



The Detailed Selection Process

Start-up,

**Bearing an innovative concept in our targeted fields of excellence
with high added value and significant growth potential, you are:**

- > Either at the beginning of your startup experience and still developing your first prototype.
 - > Or commercializing your market-proven pre-series.
- > Or seeking means to industrialize your production or to internationalize your client portfolio.

Looking to accelerate your development?

The Village by CA Finistère's offer

Dedicated to innovation in all its aspects, this space opened its doors in 2017. Situated at the new Plateau Capucins in Brest, its mission is to bring together local actors (startups, SMEs, big companies, students, researchers, etc.) in order to facilitate the meetings, cooperation, and innovation necessary to carry forward the local economy. The 15th of its kind, the Finistère's Village by CA is part of the Villages by CA network, accompanying nearly 1000 startups and more 600 partner companies, making the Crédit Agricole the only actor to have covered the country with such a significant offer.

It has been entirely thought out to encourage the acceleration of innovative projects, to stimulate creativity, to publicize achievements, and to provide new opportunities for business. The Village by CA Finistère is an excellent tool for supporting startups.

Its acceleration program:



Mentors & experts

Experts present on a daily basis
Dedicated mentors to provide a little wisdom



A network

Linking people /
Visibility The
Village's community
Other Villages in France
Internationally with the CACIB investment bank



Workshops/events

Workshops every two weeks on a given field or sector
Regular events (from expert conferences to the Hackathon)



Dedicated spaces

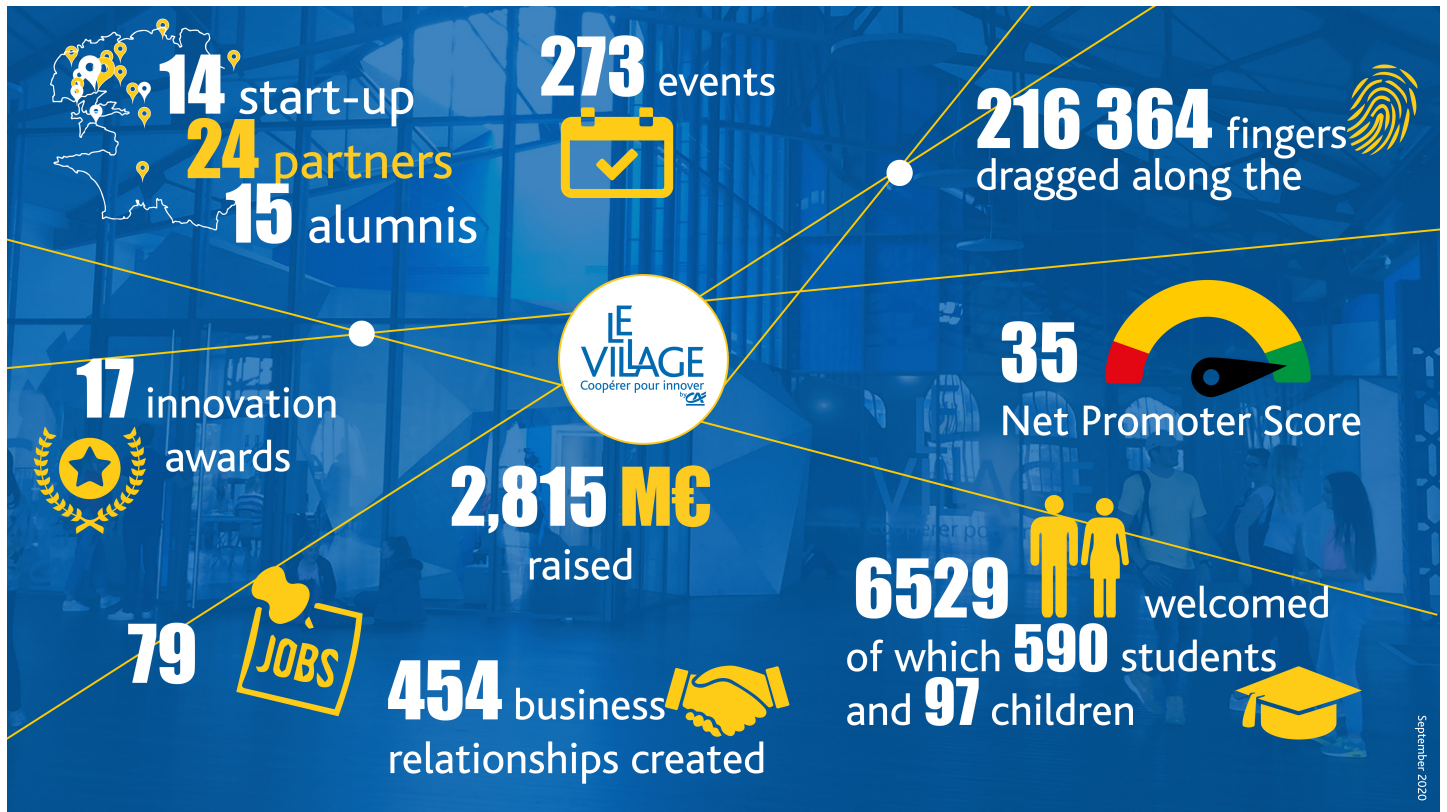
Showroom / VIP Lounge / Creative room / Auditorium*



Hosting OPTION

- Shared space
- Reserved space

A few numbers about the Village since its launch



How does the selection process work?

