

## Paris&Co becomes Startup Europe Ambassador

**19 March 2018, Paris – Paris&Co proudly becomes “Startup Europe Ambassador” in France. The Startup Europe Ambassadors are a group of key influencers in the European startup ecosystems to provide information and advice about the European Commission's Startup Europe initiative. The objective is to democratise the startup phenomenon so that every citizen has a fair chance to become a successful entrepreneurs wherever they are located in Europe. The ambassadors will also help startups in their growth phase to have access to all the opportunities offered at European level. All Startup Europe Ambassadors are publicly presented today at the “Startup Europe Campfire” held in Paris.**

Throughout the years, European Commission's Startup Europe initiative has become a top reference in the European startup related field, by supporting directly around 60 local ecosystems and over 750 startups to grow beyond borders. The mission of Startup Europe is to build a Startup Continent by connecting pools of talent. The initiative *encourages* entrepreneurship, startup creation and growth; and *connects* startups, investors, accelerators, corporates, universities and the media through an array of grassroots initiatives or networks.

Paris&Co is part of the new Startup Europe Horizon 2020 funded project ScaleEU<sup>2</sup> which is publicly launched today during the Startup Europe Campfire in Paris.

Scale EU<sup>2</sup> is an Acceleration Program, financed under the Horizon 2020 framework, committed to help Deep Tech startup accelerate their development and scale up at European level.

The Scale EU<sup>2</sup> Program aims to support European Deep Tech startups to:

- Accelerate growth
- Cooperate with major European corporates
- Raise funds from European investors
- Attract public funding for their innovation and R&D projects
- Attract talents, reinforce their skills and strategy
- Get higher visibility

Paris&Co will organize Deeptech4good#Paris the first event of the Scale EU<sup>2</sup> program on July 11<sup>th</sup> 2018

In an ever-changing European startup ecosystem the Startup Europe initiative has designed the group of its Ambassadors **to democratise the startup phenomenon** so that every citizen has a fair chance to become a successful entrepreneurs wherever they are located in Europe. The role of the ambassadors is to provide information and advice about the European Commission's Startup Europe initiative. In addition, the ambassadors will also help **startups in their growth phase** to have access to all the opportunities offered at European level.

The Startup Europe Ambassadors will actively contribute to the visibility of Startup Europe activities at the local level by acting as a key **information point** in their countries and also as **connector** for the local ecosystem with the other startups ecosystems across Europe. The first members of this group are the organisations who have been selected through the evaluation of proposals of European Commission's Horizon 2020 ICT 32 call, as well as partners of European funded projects WeP-UP or OpenMaker.



The complete list of Startup Europe Ambassadors is published here: <http://startupeuropeclub.eu/startup-europe-ambassadors/> and you can meet us during future Startup

Europe events organised in 2018: [STARTUP OLÉ 2018](#) (17-19 April, Salamanca, 2000 startup stakeholders, free registration), [EUROPEAN MAKER WEEK 2018](#) (18-27 May, 300 maker events in 28 countries), Startup Europe Summit 2018 (European Commission's foremost technology policy conference for startups. 15 October, Sofia, BG), Deeptech4good#Paris, Paris, July 11<sup>th</sup> 2018

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## About Startup Europe

Startup Europe is an initiative of the European Commission which falls under its priority of the “Digital Single Market”. Startup Europe’s goal is *to democratise* the startup phenomenon so that every citizen has a fair chance to become a successful entrepreneurs wherever they are located in Europe. In addition, Startup Europe helps startups in their growth phase to scale-up across Europe and internationalise worldwide. Startup Europe’s first priority is to develop *high quality ecosystems* based on talent and high level of *connectedness* among the players of the ecosystems at EU level.

The Startup Europe has mobilised the tech entrepreneurship ecosystem and helped them to have their voice heard at the EU institutions. It has helped to get a better understanding of this environment and has raised political awareness on the subject. Within the Horizon 2020 framework, 2018-2020 timeframe, 7 projects are working together in terms of financing, skills, entrepreneurial events and growth advice. Startup Europe’s programmes focus on helping startup communities, increase *collaborations between startup ecosystems*, encouraging entrepreneurship, startup creation and scaling business.

Learn more on the single point for startups (*One Stop Shop*) to access all the information they need to grow and thrive: <http://startupeuropeclub.eu/>

## About Paris&Co

**Paris&Co** is the economic development and innovation agency of Paris. We seek to enhance attractiveness and innovation, with the aim of creating jobs and value-add in Paris. We prospect and host foreign startups, promote Parisian business opportunities internationally, and boost the innovation ecosystem of the Paris metropolitan area by incubating new companies, beta-testing innovative solutions, organizing events and helping startups network with over a hundred corporate partners

<http://www.parisandco.com/Who-are-we/About-us>

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