



## 6<sup>th</sup> Oct. 2020 : Innovation in France, in Japan, but where ?

The poster features a large black circle on the right side with the date and time. The background has a red and white circular pattern on the right. Logos for the organizing bodies are at the top.

**STARTUP CREATIVITY CHALLENGE**

**COMITÉ D'ÉCHANGES FRANCO-JAPONAIS**

**FONDATION FRANCO-JAPONAISE SASAKAWA**

**TUESDAY CHALLENGE**

**Innovation in France, in Japan, but where ?**

フランスのイノベーション、どこにある？  
そして日本は？

"PRESENTATION OF THE 1ST STARTUP ACCELERATOR IN FRANCE AND THE LIFE CYCLE OF A STARTUP WITHIN OUR ECOSYSTEM"

- MR. THOMAS BENAÏM  
COO / VILLAGE BY CA PARIS
- MR. HAZUMU YAMAZAKI,  
CSO / EMPATH

"HOW MIZUHO SUPPORTS THE GLOBAL STARTUP ECO SYSTEM"

- MR. JUNIICHI HIRATSUKA  
MANAGING DIRECTOR,  
MIZUHO BANK PARIS BRANCH
- MR. HIDEHIKO OTA  
SENIOR VICE PRESIDENT, HEAD OF X-TECH, MIZUHO  
BANK, INDUSTRY RESEARCH DEPARTMENT

In partnership with

**JETRO** Paris

**SINCOBA**

**ENJO**

**MATRICE**

**日仏経済戦略研究所**  
Institut de Stratégie et de Relations Franco-Japonaises

**Tuesday 6th Oct. 2020**  
2020年10月6日(火)

At 9.30 am  
午前9時半～  
ONLINE  
オンライン  
in English  
英語

On September 29, 2020, [Comité d'échanges Franco-Japonais \(CEFJ\)](#) held a webinar "Tuesday Challenge" for its members and visitors. It was held with many participants from member companies in both Japan and France. As a guest, we had the opportunity to meet with, **Mr. Thomas BENAÏM** (Village by CA Paris, COO) , **Mr. Hazumu YAMAZAKI** (EMPATH, CSO) , **Mr. Junichi HIRATSUKA** (Managing Director, Mizuho Bank Paris Branch) , **Mr. Hidehiko OTA** (Senior Vice President, Head of X-Tech, Mizuho Bank, Industry Research Department)

At this time, they kindly speeched attractively with the title, " Innovation in France, in Japan, but where ? ".

### 1. About Comité d'échanges Franco-Japonais (CEFJ) / Startups Creativity Challenge(SCC)

### 2. Event Report

## 1. About Comité d'échanges Franco-Japonais (CEFJ) / Startups Creativity Challenge(SCC)

Comité d'échanges Franco-Japonais (CEFJ) is a non-profit organization established in 1997 with the aim of contributing to the development of French-Japanese business relations and deepening mutual understanding in the global environment. CEFJ has been supporting more active exchanges for business purpose, between French and Japanese companies for more than 20 years through a variety of programs and information, and currently has 157 members in both countries, supported by its huge network in France and in Japan but also in Europe and Asia.



(Image Credit: CEFJ)

(Image Credit: CEFJ)

Recently CEFJ has launched a new innovation program, “**Startups Creativity Challenge (SCC)**”. It will be held three times in total from 2019 to 2021 annually in order to further strengthen the relationship between Japan and France and to build organic startup ecosystems together.

The first edition, held in October 2019, was attended by 128 participants from both Japan and France. 4 enterprises and 9 startups also came together. The event was held at Station F, France’s largest incubation facility. In the presence of Mr. Nobuyuki IDEI, former CEO of Sony, Chairman and Founder of Quantum Leaps, and Ms. Anne Lauvergeon, former CEO of Areva, CEO of ALP, welcomed by President Kling and Delegate President Kuchly, the atmosphere is really attractive, and various kind of players actively discussed how to create new innovations between the two countries.

The second SCC event, scheduled to take place in December 2020 in Paris, will be even more practical than the first. The SCC will further accelerate cross hydride collaboration between large companies and startups and generate innovations.

