



PRESS RELEASE  
Paris, June 3<sup>rd</sup>, 2019

## ICADE LAUNCHES URBAN ODYSSEY, A START-UP STUDIO SHAPING THE CITIES OF TOMORROW

**Icade launches its start-up studio Urban Odyssey and the recruitment of entrepreneurs to help get start-ups off the ground in partnership with the HEC Incubator.**

### **The objective: implement urban innovations on a large scale**

Urban Odyssey, a founder of smart city start-ups, is based on three guiding principles—assisting entrepreneurs, investing in jointly established companies and having quick access to the market.

As a result, Urban Odyssey allows entrepreneurs to remain agile while relying on Icade's firepower as a leader in the real estate sector.

### **The HEC Incubator—Urban Odyssey's partner**

Urban Odyssey's projects will be incubated and accelerated within the HEC Incubator which has an unparalleled track record in France. A specially designed six-month programme will enable entrepreneurs to profit from the HEC Incubator's expertise in developing start-ups and to gain access to its ecosystem's resources (4,000 students, 60,000 graduates, 200 partner companies). The HEC Incubator and Urban Odyssey's projects will all be housed at Station F.

Immediately following the seed phase, in which a project idea is tested for its viability (product/market fit, business plan, financing, etc.), Icade and the entrepreneur will decide whether to move forward with co-creating the business.

The projects to be incubated will be selected by both Icade and the HEC Incubator.

**Being a part of Urban Odyssey is a unique opportunity for entrepreneurs to co-create their start-up with Icade on topics such as the home and office of the future, healthcare real estate or living well in an urban environment.**

- **A financial investment:** Urban Odyssey co-invests in studio-born start-ups.
- **An immediate impact on business:** working with Urban Odyssey means having unique access to Icade's properties, development projects, customers and users.
- **A dedicated team of talented people:** entrepreneurs, developers, designers, business developers and real estate professionals, deeply interested in the challenges facing the cities of tomorrow and committed to the success of the projects.
- **The expertise of the HEC Incubator**

### **Urban Odyssey is currently recruiting its first season's entrepreneurs.**

Icade's start-up studio is geared towards experienced entrepreneurs as well as young graduates with a strong desire to become an entrepreneur and create a business.

Applicants must have a strong entrepreneurial drive in addition to an idea or project relating to the city or real estate of tomorrow.

To apply and be contacted: [startupstudio@icade.fr](mailto:startupstudio@icade.fr).

The team at Urban Odyssey will meet candidates from May 30 to June 28, 2019.

Selection of the first wave of projects to be incubated: mid-July 2019.

Olivier Wigniolle, CEO of Icade, explained: *"In 2016, we created an intrapreneurial innovation fund which has enabled us to design new solutions for our customers, such as Imagin'Home and Ambu'stage. In 2018, Icade partnered with Egis to launch its first start-up company, Cycle Up, an online marketplace dedicated to the reuse of building materials. In 2019, we are taking it to the next level with our start-up studio in order to accommodate entrepreneurs in-house by forging a partnership*

with the HEC Incubator. Our aim is to encourage the large-scale implementation of innovation in cities and the real estate sector.”

Antoine Leprêtre, HEC Incubator Manager, added: “After having tripled in size over the past few years, the HEC Incubator has begun a new era in its development by bringing together innovators coming from or supported by large firms and our start-ups. We are thrilled to be partnering with Icade, with which we share common visions on a number of issues, such as rethinking workplaces as real places for innovating, sharing and achieving professional fulfilment. The entrepreneurs at Icade’s start-up studio will benefit from our assistance and that of HEC’s network, and all of Icade’s expertise in the urban real estate business. There is no better place to build the projects of tomorrow!”

Nicolas Bellégo, Head of Urban Odyssey, the “start-up studio by Icade”, stated: “We are convinced that by putting teams of entrepreneurs in place from the early phase of the projects, we can truly develop and implement, together, innovative solutions that address the current and future challenges facing cities.”

## ABOUT ICADÉ

As an investor and a developer, Icade is an integrated real estate player which designs innovative real estate products and services adapted to new urban lifestyles and habits. By placing corporate social responsibility and innovation at the core of its strategy, Icade is closely involved with stakeholders and users in the cities—local authorities and communities, companies and employees, institutions and associations... As an office and healthcare property investor (portfolio value of €11.3bn as of 12/31/18 on a proportionate consolidation basis) and as a property developer (2018 economic revenues of €1,251m), Icade has been able to reinvent the real estate business and foster the emergence of tomorrow’s greener, smarter and more responsible cities. Icade is a significant player in the Greater Paris area and major French cities. Icade is listed on Euronext Paris as a French Listed Real Estate Investment Company (SIIC). Its leading shareholder is the Caisse des dépôts Group. The text of this press release is available on the Icade website: [www.icade.fr](http://www.icade.fr)

### Contacts:

Charlotte Pajaud-Blanchard – Press Relations Manager – [charlotte.pajaud-blanchard@icade.fr](mailto:charlotte.pajaud-blanchard@icade.fr)

Anne-Sophie Lanaute - Head of Financial Communication and Investor Relations – [anne-sophie.lanaute@icade.fr](mailto:anne-sophie.lanaute@icade.fr)

## ABOUT THE HEC INCUBATOR

The HEC incubator is a bespoke programme of support which is customisable and based on active participation.

It draws on all the resources that the HEC ecosystem has to offer to assist ambitious entrepreneurs to speed up the growth of their projects. It is intended for entrepreneurs, students and those holding an HEC Paris degree or certificate with ambitious projects having the potential to make a positive impact (whether economic, environmental, social or technological). Incubated projects benefit from coaching and the assistance of mentors and experts, as well as the experience of previously incubated start-ups, lunchtime get-togethers, exchanges with the HEC Alumni community, and, more importantly, a supportive and helpful environment.

Since its creation in 2007, the HEC Incubator has worked with over 250 companies (Concord, Product-Live, Leetchi, Point Vision, etc.). Since July 2017, all of the start-ups have been incubated on 700 sq.m of space equipped with 188 workstations at Station F. We are currently incubating 60 companies.

Ø <https://www.hec.edu/en/faculty-research/centers/idea-center/act/hec-incubator>

Ø <https://stationf.co/fr/programmes-start-up/>