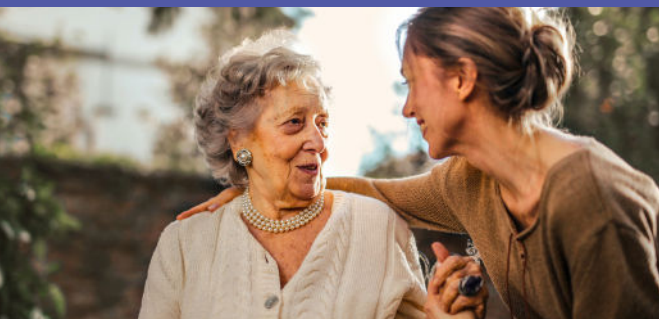




Eurasenior

1st Silver economy incubator in Europe



Supporting the development of innovative silver economy start-ups in Hauts-de-France region



#agetech
#silverhealth
#fintech **#mobility**
#adaptedhousing
#digitalinclusion
#helpforcarers
#adaptedsport
#silverfood
#smarthometech
#entertainment
#socialinclusion

www.eurasenior.com

by  **eurasanté**
Invest for Success

Eurasenior Business Incubator in figures



38

projects
supported
since 2021



12

companies
created
since 2021



€6,3M

funds
raised



THE SILVER ECONOMY IN THE HAUTS-DE-FRANCE REGION:

€500M

turnover

200

companies

10,000

jobs created

NATIONAL AND EUROPEAN LABELS:



EIP AHA Label

(European Innovation Partnership
on Active and Healthy Ageing)



**FrenchTech
Tremplin Label**



Do you have a Silver Economy business project?

DISCOVER OUR THREE SUPPORT PROGRAMMES
TAILORED TO THE LEVEL OF MATURITY OF YOUR PROJECT:

AGE START

Group programme (4 to 12 months) to de-risk, co-build and strengthen the innovation potential of your project.

► Strengthen the value proposition, understand the senior market ecosystem, consolidate a robust and realistic business plan

AGE-CUBATION

A one-on-one programme (36 months) to structure, trial and roll out your innovation.

► Set up the roadmap and develop the company until the first fundraising

AGE ACCELERATION

A one-on-one programme (18 months) to boost the performance of your business.

► Structuring and developing to Series A fundraising

Want to join us ?



AGE-START PROGRAMME

Applications are examined in three committee meetings per year by two decision-making bodies responsible for selecting potential new projects:

- Internal Committee (IC)
- Commitment & Monitoring Committee (CES)

Validation of the application
+ video

AGE-CUBATOR/ACCELERATOR PROGRAMME

Applications are examined in four committee meetings per year by two decision-making bodies responsible for selecting potential new projects:

- The Commitment & Monitoring Committee (CES)*

Validation of the application
+ pitch delivered to the jury

*Decision-making body responsible for choosing which projects are accepted onto the programme in question. This is a standing committee comprising Incubator/Accelerator's financiers, as well as Eurasanté partners from the institutional, economic and scientific sectors.



+ INNOVATION AT THE HEART OF OUR SUPPORT

Do you want to boost
your know-how?

Would you like to contribute
to the development of new
innovations in the fields of health,
nutrition and ageing well?

Do you want to use open
innovation as a tool to develop
your employer brand?



Thanks to its sectoral
and business expertise,
**Eurasanté creates
optimal conditions**
for companies to **meet,**
exchange, share and
collaborate with
start-ups to co-construct
innovation projects.

Our experts offer you tailor-made support to

Identify the best opportunities for in-
house and/or collaborative innovation
to meet the challenges of tomorrow

Develop projects with tangible
economic benefits
(implementing pre-identified approaches)

Value the talent in your company
and attract new talent

Capitalise on existing know-how

Promote and demonstrate the
credibility of your commitment
to innovation

**New momentum to launch disruptive products and services,
target new markets and start future projects!**

www.eurasante.com/open-innovation/



TRAINING FOR BETTER INNOVATION IN THE SILVER ECONOMY

Training in ageing well innovation
with the «DU Entreprendre en Silver
Economie» (university diploma in doing
business in the Silver Economy)

In partnership with the
University of Artois, **Eurasenior**
has developed a **University
Diploma** that aims to develop
entrepreneurial and sectoral
expertise.

This programme
enables students to master the
economic, technological, scientific
and commercial development aspects
of a start-up/company, but also to
understand the data relating to ageing
and accompanying needs, as well as
understanding the challenges of this
very competitive market marked by a
strong need for experimentation and a
complex demand for solvency.

www.eurasenior.fr/se-former/



ARRAS REGION



The Arras region is an ecosystem that is highly favourable for the Silver Economy

The Arras catchment area is already very active and aware of the issues related to ageing. Many actors are involved in this subject and in the creation of new services. In response to the challenge of an ageing population, the Communauté Urbaine d'Arras has chosen to support the creation of the Eurasenior business incubator initiative.

PREMISES



Workspaces for start-ups

Eurasenior offers premises and business domiciliation solutions for companies in the health, nutrition and ageing sectors that wish to set up in a unique location in the heart of Arras –Hôtel Deusy. This building provides entrepreneurs with 650 m² of workspace (individual offices, coworking spaces, storage rooms, prototyping and experimentation spaces) in which to develop their projects.

Located in the heart of Arras city centre, this centre, dedicated to the development of ageing well innovations, is conveniently located close to Arras railway station (10 minutes), shops and cultural venues.

« I'm delighted to have joined the Hôtel Deusy when it first opened. As a business incubatee, I was able to benefit from a host of services and facilities when I arrived. I appreciate the proximity with the incubator teams and being associated with this innovative environment. The fact that I have an office with access to so many services allows me to focus my energy on developing my business. »

Jean-Michel Meys,
CEO, Formacube



SOFTLANDING



Are you a foreign company wishing to set up in France?

