

# Call for application

## Innovative startup

Agtech, Foodtech, apps providers...

Innovate to develop people demand  
of plant-based proteins

**LE VILLAGE**  
Coopérer pour innover



# Call for application rational

- **As mankind is facing a demographic forecast reaching 9 billion people by 2050, critical nutritional, environmental and food security challenges have been identified by the world most authorized experts.**
- **Proteins are nutriments essential to a balanced diet and the economic transition of developing countries comes along with a nutritional transition that increases the consumption of proteins. Additional world demand in proteins is estimated around 40 % by 2030**
- **The environmental cost of animal protein production is much higher than plant-based protein production and meeting the global protein needs mainly via the production of animal-derived proteins has proved to be unsustainable for the planet.**
- **Providing food to everyone tomorrow requires finding innovative solutions to restore the balance between animal and plant proteins contribution.**

# Innovation is expected by the market

Innovation is expected to solve several challenges facing the human consumption of plant-based proteins

- **Gustative challenge:** the consumer sensory experience of plant proteins has to be as pleasant as with animal proteins without being necessarily identical. The innovation perimeter goes well beyond meat substitutes and replicates.
- **Repletion challenge :** plant-based protein has to bring the same feeling of appetite satisfaction as with animal protein.
- **Nutritional challenge:** plant proteins level and variety has to allow to reach the daily physiological needs, within the framework of a well-balanced diet.
- **Environmental challenge:** plant-based proteins production and processing, from the field up to the plate, must exhibit a lower environmental footprint than that of animal proteins production as well as a better biodiversity conservation.
- **Cultural and motivational challenge:** in order to make the choice of a diet better balanced in plant-based proteins, consumers have to modify their behavior, their cultural references and their credo.

# You are a startup active in :

- **Sourcing of plant based proteins** that cover currently widely consumed proteins (e.g. pulses, soya) as well as "alternative" proteins (e.g. seaweeds, microorganisms, traditional or “ancient” plants). Sourcing of proteins that favor quality and local production.
- **Implementation of plant based proteins** that allow a reduction of the environmental impact from the field to the plate and that favor the full use of the plant as well as minimalist industrial processing.
- **Technologies** that reduce anti-nutritional factor or that improve the nutritional value of plant-based protein. Such technologies may range from classic varietal selection to biotechnologies, including transformation or inactivation technologies.
- **Services**, (e.g. apps, connected sensors, cooking workshops, communication supports, community management...) **or indicators** of ecological or nutritional footprint, which create incentives and motivation for consumers to choose more balanced plant based proteins diets and a reduced ecological footprint

# Apply to Village by CA North of France !

- Village by CA backed by Eurasanté-NSL and IAR is a unique startup acceleration ecosystem dedicated to make your company a success story
- Government backed plan to make France a world leader in plant based proteins
- Hauts de France is the French leading region in plant based protein, hosting the two major related clusters : Nutrition Health Longevity and IAR
- World class mentorship by Village by CA partners : Bonduelle, Sodexo, Crédit Agricole Nord de France, Université Catholique de Lille, Voix Media and many other Village partners
- Direct connections with future clients, suppliers, partners and investors facilitated by Village by CA and its partners
- Access to Village by CA international network

# Benefits

- Full access to Village by CA North of France unique acceleration ecosystem
  - Hosted program : up to 8 months incubation, up to 24 months acceleration
  - Non hosted program : up to 3 months personalized acceleration program
- The program includes benefits uniquely designed
  - Hosting facilities available in Euratechnologies or Eurasanté/NSL at premium conditions
  - Village by CA and NSL personalized go to market support
  - Sodexo, Bonduelle, UCL and VdN dedicated mentorship
  - NSL and IAR free membership
  - Facilitated access to labs and technological platforms
  - And much more...

