

Rio 2016: the Club France will host 4 Parisian start-ups from the Tremplin

On the occasion of Rio Olympic and Paralympic Games and as part of the Club France implemented by the French Olympic and Sporting Committee, the City of Paris along with four Parisian start-ups will be present in order to promote their skills in terms of innovation, town-planning, tourism and transport.

This operation was implemented thanks to the joint work of the French Olympic and Sporting Committee and the City of Paris in collaboration with Le Tremplin, Paris&Co's innovation platform dedicated to sports. It will enable four start-ups to run the city's stand and to present their solution inside of the Club France.

This is an incredible opportunity for those entrepreneurs to present their project in a unique setting, on the occasion of an exceptional event. Above all, it will enable those start-ups to test the international market and to meet many decision-makers from the economic and sports sectors.

The French Olympic and Sporting Committee and the City of Paris are proud to allow those start-ups living such an experience but also promoting the French skills regarding sport economy and innovation in the eyes of the world. This fully contributes to the dynamic implemented with the creation of the Tremplin at the end of 2014, on the City of Paris' initiative.

As an innovation platform dedicated to sports, the Tremplin is currently hosting a second wave of start-ups inside of the Jean Bouin stadium. It also contributes to the collaboration implemented between the Committee and the Tremplin a few months ago (presentation of start-ups at the Committee's congress in March 2016, organisation of the launch of the Tremplin's second wave at the French sport house...) that is to be soon materialised through the signature of a convention between the two parties.

The four start-ups selected to go to Rio by a jury composed of representatives of the sports press, the French Olympic and Sporting Committee and the City of Paris are the following:

Arionéo: it develops and commercialises athlete horses health and performance analysing connected devices.

Sport Heroes: (previously Running Heroes): it generalises the practice of sports by making it both more playful and attractive.

Vogo: thanks to an app, it allows a supporter in situ to have different perspectives and to replay instantaneously on a tablet computer or a smartphone, at normal speed or in slow motion.

YPPA: it enables sportive event and show organisers to offer their publics an unforgettable experience: to be “actors” of the show!

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