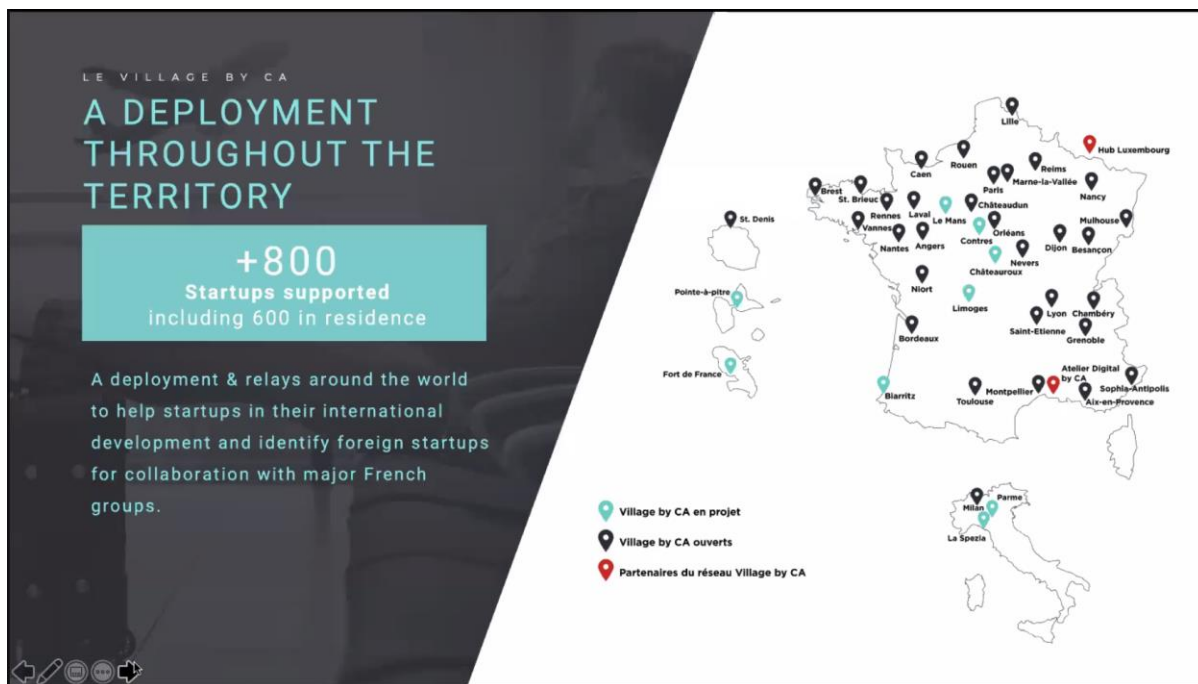
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## 2. Event Report

The event, which began at 9:30 a.m. local time in Paris on October 6th 2020, was held online with attendees mainly from CEFJ member companies in both countries.



The first speaker was Thomas BENAÏM, COO of Village by CA Paris.



Village by CA was founded in Paris in 2014 and since then has supported startups in all sectors, and has now supported more than 800 startups across 39 offices in France, as well as in Italy and Luxembourg.

