



KEY INFO IN

**10**  
POINTS

# SPORT TECH & INNOVATION IN FRANCE

# 1 SPORTY AND CONNECTED

French startups are revolutionizing sport with connected devices. 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 one of these devices in the future. (DGE, 2018)

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# 2 SUPPORT FOR STARTUPS

Since 2015, Le Tremplin, the first incubator dedicated to sport, has supported more than 60 startups, 10% of which are from overseas. Among the startups that have been incubated are Piq, the French leader in artificial intelligence 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 tech sport startups appeared at the Consumer Electronics Show (CES) in Las Vegas. They included the connected electric bike Véloen Coleen; Winkbar, the intelligent handlebar from Nantes-based company Velco; Mile Positioning Solutions, which creates location-based mobile phone applications; Helite, with its individual protection airbags; and Bythewave, a tracker used in surfing, skateboarding and snowboarding.

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# 4 INNOVATION ACCELERATORS

Among the key players in this sector in France are startup association Fabrik du Sport, which brings together innovative companies in the field, the Outdoor Sport Valley and the Mountain Cluster in the Alps, and the Hippolia cluster, an innovation cluster working in the equine industry. In January 2019, Adidas launched 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 buy tickets, send club news, and share replays, comments and statistics in real time. You can therefore order your sandwich or shirt from your seat and have it delivered at half-time (OGC Nice) or create 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, a global sport gathering, with international decision-makers and influencers expected to attend. Under the auspices of Frédéric Michalak, Unlimitech Sport took place from September 19-21, 2019 at the Stade Gerland in Lyon, with the aim of fostering dialogue between research and sport.

# 7

## E-SPORT GAINS RECOGNITION

The French Federation of e-sports was created in 2016 to develop 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. In late 2019, Paris will host the League of Legends World Final at the AccorHotels Arena.

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## FRENCH SPORT TECH RAISES FUNDS

In 2018, France's leading e-sports club, Team Vitality, raised €20 million from Indian entrepreneur Tej Kohli. Gymlib, a startup specializing in sports in companies, raised €10 million. In June 2019, Mycoach, specializing in the development of digital solutions dedicated to the sports industry (platforms for the centralization of workforce and performance data, raised €6.6 million.

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## STARTUPS REVOLUTIONIZING SPORT

The Normandy-based startup Tibtop has developed connected shin guards that analyze the passes, strikes and impact of shots. Meanwhile, onTracks raised €1 million to market its connected watch for outdoor sportsmen, and in August 2019, Voltaire presented a connected saddle that records the horse's performance.

# 10

## VOGO, 1ST SPORT TECH TO BE LISTED ON THE STOCK EXCHANGE

Founded in 2013 in Montpellier, VOGO enables fans in a stadium to watch in-venue replays of a particular match their on smartphone. It went public in October 2018 and raised €14.2 million. After expanding its network in Asia, the startup wants match on their to move into the US market and target fashion shows, music and e-sports.



**IN 2024**  
PARIS WILL HOST  
THE OLYMPIC GAMES  
FOR THE THIRD TIME

(OLYMPIC.ORG)



**MORE THAN 60**  
STARTUPS INCUBATED  
AT THE TREMPLIN  
STARTUP HUB  
SINCE 2015

(LE TREMPLIN)



**THE FRENCH FEDERATION  
OF E-SPORT WAS  
CREATED IN  
2016**

(FRENCH FEDERATION  
OF E-SPORT)



**227,000**  
JOBS IN SPORT  
IN FRANCE

(FRANCE STRATÉGIE)

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