

START-UP : IN TOULOUSE (FRANCE), 10 REASONS TO BE PART OF THE ETHICS BIOTOPE IN 2018

In 2018, the ETHICS Biotope is opening 70 opportunities for new “Biotopers” in Toulouse, aeronautics and space capital of Europe. Applicants can contact Ethics Group by email (ethicsbiotope@ethics-biotope.com) or by connecting via www.ethics-biotope.com.



TOULOUSE-BLAGNAC, March 2018 – ETHICS Biotope, which welcomed its’ first « Biotopers » at the end of 2017, is launching a new call for applications to join the ecosystem created by entrepreneurs, with entrepreneurs, for entrepreneurs.

A unique initiative in the sphere of economic incubation, conceived within 1000 m², to support the growth and evolution of young companies as well as their interrelationships in all dimensions, just like a natural and harmonious biotope.

You are a young company in development or a start-up in the project phase? Here are 10 good reasons to send us your application:

1. CALL ON THE EXPERTISE AND ENGAGEMENT OF THE 10 PARTNER ORGANISATIONS...

The entrepreneurs that are integrated into the ETHICS Biotope, the « Biotopers », benefit from the active support of 10 partner organisations that are closely linked to the local marketplace: ETHICS Group, Sygnatures, Crédit Agricole Toulouse 31, Collecte Localisation Satellites (CLS), Malakoff Médéric, Barthélémy Avocats, STV Avocats, Aéroport Toulouse-Blagnac, Holiday Inn Toulouse Airport, MIAGE-UPS Toulouse 3.

These contributing partners are fully committed to the development of the Biotopers within this stimulating environment, which resembles a natural and harmonious biotope. The objective is to accompany them on the road to success by betting on collective intelligence and goodwill within an innovative managerial dynamic.

...custodians of a support that is both operational and sustainable

Besides the financial contributions, which enable the Biotopers to operate with an office rental at a preferential rate, the partner organisations involve themselves directly in the operational reality of the Biotopers and aim to be to guarantors of their long-term sustainability. To this end they make the commitment to engage pragmatically in the following ways:

- build and animate a roadmap for the Biotopers which enables them to share the entrepreneur's experiences and know-how;
- be the testing ground for the Biotopers products or services;
- accelerate their development by opening up their professional network;
- facilitate the recruitment of trainees and future collaborators;
- propose their business expertise at preferential rates

2. ACCELERATE WITH THE EVERYDAY LIFE OF THE «TIXIES»

Thanks to their co-location within the ETHICS Village, which is also the head office of the five operational entities of ETHICS Group (B&T ASSOCIÉS, DIGISMART, MERLANE, MOTIVE, PARMÉNION), the Biotopers can easily exchange on a daily basis with specialists in accelerated organisational transformation, merger and acquisition support, the development of digital solutions and computer graphics, organisational governance and the management of complex projects, recruitment and change management, collective intelligence and event management, concertation and communication and marketing strategies.

This proximity with the «Tixies», the nickname given to all the consultants within the ETHICS structure, is an important source of mutual enrichment. This new interrelationship also highlights a managerial and innovation dynamic that is uniquely different.

3. GROW YOUR IDEA THANKS TO AN INSPIRATIONAL AND INNOVATIVE GOVERNANCE MODEL...

Totally autonomous, but never alone, the Biotopers can profit via the innovative and inspirational governance model of the ETHICS Biotope, as well as the know-how and complementary strengths made available by the contributing partners.

Future Biotopers may also be seduced by the **values** and the **ethic** carried by the symbolic movement of the agile and successful company where life is enjoyable and it's good to work: **"The Good Company"**.

Once autonomous, the Biotopers will themselves enter into the circle of committed entrepreneurs, to support and grow the innovative ideas that will take forward tomorrow's challenges.

4. JOIN THE BIOTOPERS WHO HAVE ALREADY LAUNCHED WITH THE ETHICS BIOTOPE...

in digital healthcare:

- **DIGIKARE** is specialised in the digital support of patients before and after their orthopaedic operations. The start-up was launched in 2017 and has just launched a new product, «Orthense», structured around B2B2C, and which innovatively enables the digital follow-up of individualised care. The social security and healthcare authorities support the initiative as an innovative transformation project which also brings together the best practices of healthcare whilst also communicating key healthcare messages in an effective way. The objective of DIGIKARE is to enable all patients to have a successful operating programme, adapted to their specific needs, and also guarantee the successful completion of their program of rehabilitation.

in geo-spatial data management:

- **GISAÏA**, a start-up specialised in the field of Geo-BigData, creates new uses and new value via the exploitation of large volumes of spatial data, integration into visual displays following appropriate treatment. Their geographical explorer ARLAS enables the consultation and the statistical analysis of very large collections of spatial data with a remarkable fluidity and an improved user experience. This generic solution will be made available via Open source from February 2018.

