



Press Kit

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What is **STATION F**?



STATION F is the world's largest startup campus on a mission to empower the next generation of entrepreneurs. Located in central Paris and backed by entrepreneur-investor Xavier Niel, the 51,000 sq meter campus hosts an entire startup ecosystem under one roof.

At STATION F, you can find a startup zone with over 3,000 startup desks divided into 30+ different startup programs - including a variety of partner programs and our own two Founders and Fighters Programs welcoming more than 200 startups. We also have numerous event spaces, offices for investors, tech companies and public administrations, a coworking coffee-shop, La Felicita a (giant) italian restaurant, and more. With Flatmates, STATION F also offers a co-living extension for 600 entrepreneurs 10 minutes away from the campus.

Empowering the next generation of entrepreneurs

By creating STATION F, Xavier Niel wanted to offer entrepreneurs a place to help them bring their ambitious ideas to life, as an answer to a booming european ecosystem in need of additional infrastructure. Since its opening in 2017, STATION F has witnessed many success stories and is even more ambitious in its willingness to make entrepreneurship more accessible and more diverse.



"With STATION F, we wish to give a framework to the fragmented startup ecosystem in France and in Europe. I also want to provide entrepreneurs the means to achieve high ambitions."

XAVIER NIEL, Founder

"At Station F we truly believe that excellent entrepreneurs can and do come from anywhere. Whereas previously it may have been thought that entrepreneurs need to be of a specific profile or background to be successful, there are many examples that have proven otherwise. Through our campus, our programs and our variety of services and offers, we are here to support the entrepreneurs of tomorrow. We believe this next generation of entrepreneurs will contribute heavily to building not only successful businesses, but those that are needed for a more sustainable world"

ROXANNE VARZA, Director of STATION F

An entire startup ecosystem under one roof

Key figures:

51,000 square meters

310 meters long (the size of the Eiffel tower!)

1,000+ startups

30+ international startup programs

100+ VC members

1/3 international residents

600 non-French speakers

100,000+ visitors per year

STATION F's timeline

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- 2013** ● Xavier Niel acquires the historical monument “Halle Freyssinet” with the idea to launch the world's biggest startup space in mind.
 - October 2014** ● The construction site, managed by architecture firm Wilmotte & Associés, opens in the presence of French President François Hollande, Paris Mayor Anne Hidalgo, 13th arrondissement Mayor Jérôme Coumet, and many entrepreneurs.
 - October 2015** ● Roxanne Varza is appointed Director of the project. Originally from Silicon Valley, she was formerly head of Microsoft Ventures, TechCrunch France, and co-founded StartHer, Failcon France and Tech.eu.
 - May 2016** ● Director, Roxanne Varza gathers an initial team of nine people to conceive and develop the project.
 - June 2016** ● Halle Freyssinet / 1000 startups changes its name to STATION F - a name that appeals to the worldwide startup community. The name “STATION F” hints at the origins of the building.
 - December 5th, 2016** ● Startup applications open. The first campus members are announced at TechCrunch Disrupt in London, including Facebook, Techshop, Daphni, Veepee (previously Vente-Privée), and more.
 - June 2017** ● STATION F's big launch in the presence of French President Emmanuel Macron, Paris Mayor Anne Hidalgo and many entrepreneurs.
 - May 2018** ● La Felicità, the largest Big Mamma restaurant, opens for residents and the public inside STATION F.
 - June 2019** ● Flatmates, our co-living extension to house up to 600 entrepreneurs opens 10-min away from STATION F

Standing for diversity since day one



No ecosystem can flourish if identical people with identical mindsets produce identical ideas - that would be the end of innovation as we know it. That's why we've made diversity a priority since day 1.

An international community

Located in the heart of Paris, France, STATION F is open to the world. The campus is home to entrepreneurs from all around the globe, offering them resources to achieve their international ambitions.

More than $\frac{1}{3}$ of the companies are coming from abroad and almost 600 residents among the 3.000 people on campus daily do not even speak French. This is the reason why we have chosen English as our main language for our internal and external communications. With our co-living extension, Flatmates, we are also able to facilitate the arrival of entrepreneurs from all around the world in Paris by offering them an easy-to-access and affordable place to live.

