

Paris reveals the three start-ups laureates of its innovation programme “Les Sprinteuses”

Thursday, June 30th at 03:45 p.m. at the Pavillon Paris of the Eiffel Tower
Fan Zone

The City of Paris and the incubators Paris Pionnières and Le Tremplin have partnered to imagine a new acceleration programme for start-ups called “Les Sprinteuses” (“the women sprinters”). This programme is destined to reinforce Paris’ place as a European capital of women start-ups, promoting women entrepreneurship in the sport sector. On Thursday, discover for the first time the name and projects of the three first laureates.

With about forty incubators spread over 130,000 m², Paris is Europe’s first city in terms of hosting start-ups. It is also the capital city of women start-ups, with 21% of women setting up innovative companies, a figure above the French and European average.

In order to reinforce this action, the City of Paris set up dedicated programmes such as “Les Sprinteuses”. This programme enables three sports start-ups, that have at least one woman amongst its founders, to be supported for 6 months, from their original idea to the precise decision of their project, and benefit from guidance and networks. The programme was created by Paris Pionnières, Europe’s leader incubator for women entrepreneurs, and Le Tremplin, world’s first incubator dedicated to sports innovation.

This experimental programme fits into Paris bid for the 2024 Olympic and Paralympic Games, planning to reinforce the fight against all kinds of discriminations, including those related to gender.

On Thursday, June 30th at 03:45 p.m. at the Pavillon Paris of the Eiffel Tower Fan Zone, discover the names and innovative solutions of the three laureates from the first edition, in the presence of the start-ups.

Date and place:

Thursday, June 30th at 03:45 p.m. at the Pavillon Paris of the Eiffel Tower Fan Zone

Please note that entering the Eiffel Tower Fan Zone can take time with body searches and palpations.

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