

Official launch of
INNOGEX: Business
Incubation Centre of
CERN Technologies of
Pays de Gex

Table of contents

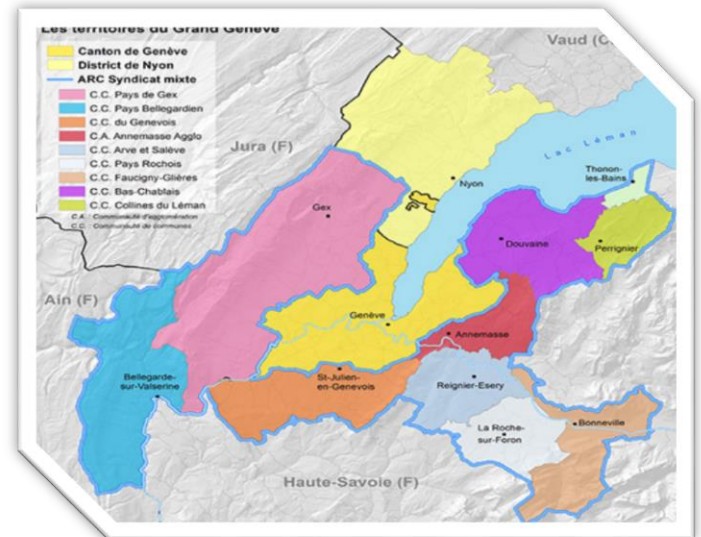
1. A LOCAL ECONOMIC DEVELOPMENT STRATEGY	3
Pays de Gex must preserve its competitiveness	3
A local economic development strategy implementation: the Circle of Innovation	3
The impact of CERN in the Pays de Gex	4
An international network of CERN incubators is being set up	4
A territorial partnership with CERN	4
2. PRESENTATION OF INNOGEX	5
A. Project selection process	5
For who?	5
Project selection criteria	5
Conditions of entry into the business incubator	6
B. Services offering	7
Accommodation in the Technoparc of Saint-Genis Pouilly	7
A personalized support through a dedicated and versatile team	8
A support which takes into account projects progress	9
A Financial engineering	9
A post incubation support	10

1. A LOCAL ECONOMIC DEVELOPMENT STRATEGY

Pays de Gex must preserve its competitiveness

The economic development of Pays de Gex is strongly linked to the activity of the "Grand Genève".

The territory must enhance its attractiveness in order to attract new businesses particularly by stimulating the creation of high-potential companies.



The « Grand Genève » territory

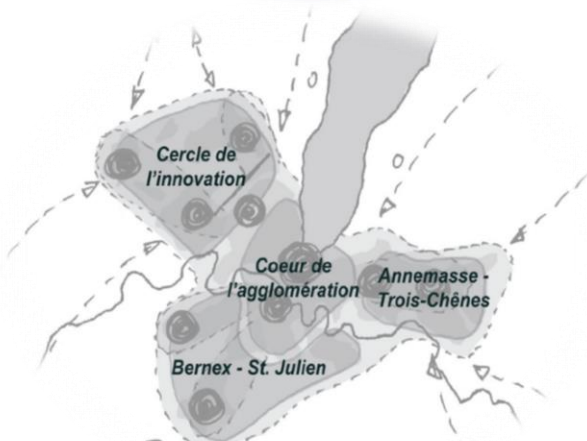
A local economic development strategy implementation: the Circle of Innovation

The Circle of Innovation is part of the agglomeration project of the "Grand Genève" as well as several studies and Franco-Swiss partnerships implemented since 1993. With a total area of 35 km², the cross-border territory of Circle of innovation brings together several major economic facilities of the Geneva metropolis, including CERN and international organizations, and new urban polarities.

3 cities of Pays de Gex are a part of the territory of the Circle of Innovation: Ferney-Voltaire, Prévessin-Moëns and Saint-Genis-Pouilly. They total about 30 000 inhabitants.

The Circle of Innovation implements an economic and space strategy with polarities connected by a bus and in the future by a tramway.

4 development lines are determined whose 1 focuses on innovation: encouraging the development of innovative companies on the territory based on structuring facilities including CERN.