Most represented countries

#1 United States



#2 China



#3 Morocco



#4 South Korea



Fighters Program

Entrepreneurship is not a fair game and we are unfortunately not all equal in the ecosystem. To make it accessible to all, we have created the Fighters Program, a free one year incubation program specially designed for entrepreneurs from underprivileged backgrounds. That may include people who grew up in French suburbs or isolated countrysides, immigrants that struggled to integrate, refugees, people with difficult personal stories, etc. But regardless of their background, they feel they have what it takes to build a startup and are already working on a project. The Fighters Program is here to give them the extra boost they need to launch their business.

Empowering women

Despite the progress made in the past years, womens are still underrepresented in the tech ecosystem. At STATION F, we are proud to see that 45% of the companies are female-founded in more than five startup programs. How we do so? No quota. We're just encouraging more women to apply to our programs.

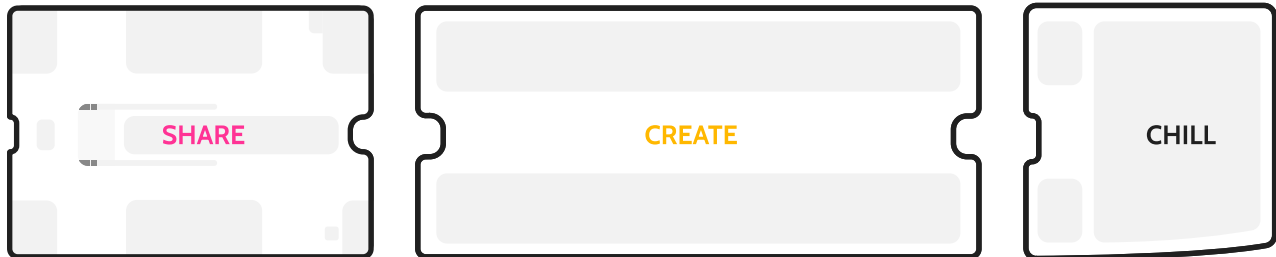
1/3 of foreign startups

600 non-French residents

45% of female founded companies (in five programs)

1/3 of women on campus

SHARE, CREATE, CHILL: the three parts of STATION F



The **SHARE** Zone

The SHARE zone provides all the services for entrepreneurs, like the French Tech Central area that offers direct access to 30 different public administrations, several mentorship offices hosting major tech companies (Apple, Google, Amazon Web Services, OVH), and a VC community with member funds (Balderton Capital, Index Ventures, Accel Partners, Daphni, Kima Ventures, Ventech...). In this space, two areas are open to the public: Anticafé (a coworking coffee shop where you can pay by the hour) and an innovative Post office. There is also a public walkway that lets you view into the building.

The **CREATE** Zone

The CREATE Zone is the backbone of STATION F, where all startups work hard to change the world. It counts 3,000 desks divided into 30+ international startup programs ($\frac{1}{3}$ are run by corporations, $\frac{1}{3}$ are run by universities, and $\frac{1}{3}$ are run by startup organizations). In order to get access to the campus, a startup must apply to one of the programs, just like a student would apply to a certain Major of field at university. Each program focuses on a specific industry vertical or theme.

In addition, STATION F provides two different in-house programs: the Founders Program for early stage startups and the Fighters Program for entrepreneurs from underprivileged backgrounds.

The **CHILL** Zone

The CHILL Zone is the perfect place to have some distraction after a long day at work. This part of the building is a massive italian restaurant, known as La Felicità, with over 1000 seats, open to the public.

Flatmates, STATION F's co-living space

Whether you come from abroad or you just want an affordable housing solution, it can be hard to find a place in Paris. We've always thought that it will not be possible to be a truly complete startup campus without having a housing offer. That's why we've designed Flatmates, the biggest co-living place in Europe, a three-tower site with 100 shared apartments that can house up to 600 entrepreneurs.

Flatmates welcomes entrepreneurs from all STATION F startup programs. They can all apply directly with HAL, our beautiful intranet, if they are already on campus or when they apply to join a program if they are not yet at STATION F.

More than just apartments, Flatmates offers a full experience with common spaces, including a café and grocery shop (that are open to public), a laundromat, a huge lounge (where they can play music, watch films or cook with their friends), and an event space.