We select our future startup residents through a recruiting process. We closely and rigorously study the project and its bearers. We're looking for motivated residents who combine rationality with intuition.

We know that projects regularly evolve during their lifetime. That's why we're looking for personalities that know how to listen in order to adapt and modify their market perceptions and their business. The question here is not about experience but about agility and cooperation!

STEP 1 - Pre-selection

The 1st filter: The Village by CA Finistère's fields of expertise

Your startup must be involved in one of the following fields



Cybersecurity

From working soil to transforming and distributing its products, as well as livestock raising and the improvement of agricultural production conditions.



**Agriculture
Agribusiness**

From the protection of information systems and management data to risk supervision, the coupling of cybersecurity technologies with innovative usages in the SmartGrids field, the future factory, connected and automated transportation, as well as new services in the object Internet.



Sea

From coastal environment and development to marine infrastructure and transportation, sailing and the naval industry, as well as energy, mining, and marine biology resources.



**Health
and aging**

From the development of surgical robots to medical equipment and technologies, home care, the patient's electronic trail, biotechnology, as well as the pharmaceutical industry, and the development of well-being through connected objects.

2nd filter: Your startup's maturity

1/ Bearing an innovative high value-added concept and significant growth potential, you are:

- Either at the beginning of your startup experience and still developing your first prototype.
- Or commercializing your market-proven pre-series.
- Or seeking means to industrialize your production or to internationalize your client portfolio.

2/ Your project is primed, and you have at least :



A TERRITORIAL
FOOTHOLD



MARKET
KNOWLEDGE



THE DEFINITION
OF YOUR FIRST MODEL



AN ESTIMATE OF YOUR
FINANCIAL NEEDS



AN INNOVATIVE
PRODUCT/SERVICE

“Innovation consists in transforming ideas into receipts.” Lewis Ducan

If these filters are conclusive, then you will be pre-selected and prepared for your examination before the Selection Committee

STEP 2 - Selection

The Selection Committee is composed of our Ambassador Partners. Experts will advise us on technological and market aspects of the targeted fields.

The criteria used by the Selection Committee are as follows:

1) UNPC Proof

Your project demonstrates:

Proof of Usefulness:

Elements demonstrating the innovative potential of the project in terms of its general usage. This proof seeks to demonstrate that the innovative project provides for resolving dysfunctional situations, discomfort, difficulties, or shortages...

Proof of Novelty:

Elements that demonstrate the innovative project's positioning, its degree of innovation, and its claims as compared to existing solutions being developed or already available on the market. Its innovative nature is measured as much in terms of design as in technicality. Innovation can go from incremental to completely radical. It can also concern:

- Usages
- Operational processes
- Economic models
- The integration of a new technologies in a product or a service
- Social affairs

- Work organization

Proof of Profitability:

Elements proving that the innovative project is profitable in terms of turnover for the project bearer, as well in terms of comfort and well-being for the user/client.

Profitability concerns costs: From the manufacturer's perspective, it is the generated unit margin; for the consumer, it is the total cost of acquisition.

Proof of profitability is also characterized by a capacity to improve brand image, to increase the user's average revenue, to win new markets, or to increase the client's involvement (purchase frequency).

Proof of Concept:

Elements showing how the idea, the conceptual solution, or the prototype functions or will function in an effective manner, in the situations for which it has been planned and tested, by simulations, by on-site evaluations, and by the design process which may sometimes involve users. This proof also presents actions that will allow conceiving a feasible and industrializable solution on a larger scale (feasibility & scalability).

2) Your loyalty to the Cooperative's values



...acceptance of these values is essential in order to get involved in the cooperative.

Planning

From October 1st to October 21th

Voice your desire to apply

To do so, fill out the online application form on our website, at www.levillagebycafinistere.com

October 13th

Informational open day for start-up companies

Open day from 4 p.m to 6 p.m at The Village by CA Finistère - Ateliers des Capucins de Brest for a presentation of our ecosystem and our acceleration process. Questions and answers session.

October 21th

End of selection process

Pre-selection of start-up companies according to their fields of expertise and their maturity.

From October 22th to October 27th

Candidate preparation for the Selection

Working on your pitch and your paper file with the Village by CA Finistère coaches. What's your goal? Prove the usefulness, novelty, profitability, and concept of your startup, and demonstrate your adherence to the Village by CA Finistère's values.