OUR SOFTLANDING PACKAGE IS FOR YOU !

Our team will help you study the French market, the documentation and the search for premises.

BENEFITS OF THE PACKAGE:

Testing

French and North European markets

Boosting

the development and location of your business activity in France

Being part of

the regional Silver Economy ecosystem

Meeting

multiple partners to set up your trials

Dedicated

support in setting up your business

Programme Age-Start

4 to 12 –
months for

**DE-RISK,
JOINTLY BUILD
AND DEVELOP YOUR
SILVER ECONOMY
INNOVATION
POTENTIAL**

The Age-Start programme was designed to help you strengthen your project, consolidate your roadmap, de-risk your target market, differentiate itself and learn to better grasp opportunities in the Silver Economy (independence, senior health, smart home tech, leisure, fintech, etc.).

This four-month programme will enable you to answer several questions specific to the ageing well sector:

How to understand the senior market? How to trial your idea? How to identify the stakeholders in the medico-social sector and how to define the role of a pension fund?

This Bio-Start group programme (health) and Food-Start programme promotes enriching exchanges between business leaders from different sectors on the theme of entrepreneurship. The aim is to come out of this program with a structured and viable project to launch your business with peace of mind.

Tailored support package



Field-testing a product/ service (based on the maturity of your project)



One-on-one (5h) and group coaching sessions (100h)



A network of partners



Sensitisation to the specific nature of the sector (professions, financing, stakeholders, etc.)



Two intensive training and co-construction sessions



Sharing experiences

Aims of the Age-Start programme



Studying

— the market and segmenting targets

Creating

— an initial R&D plan

Examining

— the viability of your project with regard to HR, financial and legal aspects

Producing

— your Business Plan (written and financial)

Presenting

— and defending a pitch deck

Raising

— awareness of the Silver Economy



Mathieu Bailly,
founder and CEO of DAHU



« The Age-Start programme provided me with a wealth of information about the Silver Economy. It also gave me the opportunity to talk to other project owners working in the same sector and who were experiencing the same type of issues as myself. It was also great to have a structure that could offer advice and that prevented feelings of isolation as a new entrepreneur. »

Age-Incubation programme

36 months to —

PILOTE, DEVELOP, FINANCE

You are an innovative start-up in the silver economy sector, you have a good understanding of the senior market and have already established your roadmap? Take advantage of an individual coaching to structure and launch your start-up until the raising of seed money / proof of concept.

Support tailored to your project

Individual support from an expert start-up manager drawing on all of Eurasenior's cross-disciplinary expertise (finance and fund raising, legal, HR, marketing-communication, research, etc.)

Meet-ups for training, sharing and enriching experiences (seminars and themed workshops)

Special access and discounts from Eurasenior partners

Unique access to a range of digital tools and the Eurasenior programme participants' social network

Our support package



One-on-one
coaching



Workshops
and training
sessions



Field trials



Partner
network



Sharing
experiences

Aims of the Age-Incubation programme



Create

— your strategic roadmap

Build

— or strengthen your founding team

Safeguard

— your intellectual property (IP)

Finalise

— your Proof of Concept (PoC)

Trigger

— non-dilutive financing and prepare your seed fund raising

Prepare

— to access your market (regulatory, clinical, medical economic, etc.)

Find

— partners (regional authorities, pension funds, industrialists, scientists, Silver Economy actors, etc.)

Roll

— out trials

Fine-tune

— the benefits of the product/service with buyers and users



Xavier Melin,
co-founder of VirtySens



« Supported by Eurasenior's Silver Economy experts, VirtySens benefited from valuable advice and high-quality contacts. This resulted in a project to develop a miniaturised version of our immersive multi-sensory capsule. Within the framework of this partnership, VirtySens will be able to invest in the hospital and home care market for seniors who are losing their independence and offer a greater number of users immersive travel and escape experiences in the vein of the «standard» version, which offers moments of relaxation to seniors in nursing homes. »

Age-Acceleration programme



18 months to —

LAUNCH YOUR COMPANY

You are an innovative silver economy start-up that has already established a first economic proof of concept or raised seed capital? Take advantage of an individual support to structure and develop your start-up until raising Series A funds.

Support tailored to your project

Individual support from an expert start-up manager drawing on all of Eurasenior's cross-disciplinary expertise (finance and fund raising, legal, HR, communication, research, etc.)

Meet-ups for training, sharing and enriching experiences (seminars and themed workshops)

Special access and discounts from Eurasenior partners

Special access to a range of digital tools and the Eurasenior programme participants' social network

Our support package



One-on-one coaching



Workshops and training sessions



Field trials



Partner network



Sharing experiences

Aims of the Age-Acceleration programme

Perform

— strategic diagnostics and define your priority areas

Accelerator

— your business development in France and overseas

Trigger

— non-dilutive financing (BPI, EIC Accelerator, etc.)
and prepare your series A fund raising

Build

— and structure your company, e.g. management and HR
(talent recruitment, leadership, internal organisation, corporate culture, etc.)

Support

— for the implementation of a strategy to measure
societal and environmental impact



Support *by* **eurasanté** Invest for Success

Expertise developed over more than 20 years within GIE Eurasanté in supporting researchers, project leaders and companies in the regional health, food and ageing well sectors in their research, creation and business development projects. Its objective — to contribute to the region's economic development by creating local jobs and wealth. A team of start-up managers, business experts and scientists are on hand to meet all the strategic needs of entrepreneurs and researchers.

Join the Eurasenior business incubator / accelerator!



www.eurasenior.com



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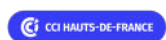
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