The Circle of Innovation territory

The impact of CERN in Pays de Gex

CERN is an intergovernmental organization established by the Convention of 1 July 1953. The organization has 21 member states and employs more than 2,500 employees and subcontractors. Approximately 10,000 scientists use the CERN scientific tool.

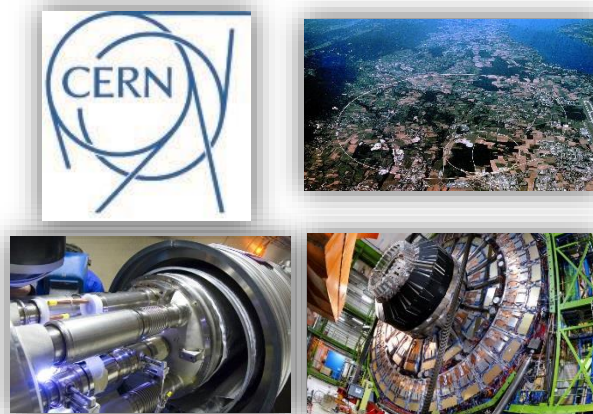
CERN is geographically located in Switzerland and France.

CERN is in 9 towns of Pays de Gex.

The CERN main site is located in communities of Meyrin (Switzerland) and Saint-Genis-Pouilly (France). The secondary site of CERN is located in the municipality of Preessin.

3 main experiences are installed in Pays de Gex in the cities of Cessy, Ferney-Voltaire, Sergy and Saint Genis Pouilly. They bring together more than 3,600 scientists.

4 other municipalities of Pays de Gex, accommodate CERN facilities: Echenevex, Crozet, Chevry and Versonnex.



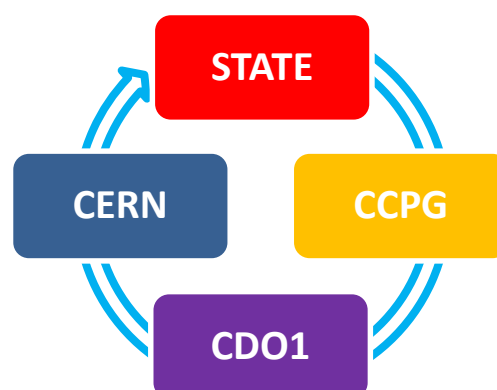
An international network of CERN incubators is being set up

Currently, the network of CERN incubators has 5 sites :

- ✓ SFTC CERN Business Incubation Centre (BIC) – (United Kingdom, 2012)
- ✓ Nikhef-CERN Business Incubation Centre – (Netherlands, 2014)
- ✓ NTNU Business Incubation Centre of CERN Technology – (Norway, 2014)
- ✓ Austria Business Incubation Centre of CERN Technologies – (Austria, 2014)
- ✓ Business Incubation Centre of CERN technology of Technopolis Thessaloniki Incubator S.A. – (Greece, 2014)

A territorial partnership with CERN

In view of interactions between CERN and territory, a four-way partnership (CERN / State / CCGP¹ / Department of Ain (Council)) was signed in 2014, to fix modalities of collaboration.



¹ Communauté de Communes du Pays de Gex

The Business Incubation Centre of CERN Technologies "INNOGEX" is the first realization of this partnership. It allows project holders who use CERN technologies to create their businesses and expand them in Pays de Gex. This is a way for the territory and businesses to benefit from the presence of one of the largest laboratories world physics. For CERN, the incubator will develop a site to host start-ups nearby thereof.

2. PRESENTATION OF INNOGEX

The incubator is a structure which hosts optimally, project holders during the first 3 years of the project.

Several partners are alongside the CCGP in this project: CERN, Department of Ain (Council), ADE 01, the Economic Mission of Ain and the Chamber of Commerce and Industry of Ain.

A. Project selection process

Before the entry into business incubator, project holders must be identified and selected by an accreditation committee.

For who?