Success stories made in STATION F

STATION F is still young but has already witnessed many success stories that were born under its roof. Since the opening of the campus in 2017, STATION F startups raised 350 millions euros each year on average. When you arrive at STATION F, regardless of the program you're being part of, you benefit from a huge amount of knowledge and resources. You are also surrounded by other entrepreneurs. That's why we saw a lot of our startups signing important clients, raising funds, making an exit or growing their team.

350 million euros raised each year

Future 40, the 40 most promising early-stage startups of STATION F

To help all these adventures become success stories, we release each year Future 40, the group of the 40 most promising early-stage startups of the campus. Each one of them is hand-picked among the 1.000 companies of STATION F, based on their growth, traction, first achievements and projects for the next months to ensure they are truly the rising stars.

The companies featured in the group follow a dedicated pitch training program to ensure that they make the most of their opportunity to present their project in front of top investors during Future 40 demo day.



STATION F's Hall Of Fame

Many companies became very famous and successful after their stay at STATION F. Here are some of them.



Stonly is part of the Zendesk program at STATION F. The company provides a solution to reduce your support costs thanks to interactive, modular, step-by-step guides that can be integrated in your product, chat, help-center and support tools. Created in 2019 by Alexis Vogel, former Co-Founder of Dashlane, Stonly raised 3 million euros in early 2020.



Luko is the new generation of home insurance. Created in 2018, Luko was part of Incubateur HEC Paris program at STATION F. The company raised 50 million euros in late 2020 and is part of French Tech 120 in 2021.



Yuka is well known by people who are particularly careful about what they eat. This mobile application analyzes your food and cosmetic products to give you clear information about their health impact. Yuka was part of the EDHEC program at STATION F.



Crafty is a platform that makes skills explicit and reachable within a company. Part of the Founders Program at STATION F, the company was acquired by Talentsoft in 2020.



My Job Glasses, formerly part of Incubateur HEC Paris program at STATION F, connects professionals with students and young graduates to provide them with real insight into the work world. Created in 2015, the company raised 5 million euros in 2020.

Startup Programs

More than 1000 startups are on campus daily, divided in 30+ different incubation and acceleration programs. These programs are runned by corporations ($\frac{1}{3}$), schools ($\frac{1}{3}$) or startups organizations ($\frac{1}{3}$) and each one of them has its own vertical. When a company applies to join STATION F, she has to choose the program that suits her the best, just like a student would choose his school track. STATION F also has its own programs, the Founders Program and the Fighters Program.

$\frac{1}{3}$ by schools

$\frac{1}{3}$ by startups organizations

$\frac{1}{3}$ by corporates



The Founders Program

By joining the Founders Program, entrepreneurs benefit from the knowledge of all other startups from the program and get a full-time desk. They are also part of a unique community of hand-picked entrepreneurs working on various topics and with diverse expertises. Our program is built for founders with access to startups-recommended resources.

The Founders Program was born from the notion that 90% of entrepreneurs' problems are solved by other entrepreneurs. We believe founders need to be surrounded by people who have been through the same problems, and that is why everything the Founders Program contains is recommended and validated by other entrepreneurs.

"We benefit from an ecosystem and not only just a place. Most of the time, when people talk about STATION F, people talk about a building. Of course, it is but there is a whole ecosystem inside that building and I think this is the most powerful part of STATION F."

Pierre-Antoine Roy, former CEO of Crafty

**FOUNDERS
PROGRAM**



The Fighters Program

It may look like a fair game, but when it comes to entrepreneurship not everyone can get easy access to the same resources. In less privileged environments, becoming an entrepreneur can mean facing far more risks, difficulties and encountering biases that can lead to disadvantage.

Fighters are entrepreneurs from underprivileged backgrounds - which may include people who grew up in French suburbs, immigrants that struggled to integrate, refugees, people with difficult personal stories, etc. But regardless of their background, they feel they have what it takes to build a startup and are already working on a project. Now all they need is just an extra boost.

"With the Fighters Program I met the world's greatest entrepreneurs. It is a huge source of motivation to reach new heights."

Brian Thiely, founder of LinesDude

**FIGHTERS
PROGRAM**



Partners Program



The Facebook Accelerator Paris - Data Privacy

3 months - Free

The Facebook Accelerator program is looking for startups that are leveraging AI to create a unique consumer experience or develop integrity and privacy services. They are also interested in startups that are developing solutions with Facebook's open source tools (Pytorch, Faiss, FastText).