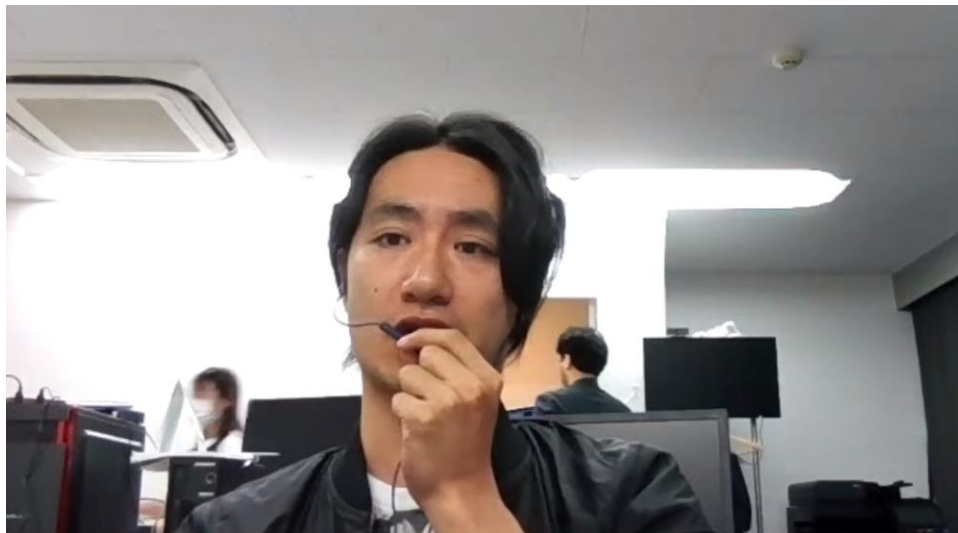
**IE VILLAGE**

## SOME EXAMPLES OF ACCELERATED STARTUPS

<p><b>velco</b></p> <p>Designs and markets solutions to make cycling more enjoyable and safe.</p> <p><b>3 awards received at CES 2018</b> Including a SmartCities award</p>	<p><b>EB EARLY BIRDS</b> An Atisud company</p> <p>E-commerce technology for easy use of customer data and creation of algorithms</p> <p><b>Acquired in 2019 by an English group</b></p>	<p><b>APYREN</b></p> <p>Valorization of non-food biomass in bioenergy and green chemistry</p> <p><b>21 M€ fund raising in February 2019</b></p>
<p><b>Linxo</b></p> <p>French leader in bank account aggregation solutions with more than 1.5 million users.</p> <p><b>1st Fintech France in 2016</b> Fundraising of €20 million in 2017</p>	<p><b>mooncard</b></p> <p>Pay, manage and account for your expense reports and business expenses</p> <p><b>Fundraising of €5 million in January 2019</b></p>	<p><b>Sybel</b></p> <p>Sybel gives you access to hours of audio series, for anyone, anywhere, anytime</p> <p><b>Fundraising of €5 million in March 2019</b></p>
<p><b>diabeloop</b></p> <p>Diabeloop wants to make an artificial pancreas available to fight type 1 diabetes</p> <p><b>14 M€ fund raising in 2017</b></p>	<p><b>wynd</b></p> <p>Wynd is a SAS software company and a specialist in point-of-sale and brand digitization.</p> <p><b>30 awards received</b> Fundraising of €72 million in 2019</p>	<p><b>TEACH N MARS</b></p> <p>The European leader in training platforms optimized for mobile</p> <p><b>Fundraising of €7 million in January 2019</b></p>

Several startups have won awards at startup conferences in France and abroad, as well as significant funding, and Village by CA's sophisticated programs have given birth to some of the most successful startups in France and abroad, so we are excited to see what the future holds.

In addition to startups, Village by CA is also involved in creating innovations for large corporations, and it can be said that Village by CA itself forms an organic startup ecosystem.



Next, Hazumu YAMAZAKI, CSO from Empath, a Japanese startup that has been participating in the Village by CA program since May 2019, took the stage.



# Empath



## Vocal Emotion AI

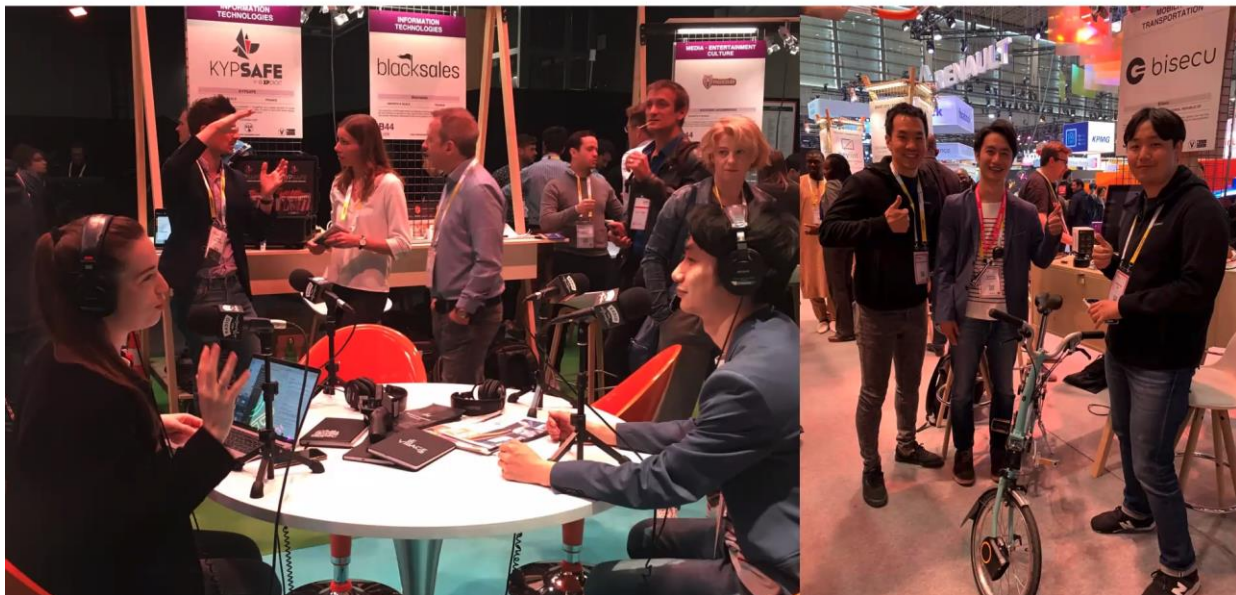
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Empath, which produces an API for voice-based emotion recognition using AI, is expanding its business around the world, including Asia, the US and Europe. For Japanese startups, which have struggled to access global markets for entrepreneurs, he said there are three things that make it worthwhile to join an overseas startup accelerator:

1. Rapidly connect with international startup ecosystem
2. Potential market research (we can't get every info online)
3. PR/Marketing (Branding) in international and Japanese market

## Viva Technology 2019

**VIVA** MAY 16-18  
2019 PARIS  
**TECHNOLOGY**



Empath's participation in the Village by CA accelerator has not only enabled Empath to expand its network of French startups, but has also enabled it to speak at Viva Technology, the largest French startup conference. This is a classic example of realizing the significance of participating in an international startup accelerator.