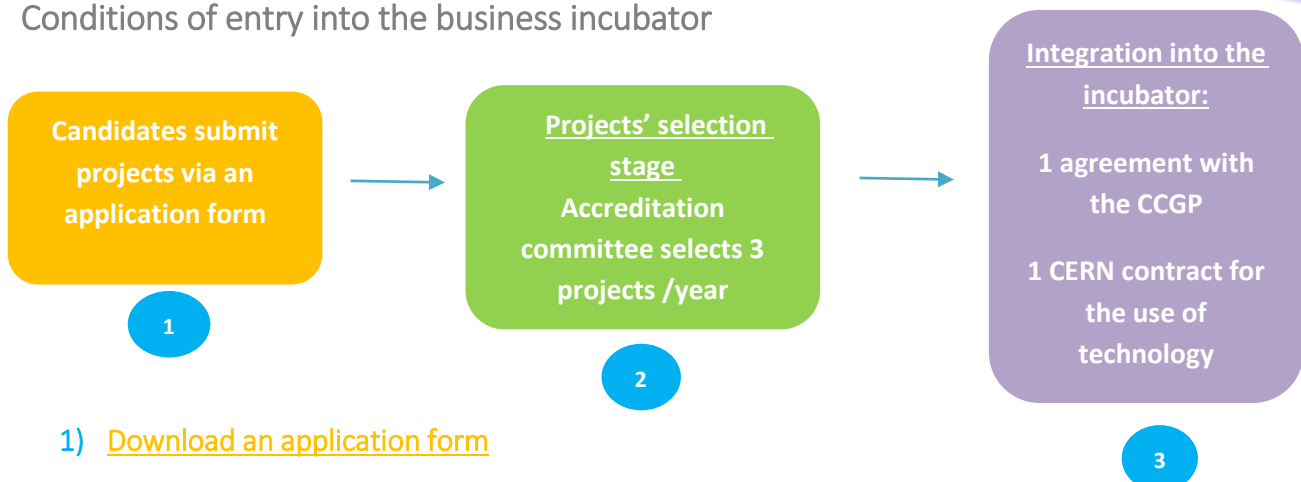
The incubator hosts innovative project holders in connection with the use of CERN technology. Subject to certain conditions, project holders can be employees or CERN users.

Project selection criteria

Project holders' selection is carried out according to the following criteria:

- Technological and innovative aspects (competitive advantages of this innovation);
- A degree of project maturity: it must reach the stage of scientific and technical "proof of concept";
- The entrepreneurial aspect: the project holder must have studied the question of economic and financial feasibility (market segments ...).

Conditions of entry into the business incubator



To integrate the business incubator, project holders must first download the application form on the website or retrieve it at partners.

This allows the business incubator's team to do an analysis of the project on all its aspects (project team, project technology, business plan, immediate prospects of development, market analysis, business model, project funding).

The stage of the application involves a certain maturity of the project. To help project holders to pass this first step, the business incubator's team provides an **assistance to facilitate the preparation of the application**.

2) [Projects' selection stage](#)

Projects which attract the intention of the business incubator's team are selected to be presented to the Accreditation Committee. This committee consists of one or more representatives of each signatory of the four-way partnership.

In addition, the Accreditation Committee may include a private equity expert, a technical expert and / or contractors selected by partners.

The accreditation committee is responsible for selecting project holders who will be able to integrate the incubator for a period of three years.

3) [Integration into the business incubator](#)

At the time of the entry into business incubator, each project holder must sign the following contracts:

- **A partnership agreement** with Communauté de Communes du Pays de Gex which defines incubator's occupancy conditions;
- **A license agreement or any other contract** with CERN necessary to allow the project holder to access to CERN technologies.

B. Services offering

The Business Incubation Centre of CERN technologies offers for 3 years, a complete support through four aspects: a hosting, a dedicated and versatile team, services which take into account projects progress and financial engineering.

Accommodation in the Technoparc of Saint-Genis Pouilly

Project holders are hosted for a period of three years in a dedicated area of the business incubator of the Technoparc of Saint-Genis Pouilly *.

Indeed, this facility is managed by the Communauté de Communes du Pays de Gex.