Microsoft AI Factory - Artificial Intelligence

1 year - Free

The ambition of Microsoft with the AI Factory program is to create a community of startups dedicated to develop French AI technologies, and to make them emerge as French majors and industry leading companies.



Havas Group - AdTech

6-9 months - Free

The Havas Group program works with AdTech and MarketingTech startups. Havas Group believes strongly in the entrepreneurial startup spirit and this program aims to help startups to build and grow their business by leveraging the best of Havas.



IMPULSE LABS - Construction & Real Estate

Variable duration - Price on demand

Impulse Labs is an ecosystem of startups and decision-makers dedicated to construction, engineering & real-estate industries where entrepreneurs and corporates disrupt the way we design, construct & maintain the built environment.



ShakeUpFactory - FoodTech

6 months - Price on demand

ShakeUpFactory is a business accelerator and network catalyst, adding value in growth and transformation for breakthrough projects from farm to fork. The program partner with startups representing the future of food market to develop the value proposition and the business alliances needed to scale their company without wasting time in seeking to attract the required cash and professional investors.



Zendesk - Customer experience

6 months - Free

Zendesk program is aimed at creating the best business opportunities for SaaS B2B tech early stage startups close or complementary to Customer Experience technologies/sector (customer context and life cycle, customer autonomy/self-service, proactivity, customer-facing, internal/external interactions within the company, data capture, AI/ML powered technologies...).



Inno'Vaccins by Astra Zeneca - Vaccine deployment

1 year - Free

Inno'Vaccins by AstraZeneca helps accelerate innovative solutions that speed up the vaccine deployment process.



BNP PARIBAS

BNP Paribas - Plug and Play - FinTech

6 months - Free

With this acceleration program, BNP Paribas is looking for solutions to improve customer journeys, develop new work methods and bring innovation to the heart of its business line. This FinTech and InsurTech program is dedicated to the bank's core business and corporate functions.



Space Green by Naver / Line - Consumer Apps

6 months - Free

Space Green is a consumer-focused program that welcomes entrepreneurs and early-stage startups who are passionate about B2C including three categories: digital content, mobile products and e-commerce.



Ubisoft Entrepreneurs Lab - Entertainment & Gaming

6 months - Free

The Ubisoft Entrepreneurs Lab program supports innovative startups creating products and services that have the potential to transform the entertainment industry.



**Cyber@StationF by Thales -
Cybersecurity**

6 months - Free

Thales's startup acceleration program aims to support startups development in cybersecurity by helping them on technological and business side.



Moove Lab - Mobility

6 months - Free

This program led by CNPA in partnership with Via-ID, supports innovative projects in mobility and help them to accelerate on three key topics : offer & business model, business development & partnerships, financing & fundraising.



iPEPS-ICM - MedTech

Up to 24 months -
290€/desk/month

iPEPS is the Paris Brain Institute's startup incubator and the first innovation accelerator dedicated to brain diseases in France.



**Outre-Mer Network -
Overseas Network**

One year - 250€/desk/month

Outre-Mer Network (OMN) is an acceleration program dedicated to entrepreneurs coming from French overseas departments and territories.



**Incubateur HEC Paris -
Early Stage**

From 3 to 12 months -
250€/desk/month

The HEC Incubator mobilizes all resources of the HEC ecosystem around ambitious entrepreneurs to accelerate and amplify their development. It supports students, graduates and certified entrepreneurs whose projects represent a strong economic, environmental, social or technological impact.



ADN_ x IFM program is dedicated to art, design, fashion run by Creative Valley and Institut Français de la Mode.

ADN_ x IFM - Design

6 months -

390€/desk/month



Edhec Business School - Early Stage

6 to 12 months -

210€/desk/month



Arts et Métiers Acceleration offers the support of Arts et Métiers engineers to build hardware and industrial projects from the ground up.

Arts et Métiers Acceleration - Industrial Projects

Variable duration - 350€/desk/month



The PEPITE Starter IDF program is designed for student entrepreneurs and young graduates enrolled in the National Student-Entrepreneur Status.

