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NETVA Entrepreneurship Week - Boston

From September 13 to 18, five promising French start-ups, laureates of the 2010 national competition NETVA (New-England Technology Venture Accelerator - www.netvafrance.com), will be in Boston to participate in a unique and customized coaching and business development program prepared by our office in collaboration with the Entrepreneurship Center (ITEC) at Boston University.

The NETVA program, a new initiative of the French Embassy in United States, has been awarded “Best Research and Innovation Program” at the 7th edition of the Economic Initiatives Competition, held in Paris on May 28th, 2010. A jury of 70 economic journalists acknowledged NETVA, designed and managed by the Office for Science and Technology of the French Consulate in Boston, for its support of the development of innovative French start-ups in the United States.

Designed in Boston with strong support from the local entrepreneurship community, NETVA aims to facilitate and accelerate the expansion of high-potential French start-ups in the U.S. It addresses the need to internationalize budding French high-tech businesses and provides them with personalized coaching, mentoring and technology partnerships. NETVA also provides customized support for younger French innovative businesses as they attempt to grow and blossom within the dynamic and competitive environment of the United States.

Selected nation-wide by a French-American committee, the five laureates of the 2010 NETVA edition will be granted an intensive accelerator week in Boston from September 13 to 18, where they will receive customized coaching from local entrepreneurs and experts of early stage international development at Boston University. Moreover, they will be matched with a personal U.S. mentor as well as with prominent technology and entrepreneurship leaders of the Boston area. A team of American senior MBA candidates will also work with each company for 3 months, applying their expertise to adjust their business plans to the U.S. market. This accelerator week will be preceded in June by a two-day long preparation workshop in France.

NETVA partners with the Institute for Technology Entrepreneurship & Commercialization at Boston University (ITEC/BU) and the French national network of business incubators and
science parks (RETIS). The initiative is also supported by the Massachusetts Office of International Trade & Investment (MOITI), the French-American Chamber of Commerce (FACCNE) and the French Foreign Trade Counselors (CCEF). Boston-based GoToMarket Consulting, VALTI and Marie Landel & Associates are NETVA’s first corporate sponsors, along with the assistance of Burns & Levinson.

High points of the laureates' stay in Boston include their participation in two panel discussions (open to the public), one on “Building global entrepreneurs” (sponsored by Marie Landel & Associates) and the other on Sept. 16 entitled “Opportunities and Challenges facing Foreign Technology Companies in the U.S.” (sponsored by Burns & Levinson). Further sponsorships are being sought to expand the program. Instrumental in building transatlantic ventures, NETVA provides its partners with connections to high-potential start-ups and exposure to the French and American entrepreneurship ecosystems.

The 5 start-ups selected are:

• **AXENIS** (genetically-modified mice which have human-like immune systems)

• **KODE** (software that makes data processing cost-effective and up to 30 times faster)

• **3DTV** (solutions for real and computer-generated 3D images viewed without glasses)

• **DIDHAPTIC** (training simulators for dental implantology education)

• **PHYCOSOURCE** (discover innovative bio-active compounds from microalgae and cyanobacteria, at high throughout cadence)

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For more information about the NETVA program, please contact Antoine Mynard at Antoine.mynard@diplomatie.gouv.fr or Yann Le Beux at yann.lebeux@diplomatie.gouv.fr.