5. GROW AND BLOSSOM IN A SPACE OF 1000 M²

Within the ETHICS biotope, the Biotopers benefit from two working spaces of 350 m² divisible into between 4 and 6 private zones and from an open plan area of 350 m², two shared meeting rooms and a relaxation area with terrace. They also have access to a reception, co-working areas, a design-thinking room, conference room (with live streaming), without forgetting the cafeteria.

Within these working areas, that are fully equipped with a fibre network and digital tools, the Biotopers can develop their projects comfortably with preferential accommodation conditions from 6 months to 3 years.

The ETHICS biotope can cater for up to 15 companies and their high value-added projects.

6. TAKE ADVANTAGE OF A STRATEGIC LOCATION

Served by the tram and with its own private car park, the ETHICS biotope is situated just a 5-minute walk from Toulouse-Blagnac Airport (ATB), the third regional airport in France with over 9,2 million passengers in 2017 and an annual growth of 14,6 %.

The ETHICS biotope also offers privileged access to the new Toulouse Exhibition and Convention Center which is currently under construction. This headline project will highlight the brilliance of the Toulouse metropolitan area, with an investment of over 400 million Euros, and will confirm the north-west corner of the city as the principal economic centre of the Toulouse metropolis. When it is inaugurated in 2020, the new exhibition centre will be the third largest in France, and is designed to welcome fairs, lounges, conventions, large congresses (from 3 000 to 12 000 people) and also important cultural and sporting events.

7. TAKE ADVANTAGE OF A METROPOLITAN DYNAMIC WHICH IS AT THE HEART OF CURRENT EVENTS

The Toulouse metropolis, the aeronautics and space capital of Europe, represents a region that is extraordinarily favourable for the emergence of a culture that is both economic and intellectual, scientific and technological, artistic and creative.

In 2018, Toulouse takes over from Manchester as the European City of Science. It will welcome the 8th edition of the ESOF (Euro Science Open Forum) for the first time in France. Around 5 000 researchers and economic players from around the world are expected for this event which is scheduled to take place between the 9th and 14th July. Toulouse will also be the host city for the 6th edition of the Toulouse Space Show, the 14th international conference of FabLabs bringing together more than 1 000 FabLabs from around the planet and also the 25th conference of the International Planetarium Society (IPS)

8. INSTALL YOURSELF IN A HIGH GROWTH AREA WHERE IT'S GOOD TO LIVE AND WORK

By installing yourself at the Ethics Biotope you are installing yourself at the heart of an area with some of the highest economic and demographic growth rates in France.

Credited with more than 150,000 additional inhabitants in the last 10 years for a total population estimated

at 1.3 million inhabitants, the Toulouse metropolitan area continues to record a real demographic boom of the order of 15,000 additional inhabitants a year.

Identified as the leading French metropolitan area, outside of the Ile-de-France, for the evolution of its population, it also leads the hexagon with regards to the growth of the number of jobs (more than 70,000 additional employees in 10 years, giving a total of over 500,000 jobs) and for the growth of its GDP (Gross Domestic Product): +2,93 % in 10 years. This same dynamic can also be found in the number of students: 115,000. The metropolitan area is regularly classified at the top of the rankings of French cities where people like to study or work.

9. DEVELOP YOURSELF IN THE GEO-STRATEGIC REGION OF OCCITANIA

The critical size of the new Occitania region being around 72,724 km², it is larger than 13 countries within the European Union, and with an accumulated GDP (Gross Domestic Product) in excess of 150 Billion Euros. In 2017, the region passed the barrier of 1,2 million jobs, with a growth rate of 2% compared to 1.6% in the rest of France. New business start-ups jumped by 4.1 % (8.8 % if you take into account the entrepreneurs).

Besides its aeronautical and spatial activity which gives rise to its global industrial reputation, Occitania is also one of the cradles of French Tech which is specialised in the Internet of Things, embarked systems, multimedia and video games.

