



**SPORT TECH  
IN FRANCE**

KEY INFO IN

**10**  
POINTS

# 1 SPORTY AND CONNECTED

France has more than 16 million sports licensees, and national sports expenditure in 2016 was estimated at €37.7 billion (Ministry of Sports, National Assembly, 2018). In 2016, 14% of French people had a connected watch and 9% had a connected bracelet, while 43% and 3%, respectively, planned to equip themselves with these items in the future. (DGE 2018)

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# 2 A SPRINGBOARD FOR STARTUPS

Since 2015, Le Tremplin, the first incubator dedicated to sport, has incubated more than 60 startups, 10% of which are of foreign origin. Among the startups incubated was Piq, the French leader in artificial intelligence for use in sport, which works in partnership with equipment manufacturers such as Rossignol and Babolat.

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# 3 FRENCH SPORT TECH IN LAS VEGAS

In 2019, nearly a dozen Sport Tech startups attended the Consumer Electronics Show (CES) in Las Vegas. Among the French names on show were Vélo Coleen, which specializes in connected electric bikes; OnTracks and its intuitive connected watches; the Winkbar smart handlebars from Nantes Velco; Mile Positioning Solutions, which creates mobile applications based on geographical positioning; Helite, and its individual protection airbags; and Bythewave, a tracker for surfing, skateboarding and snowboarding.

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# 4 INNOVATION ACCELERATORS

Among the key players in this sector in France is the Fabrik du Sport association of startups, which federates innovative companies in the field; the Outdoor Sport Valley and the Mountain Cluster in the Alps; and the Hippolia cluster, a competitiveness cluster for the horse industry. In January 2019, Adidas opened a startup accelerator program at Station F, called 'Program A'.

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# 5 CONNECTED STADIUMS

Smart stadiums enhance the 'spectator experience'. Digital services make it easy to purchase tickets, send club news, share replays, leave a comment and view player statistics in real time. Examples of smart experiences include being able to order a sandwich or sports shirt from your seat and having it delivered at half-time (OGC Nice) and creating a community of fans while collecting data (Olympique Lyonnais).

# 6

## **SPORT TECH AND EVENTS**

From February 5-7, 2020, Paris will host the first edition of Global Sports Week. This world meeting of the sports economy will take place at the Carrousel du Louvre, with international decision-makers and influencers expected to attend. Under the auspices of Frédéric Michalak, Unlimitech Sport will be held from September 19-21, 2019 at the Stade Gerland in Lyon; open to professionals and the general public, this event aims to foster dialogue between research and sport.

# 7

## **E-SPORTS GAINING RECOGNITION**

The French Federation of e-sports was created in 2016 to develop, promote and supervise the practice of electronic sports. Level 256, the first platform for economic development and innovation dedicated to e-sport, was launched at the end of 2018 by Paris & Co. Paris will host the 2019 League of Legends World Championship Final at the AccorHotels Arena.

# 8

## **FRENCH STARTUPS RAISE FUNDS**

In 2018, the main French e-sports club, Team Vitality, raised €20 million from billionaire Indian entrepreneur Tej Kohli; Gymlib, a startup specializing in sports and well-being in the workplace, raised €10 million; Sport Heroes, whose ambition is to build vertical communities through sport, raised €4 million; along with Click & Boat, which seeks to become the go-to platform for boat rentals.

# 9

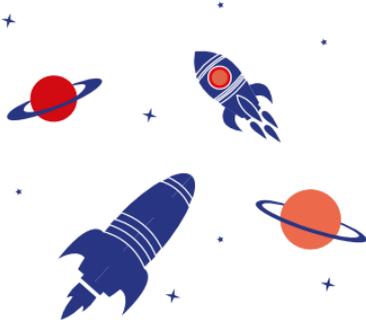
## **FRANCE ATTRACTS FOREIGN SPORT TECHS**

The Danish company Tonsser has developed an application that allows football players to manage their careers and showcase their performances, and already collaborates with clubs like Red Star in Paris and brands like Nike. The company chose France for its second foreign location and joined Le Tremplin. Tonsser, which raised €5.5 million at the end of 2018, plans to hire ten people in the next three years in France.

# 10

## **VOGO: FIRST SPORT TECH TO BE FLOATED ON THE PARIS STOCK EXCHANGE**

Founded in 2013 in Montpellier, VOGO offers spectators sitting inside a stadium the chance to live and replay their sporting experience on their smartphone. It went public in October 2018 and raised €14.2 million, having already raised €4.4 million a few weeks earlier. The startup, after expanding its network in Asia, wants to take on the US market and expand into fashion shows, music and e-sports.



**10,000**  
STARTUPS IN FRANCE

(EY)



**Le Tremplin:**  
**THE WORLD'S 1<sup>ST</sup>**  
INCUBATOR DEDICATED  
TO SPORT

(PARIS & CO)



**Vogo:**  
**THE 1<sup>ST</sup>**

French startup to be  
floated on the Paris  
stock exchange

(EURONEXT)



**€3.6 billion**

RAISED BY FRENCH  
STARTUPS IN 2018

(EY)

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