



The French Tech Tour

May 13-15, 2009

An invitation to apply to the

French Tech Tour 2009

After 29 successful events in other European countries, the **European Tech Tour Association** is now organising the 3rd French Tech Tour. This two day event, widely covered by the press, will **introduce 25+ of the most innovative start-up technology companies in France**, each with world-class aspirations and potential, to a distinguished international group of 60 privately invited senior professionals from leading venture capital funds, international technology corporations and service providers.

The French Tech Tour will take place May 13-15, 2009. A selection committee, comprising leading members of the French venture capital and technology community, is currently reviewing companies to present during the Tour. If you are an emerging world-class technology company based in France, offering innovative and unique technologies, or related products and services, we would invite you to register your company on-line for consideration by the selection committee. Please visit our website at www.techtour.com for more information and online registration forms.

What's in it for me?

The European Tech Tour Association has profoundly influenced a large number of companies who have presented at previous Tech Tours, held in countries including Switzerland, Germany, France, Finland, Holland, India, Italy, Israel, Ireland, Norway, Denmark, Sweden, England and Russia. Participating companies present to, and network with, potential investors and partners who can help them move quickly through global expansion and development.

If you are selected as one of the 25 companies to present, you will represent the very best technology companies in France and, as such, at no cost to your company:

- You will get 20 minutes exclusive time to present your company to 60 privately invited professionals from Europe, US and Asia. All invitees are senior partners, vice-presidents or CEOs in the global venture capital and technology industry.
- You will be invited to spend time with the 60 delegates, thus providing a unique networking opportunity beyond presenting and taking questions.
- You will be invited to the opening Gala Dinner where up to 200+ professionals from the local technology and venture capital community meet and network with the delegates.
- You will benefit from local and international media exposure.

Even if you are not selected, you will still have raised your profile with members of the selection committee - whose membership represents the local technology and venture capital industry - and you will have the opportunity to increase your visibility with delegates by having your company profile included in the delegate book.

Delegates

Delegates from past events have included general partners at 3i, Accel, Apax Partners, Atlas, Baytech, Crescendo Ventures, Earlybird, Highland Capital, Index Ventures, Northzone, Redpoint Ventures, Sofinnova, Endeavour Vision, Wellington and senior professionals from technology corporations such as DoCoMo, Ericsson, IBM, Intel, Logitech, SAP, NASA, Microsoft, Oracle, Siemens and Sony.

Presenting companies

The French Tech Tour is interested in technology companies with the potential to become global leaders in their market. The Tour will present to delegates a range of businesses based on the following industry segments, development stages, and selection criteria:

Industry segments

The tour is interested in a broad range of high-technology markets, including:

- Electronic Components and Systems
- Voice and Data Communication Technologies
- Software and Systems
- Data / Knowledge Management
- Internet Technology & Services
- Vertical Market Solutions
- New Media Technology
- Wireless Solutions
- New Materials and Processes
- Optoelectronics
- Medical Equipment
- Cleantech

Please note that biotech companies will be addressed through a future Biotech Tour.

Development stages

Presenting companies will represent the spectrum of different stages of development, although a majority will usually be at the expansion stage and thus of most interest to the international delegates:

- Seed: Product in R&D phase, receiving angel financing
- Start-up: Product in alpha / beta stage, trials with customers, first round of VC funding
- Expansion: Product finalized, market expansion, 2nd / 3rd round of VC funding
- Pre-IPO: Product mature, international market presence, last financing pre-IPO
- Public: Listed on a stock exchange

Selection criteria

Regardless of stage of development or industry segment, all presenting companies will represent:

- World-class technologies
- Companies in high-growth market segments
- Quality management teams with aggressive growth plans
- Companies seeking investment and/or strategic partners

The tour will present a 'snap-shot' of the French technology scene, from seed stage innovations to publicly traded 'national treasures'. We are not exclusively looking to present companies seeking investment. In many cases, companies will present simply to raise their profile or seek potential partnerships.

How do I register?

Companies that would like to present at the French Tech Tour should apply before March 15, 2009 at http://www.techtour.com/french09/how_to_register.php

For more information, please contact:

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