PEPITE Starter IDF - Early Stage

6 months -

120€/desk/month



Entrepreneur First - Talent Investor

3 months - Free

Entrepreneur First helps the most ambitious individuals find a co-founder, develop an idea, and build a company. In this program, entrepreneurs get paid to test their ideas with a pool of exceptional people who want to build technology startups.



**L'Oréal - Beauty Tech Atelier -
BeautyTech**

6 to 12 months - Free

The L'Oréal Beauty Tech Atelier welcomes early-stage BeautyTech startups bringing them strategic mentoring and operational support to accelerate their businesses.



Media Lab TF1 - MediaTech

6 months - Free

Media Lab TF1, led by leading French TV channel, is an acceleration program designed to experiment and deploy new innovative solutions and products in order to boost media transformations.



**La Maison des Startups LVMH
- LuxuryTech**

6 months - Free

The LVMH Program drives business acceleration between LVMH Maisons and startups to invent innovative new products and services for the luxury market.



Insead LaunchPad - Early Stage

6 months - 310€/desk/month

The INSEAD LaunchPad is a startup accelerator for INSEAD alumnus. Alumni-led start-ups from all sectors and industries can take their ventures to the next stage through LaunchPad events and connections.



Ponts Alumni - Early Stage

6 months - 250€/desk/month

Ponts Alumni welcomes students or alumnus of l'École des Ponts ParisTech in this program, helping them to stimulate their creativity with conferences and mentoring.

Services for startups

Perks

Perks are freebies and discounts negotiated with 150+ partners exclusively for STATION F residents. We are building a wide variety of offers to match the diversity of needs and priorities. Our perks are easily accessible for the STATION F community via our intranet (HAL). They can be business perks (AWS, Figma, BNP Paribas) or lifestyle perks (Deliveroo, Dott, MK2)

Perks are really appreciated by STATION F's entrepreneurs as this resource facilitates their access to vital products and services to grow their business, while saving money. Our perks partners are carefully hand-picked, negotiated exclusively for STATION F's residents and 100% startup validated. For our partners, this is an amazing opportunity to support entrepreneurs while encouraging them to use their services.



VC Community

More than 150 international VC funds directly on campus

STATION F gathers a community of 150+ international VC funds (Accel, firstminute Capital, General Catalyst, FirstMark Capital, Balderton Capital, SV Angel, EQT, Index Ventures and many more). They are key pillars of STATION F campus and are part of a lot of events for our community.

A number of our VC members (as well as funds from outside the community) provide education and training to our entrepreneurs through VC Masterclasses. VCs can also regularly meet startups through our regular VC pitch sessions. STATION F has also built a digital tool allowing our startups to send their decks to our member VCs.



French Tech Central

Over 30 public services for startups based on-site.

French Tech Central gathers representatives of 30+ public administrations, including URSSAF, Pôle Emploi, INPI, BPI, Douane or Cnil. Entrepreneurs can request one-to-one meetings with these representatives to find answers to their questions on tax, visas, trademark, exportation... La French Tech is also hosting a huge number of workshops to help entrepreneurs understand the French laws and regulations rules.



Mentorship Offices

The campus also hosts four mentorship offices where entrepreneurs can meet representatives from major tech companies : Apple, Google, Amazon Web Services (AWS) and OVH. Residents of STATION F can attend the workshops they organize and book one-to-one meetings to learn more about how to use their services.



Food & Drinks

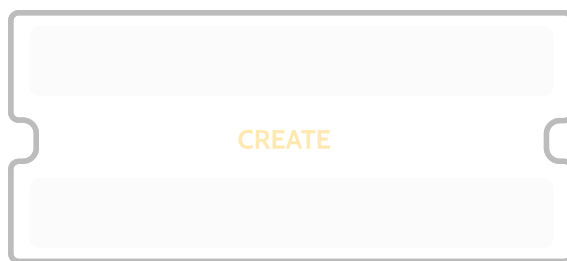
STATION F also provides food and drinks services for entrepreneurs with Anticafé, a coworking coffee shop and La Felicità, a giant italian restaurant. These two spaces are open to the public.