October 28th

Pitches to the Selection Committee

The Village by CA Finistère's Selection Committee is composed of its Ambassador Partners. Time allotted: 15 minute pitch and 15 minute Q&A period

November 2020

WELCOME to



Amenities for startups selected by the Village

You already have a location you like !

Or you're an unhosted startup:

<p>You can benefit from the Village's acceleration services. You and your team can attend expert office hours, participate in workshops, be coached by a Village by CA expert and be accompanied by a mentor - an inspiring personality - by meeting them regularly, exchanging ideas about progress and problems in your project, be introduced to future clients or industrial partners, or even to an investment fund...</p> <p>When you work at the Village outside of events dedicated to you, you can settle into the Village square.</p>	<p>Fee: 200€ pre-tax / month / legal entity, for one year, renewable once</p>
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**You want to get fully involved in the Village's community and to take advantage of its sleek and high-visibility space!
Then you can be a hosted startup:**

<p>You will benefit from the Village's acceleration services. You and your team can attend expert office hours, participate in workshops, be coached by a Village by CA expert and be accompanied by a mentor - an inspiring personality - by meeting them regularly, exchanging ideas about progress and problems in your project, be introduced to future clients or industrial partners, or even to an investment fund...</p> <p>When you work at the Village outside of events dedicated to you, you can settle in on the Village square.</p>	<p>Fee: 200€ pre-tax / month / legal entity, for one year, renewable once</p>
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OPTION 1: Shared-space hosting:

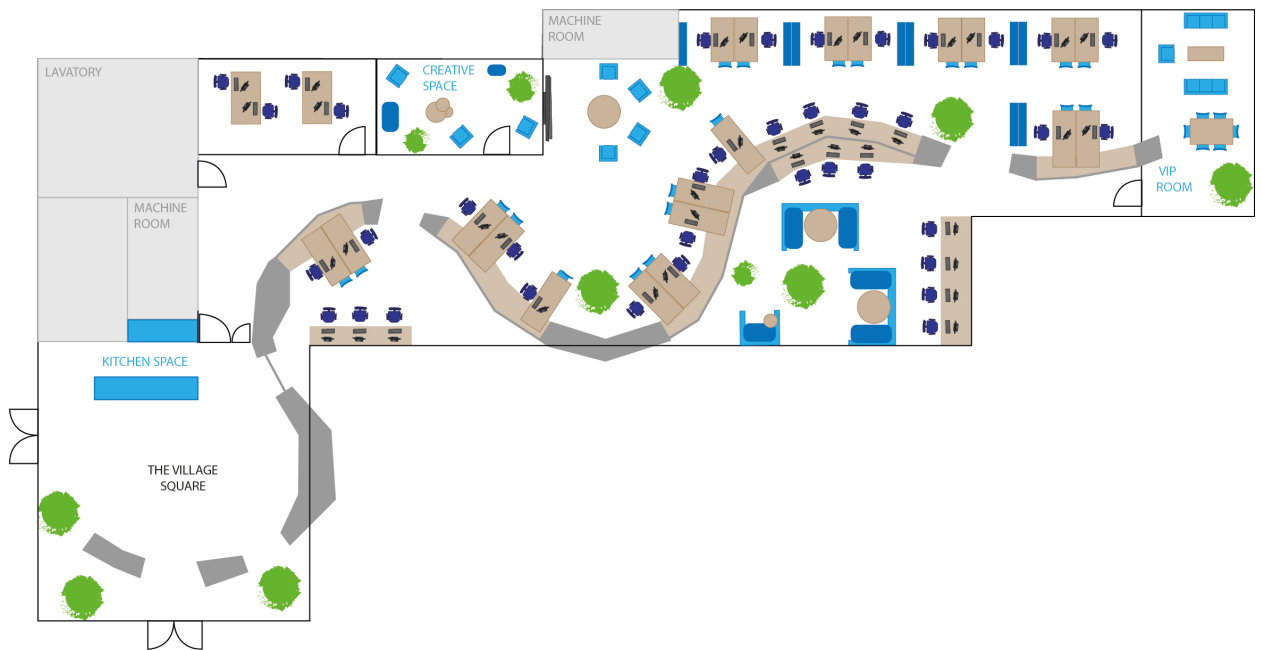
Settle into the shared office space each morning

Fee: 40€ pre-tax / month, per station

OPTION 2: Reserved-space hosting:

Your own personal office in a more isolated spot

Fee: 50€ pre-tax / month, per station



Technical conditions:

- 600m² area
- 24/7 access to the Village by CA, by badge identification system
- 50Mb/s fiber optic shared Internet connection with secure individual access
- WiFi and Ethernet ports, video surveillance
- 1 B&W photocopier/scanner, 2 fridges
- 1 coffee vending machine
- 5 parking spots for a fee of 50€ pre-tax/month 24/7 each
- Hosting: 1 table, 1 chair, 1 locker with key