Occitania attracts more than 30 million tourists every year with a revenue of around 13 Billion Euros. The new region includes more than 5,000 historic monuments (the third largest region in France) and groups 17% of the properties registered on the list of the UNESCO for France...

10. 10. WORK IN PROJECT MODE IN AN ECOSYTEM OPEN TO ALL...

The ETHICS biotope is also an ecosystem open and accessible to companies in search of innovative project platforms: their teams plunged into the entrepreneurial atmosphere of the Biotopers can thus benefit from the enriching experiences.

ABOUT THE ETHICS BIOTOPE

The 10 long-term partners of the ETHICS Biotope:

ETHICS Group

a consultancy specialised in accelerated transformation, leader and founder of the ETHICS Biotope. This project represents an extension to the entrepreneurial spirit of the ETHICS Fabric within the emblematic movement of the organisation that is agile and performing and where it is good to live and work: "The Good Company".

Sygnatures

is a regional group of audit and chartered accountancy experts whose head office is situated in Toulouse. The range of services extends from chartered accountancy to audit, based on the services of their legal and financial departments, management control, HR and information technology. Respected for its financial engineering advice, Sygnatures is the trusted partner of the managers and leaders of organisations for everything in the daily life of their company including the future strategic reflection.

Crédit Agricole Toulouse 31, principal partner of the departmental economy with 444,000 customers, bringing its services to a third of the inhabitants and businesses in the Haute-Garonne department. Crédit Agricole Toulouse 31 is investing to make the bank more practical and more modern. In January, 2017, it opened Le Village by CA Toulouse 31, a truly innovative ecosystem which welcomes up to fifty start-ups who are going to be able to work alongside large and medium-sized companies and benefit from this proximity, experience and network.

Collecte Localisation Satellites (CLS)

an international pioneer for the supply of solutions for the observation and surveillance of the Earth since 1986. Their vision is to develop and deploy innovative solutions to understand and protect our Planet, and sustainably manage its resources. CLS employs 650 employees at its head office in Toulouse and 25 other sites around the world. The company works in 6 strategic business sectors: the sustainable management of fisheries, environmental surveillance, maritime security, fleet management, energy and mining and spatial and ground based systems.

Malakoff Médéric

assures the health and the life assurance schemes of 212,000 companies, 4.8 million employees and 1.8 million private individuals. This mutual and non-profit social welfare group also manages the complementary pension scheme (Agirc-Arrco) for 207,000 companies, 2.8 million contributing employees and 2.9 million retired people.

Cabinet Barthélémy Avocats

specialists in labour law, accompanying organisations with the management of their individual and collective working relations with advice, the defence of their interests or by training. Our business consists of a permanent search for added value for companies thanks to the adaptation of the standards to each different context, to each project, to reassure them by contract, agreements, or social dialogue. By preventive management, the law thus becomes an instrument enabling the conservation of the social climate, the factor for the improvement of competitiveness.

STV AVOCATS

assisting, advising and defending a diverse clientele, including companies (very small, small and medium sized organisations as well as Start-Ups) in business law and company law for more than 20 years. Based in Toulouse, its lawyers define the targeted strategies, effective and adapted to the specificities of each company or entrepreneurial project, with the objective of helping and facilitating decision-making of business leaders, and to optimise and assure the projects to make them more successful.

Aéroport de Toulouse-Blagnac

the fifth ranked French airport for passenger traffic and the first regional airport for freight in France, ATB proposes 17 regular national destinations, 63 regular international destinations and 37 charter flight destinations from Toulouse. Over the period from 2016-2018, ATB is committed in an ambitious project based on the development of the low-cost European traffic and the long haul traffic, the growth of the commercial offer within the terminal and the diversification of the real estate.

Holiday Inn Toulouse Airport

just 2 minutes from the airport, the 150 rooms within this hotel with its unique Toulousain character offer a functionality and optimal comfort to all travellers. For the organisation of your seminars, think of the Holiday Inn Toulouse Airport: the hotel has 8 meeting rooms with natural light and high-technology equipment, unique design furniture and its own restaurant "The Black Angus", with its own unique concept.

MIAGE - UPS Toulouse 3

proposes two courses within the Master's degree: the first directed « Big-Data and Security » (IDP) and the other one in "Engineering of the Digital Transformation" (ITN). It awards a diploma every year to about sixty students via diverse training routes: in-service training, continuous education or distance learning. Particular attention is given throughout the training to the culture of innovation, the entrepreneurial dimension and the appropriation of «soft skills».