Anticafé

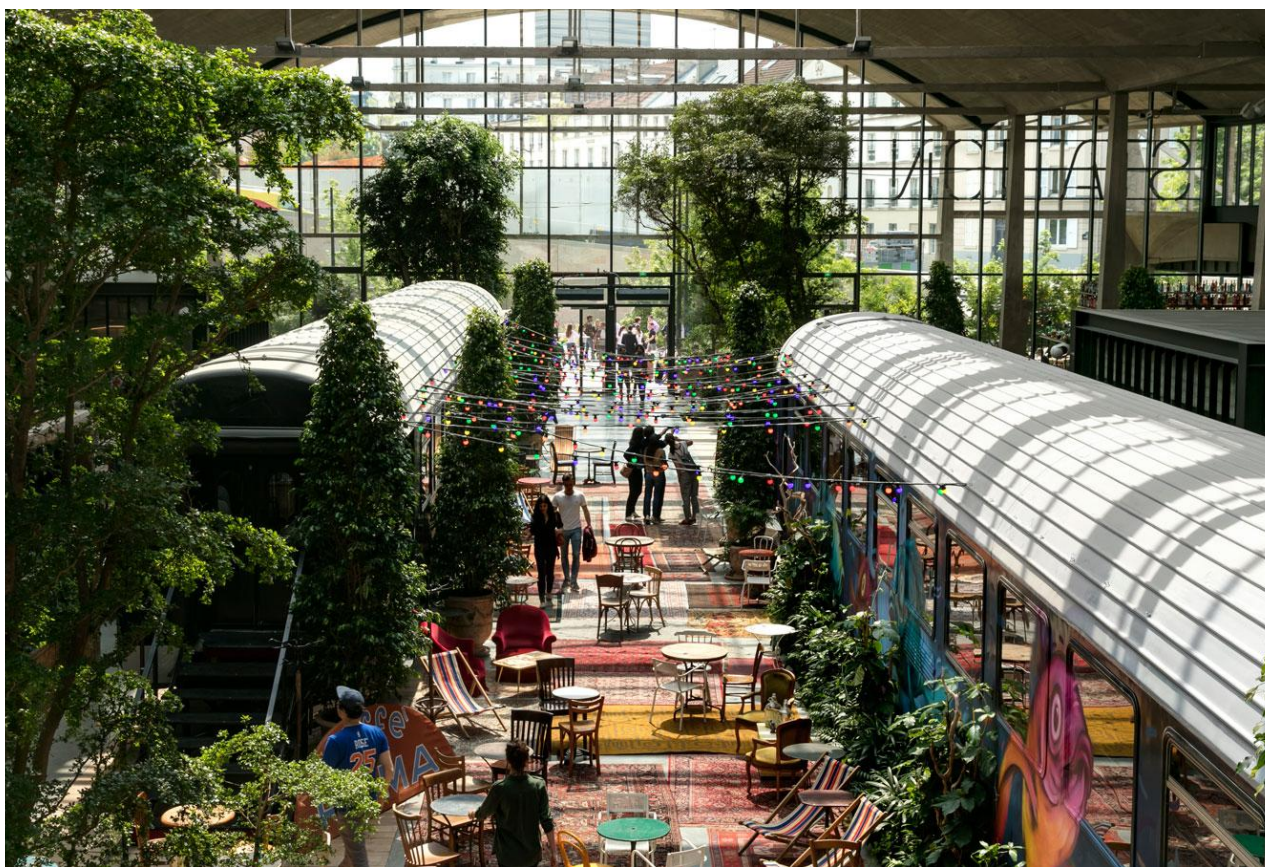
Anticafé is a French startup reinventing the coffee shop experience for a new generation of users to cowork, meet, eat, drink or dream. With a unique pay as you go system, the space adapts to the users' needs and is designed as a social network in real life. Anticafé started in 2013 with a goal of creating a physical space for a new generation eager to invent a positive and new lifestyle. In STATION F, we have created a special "melting pot" where all campus residents and visitors are welcome to share this coffee which can trigger into a project.





La Felicità

The CHILL Zone of the building is known as La Felicità. La Felicità is a massive Italian restaurant from the Big Mamma Group. Big Mamma holds 7 restaurants in Paris in addition to La Felicità. But none of them is as big as La Felicità and its 3500 square-meters with over 1000 seats welcoming more than 5000 people daily. At La Felicità you will find 5 kitchens, 1 bakery, 1 coffee shop, 2 food trains and 2 bars. All homemade. They designed 4 different areas inside and 2 terraces outside to create different dining environments.



STATION F