Its geographical proximity to the CERN makes it an ideal site for the establishment of businesses collaborating with CERN. In this context, many CERN providers are located on the site. Among them: 15 Industrial maintenance companies for 200 employees (SPIE, Dalkia, Handel, Altead industries, GTM,...) and many services companies working with CERN.

Some companies located in Pays de Gex were created by CERN employees and researchers and are located specifically in the Technoparc.



* TECHNOPARC - PAYS DE GEX - 50, rue Gustave Eiffel - 01630 SAINT-GENIS-POUILLY

The accommodation includes:

- A technical room: 15m² office and/or 150m² workshop;
- A whole range of associated services: office equipment, meeting room, internet connection, phone, photocopier, mail service...



Free the first year

For the 2d and 3rd year: a competitive rate

A personalized support through a dedicated and versatile team

In addition to accommodation, the project holder gets a **human support** in all strategic areas related to the creation of an innovative company.

In this context, a **team consisting of interlocutors and experts, is in place:**

- *A project manager on the site*

Expert in business creation, it guides project holders for the creation of their enterprise: support to legal and administrative steps, information, mobilization of partners; Daily support on site.

Partners: ADE01 – CCPG



- *A permanent relay at CERN*

CERN offers to project holders an access to all of its technology through a license agreement or any other agreement necessary, at preferential rates.

Subject to the availability of its experts, CERN provides forty hours of support over a two year period to project holders as well as technical visits within the structure.

Partner: Knowledge transfert group



- *An expert of business creation*

Concerning entrepreneurial aspects of the project (formalities of business creation, business plan, honor loan fund), the project holder will be accompanied by the platform Bellegarde Pays de Gex initiative.

Partners: Bellegarde – Pays de Gex Initiative - CCI Ain - Conseil départemental de l'Ain



- *An expert in technology transfer*

Project holders receive an individual coaching (from technology project to economic project).

Partner: a mission will be given to an external services provider

- An expert in innovation

Through **appointments and personalized follow-up**, this expert will provide to project holders advice on all aspects of **innovation** (industrial property, financing, marketing of innovation, standards and regulations, ensures and data security, engineering for innovation aid ...).
Connection with actors of Rhône-Alpes and France (over 50 organizations).

Partner: Chambre du Commerce et de l'industrie de l'Ain 

- A networking

With local actors and experts and a support for the search of partners.

Partners: Conseil départemental de l'Ain – Mission Économique de l'Ain



On recruitment issues, the Employment Service of CCGP helps project holders in formalizing job descriptions, dissemination of offers, legal and administrative monitoring and linking with stakeholders.

A support which takes into account projects progress

To ensure quality of services of the business incubator, the support takes many forms:

- A **personalized support** through the incubator's team;
- With **collective meetings** to foster sharing of experiences, between project holders;
- An organization every 6 months of **follow-up committees** of projects in order to assess their progress and best meet their needs.

A Financial engineering

The Communauté de Communes du Pays de Gex has decided to create a funding for each project holder who integrates the incubator. This funding of loans is for a budget of 30,000 euros over three years maximum (duration of occupancy in the business incubator).

This aid, in the form of provision of credits, helps project holders to prepare and realize their company's project.

It covers services listed below:

- ✓ market research, marketing studies;
- ✓ commercial prospection;
- ✓ technical feasibility study;
- ✓ communication tools required to market the project;
- ✓ technical services and equipment specific to the project.

In addition, there is a creating of **an Honor loan fund dedicated to innovation** by the platform Bellegarde-Pays de Gex initiative – Financers : Bellegarde-Pays de Gex Initiative, Conseil départemental de l'Ain and CCPG – €120 000 per year.

A post incubation support

After the incubation, recently created enterprises often face difficulties related to a lack of experience and to an important differential concerning rents price between the incubator and the market.

This is why, the business incubator offers a last support in 2 forms:

- ✓ A final diagnosis made by the business incubator's team, with the aim of achieving personalized advice and formalization of the company's development plan for the following years;
- ✓ Implementation advice and proposals of accommodation on the territory of Pays de Gex will be provided to enterprises.

Press Contact :

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