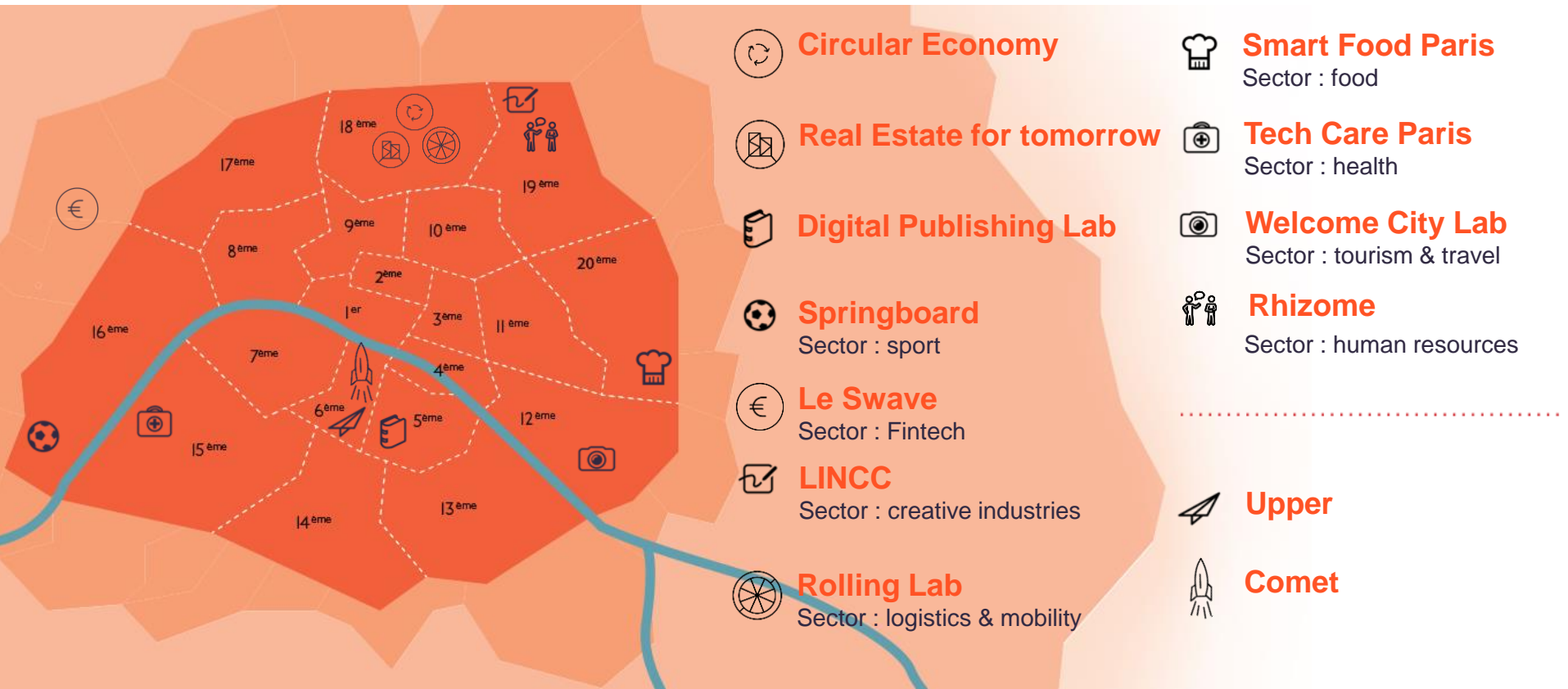
PARIS&CO

Welcome City Lab
***6 years fostering
tourism innovation***

Paris&Co, #1 network of incubators in Europe

PARIS&CO

> 13 thematic incubators > over 40,000 m² of incubation surfaces



Welcome City Lab's ambition

PARIS&CO

Helping European entrepreneurs create tomorrow's travel unicorns



- 1. Facilitating synergies between traditional operators and startups**
- 2. Creating a culture for innovation in the tourism and travel industry**
- 3. Making Paris one of the world's leading metropolis in tourism innovation**

Services provided by Welcome City Lab

PARIS&CO

Incubation

- 34 startups incubated in 2019

Open Innovation

- Demo-days
- Experimentations
- Co-development sessions

Ecosystem

- Tourism startuper MBA
- Workshops
- Networking breakfasts
- International network

Monitoring

- 1,200 tourism startup database
- Trend-book

Welcome City Lab's key performance indicators **PARIS&CO**

126 incubated startups

87% success rate

1.300 jobs created

190 million € raised



Welcome City Lab's business model

PARIS&CO

14 partners



50%

34 incubated startups

$\frac{1}{2}$ seed
 $\frac{1}{2}$ mature

50%

Welcome City Lab's partnership results

80

startups/large companies cooperations

*Proof of Concept (POC)*

*Expertise Exchange*

*Service directly provided by startups*

Welcome City Lab's social results

PARIS&CO

3,000 advised entrepreneurs

1,200 followed startups

75 graduated students



Welcome City Lab's presence in tourism

PARIS&CO

3 published trend-books

90,000 International readers

300 networking events

Greater visibility for startups among the travel industry



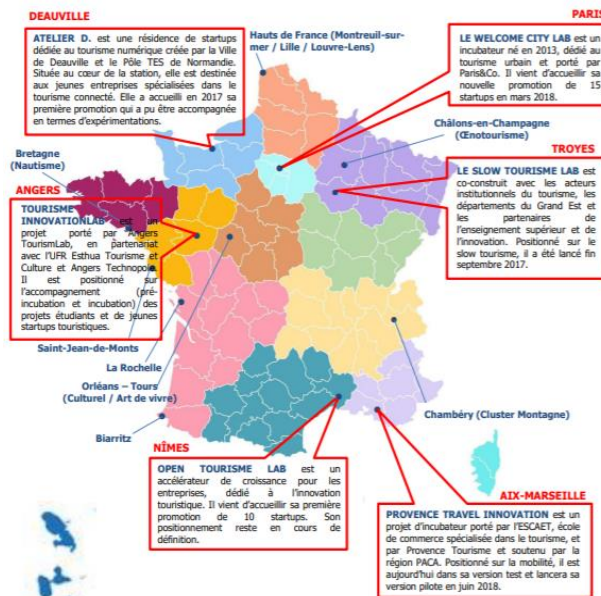
Welcome City Lab's global influence

PARIS&CO

Local



National



International



Welcome City Lab's global impact

52 internationally grown startups
(including 4 non-French)

68 international delegations

30 keynote speaking in European
and international conventions



CONTACT



PARIS&CO

Thank you for your attention



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