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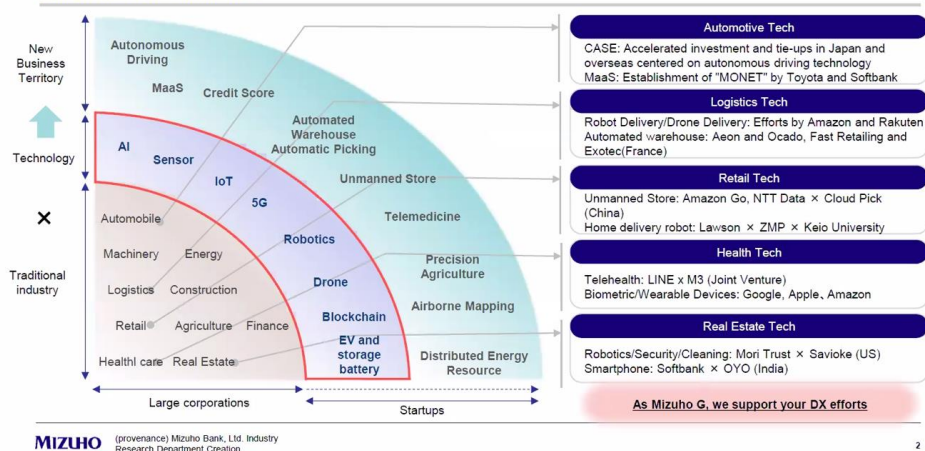


Next, we heard from Junichi HIRATSUKA (left), Managing Director, Mizuho Bank Paris Branch, and Hidehiko OTA (right), Senior Vice President, Head of X-Tech, Mizuho Bank, Industry Research Department, about how Mizuho Bank, one of Japan's megabanks, is approaching the global startup ecosystem.

### Digital Transformation

- The development of next-generation technologies has drastically changed the traditional industrial landscape.
- Accelerate collaboration between cross-tech/sector/large corporations and startups to capture new business areas created by existing industries and technologies

#### New Business Areas with X-Tech

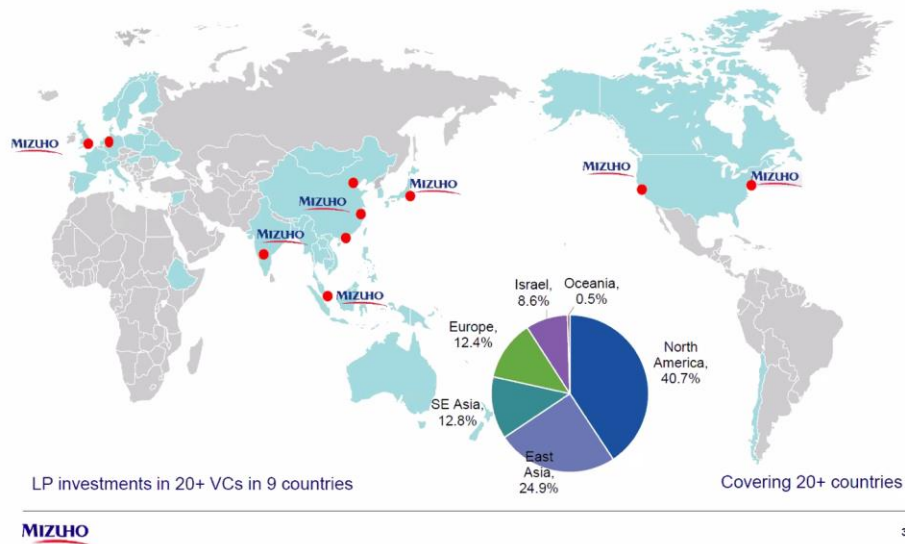


After Mr. Hiratsuka's opening remarks and introductions, Mr. Ohta introduced specific initiatives. In the X-Tech domain, there is a momentum for the birth of a new business domain by combining AI, 5G, blockchain and other IT technologies with the existing businesses of large corporations.

## Global Startup Coverage System

Covering Startups in 10 Cities World wide

Contact with more than 1,400 startups



Mizuho Bank has offices in 10 cities around the world and is working to create value through partnerships and investments with startups in a wide range of areas. It is expected that the bank will continue to expand the scope of its activities in terms of building startup ecosystems and collaborating with large corporations.

Afterwards, a Q&A session was held, in which many questions based on the content of the speeches were collected in the chat box. Many questions were asked about global ecosystem collaboration, including Japan and France, and the four pioneering guests shared their insights with the participants.

Written by [RouteX Inc.](#)



Our Mission: To the World without Information Asymmetry

RouteX is a young and dynamic startup deeply committed to innovate startup ecosystems around the world. CEFJ supports its spirits!