# Call for application partners

Corporate , media &  
education partners



Expert support

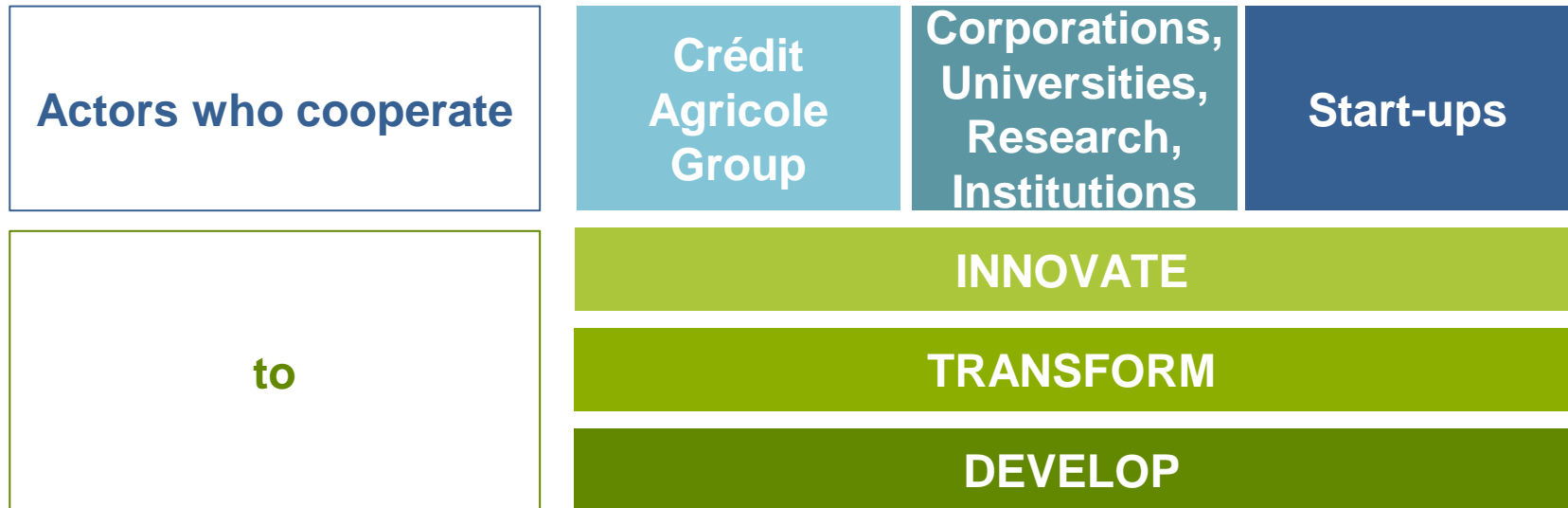


Cluster partners



# Village By CA

A unique network of unique locations fully dedicated to economic development and innovation





# Village By CA

Village by CA is a place where to live and exchange, organized to serve four missions :

- **Help** innovating projects and new talents to emerge
- **Support** startups to develop their solutions and achieve commercial success
- **Promote**, accelerate and spread innovation of all kinds
- **Serve** the economic development of territories



# A full fledge offer dedicated to startups



## A full hosting offer

Offices  
Meeting rooms  
Conference rooms  
Visioconference  
Reception lounges



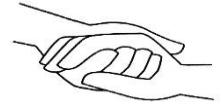
## Training

Village by CA offers training sessions to startups aiming at developing their skills



## Conferences

Conferences are organized by Village partners on a regular basis in order to share and exchange over innovation trends



## "Patronage

Partner corporations advise and support startups along their development path



## Go to market

Village by CA connects startups with partners and Crédit Agricole business units at the right level and provides access to the Village international network



## Experts network

Village innovation stakeholders help startups to implement their projects and go to market



## Customized follow up

Village by CA offers to startup an individual follow up adapted to their size and needs



## Communication and reach

Upon entry in the ecosystem, startups benefit from the Village by CA communication channels and brand(s)

# Village by CA : a unique accelerator network

- Village by CA La Boetie is located in the heart of Paris.
- It hosts today almost **90 startups**, representing a **broad spectrum of activities**.
- It federates about **20 active partners**.

- **Village by CA North of France is the second Village opened in January 2016 in Lille, in partnership with EuraTechnologies.**
- Village by CA is present in **25 cities around the world**, within CA international subsidiaries providing transit offices and connections for startups.
- Crédit Agricole is working **on the development of 30 Villages** in France. Up to 17 Villages will be opened by eoy 2017



# Village By CA North of France

**Village by CA North of France** is located at the heart of **Euratechnologies Excellence and Innovation Center** in Lille, the capital of the Hauts de France region.



**October 14th 2015** : Euratechnologies partnership agreement announced

**January 2016** : Opening of Village by CA in Euratechnologie's main building Le blan Lafont

**January 2017** : already 17 startups and 17 partners, in addition to Euratechnologies 100+ startups.

**Mid 2018** : Village by CA will move into its new premises, « F Building » in the Euratechnologies area. 4000 sqm, 40 to 60 startups capacity.

# In a region at the crossroad of Europe



## A dense communication network

- The most developed road network in France
- Delta 3 Dourges multi-modal platform
- Seine Nord canal project
- Over 70 destinations directly accessible from Lille
- Thalys, Eurostar and TGV
- Over 20 million travellers passing through Lille Flandres and Lille Europe RW stations each year





# At the heart of Euratechnologies

## Euratechnologies main figures



**2015**

- 3rd accelerator in Europe, 1st in France
- 140 corporations, 100 startups
- 3000 employees
- 250 IT skills
- 50 partners
- 400 IT events
- 40 000 visitors
- € 60 mios raised in 6 years
- 6 international offices (NYC, San Francisco, Dubai, Shangao, Belo Horizonte, Barcelona)

**2020**

500 corporations  
7000 employees  
50 new startups per year

# ...open to the innovation ecosystem of the European metropole and of the Haut de France region



- **EuraTechnologies** : IT and Telecom
- **Eurasanté & Nutrition Santé Longévité** : Health and nutrition
- **IAR Bioeconomy** cluster
- **Blanchemaille** : e-commerce
- **Euralille**, services sector business district
- Parc scientifique de **la Haute Borne**, parc HQE
- **Transalley**, innovative and sustainable mobility
- **L'Union**, Innovative textile
- **Plaine Images** : creative and entertainment industries
- ...

# ...the Village is the place to be for innovative startups



Village by CA F building – Front side (prospective view)



# Life in Village by CA North of France

## Euratechnologies Campus



Atrium



Amphitheater



Outdoor



Startups office

# Village by CA : A project of international scale



**Thirty Villages by CA in France are projected.  
Incl. Paris La Boetie since June 2014,  
Lille-Euratechnologies since January 2016.**



**International development with facilities  
offered to startups in 25 countries by CACIB  
and CA International Retail Banking network**

# Village by CA : an ecosystem of Partners dedicated to the acceleration of innovative startups



Village by CA North of France Partners as of February 2017

Document without contractual value

# Credit Agricole Group: Key figures

Who we are



**€ 76 billion**

*Shareholder's equity – Group share*



**€ 31 billion revenues**



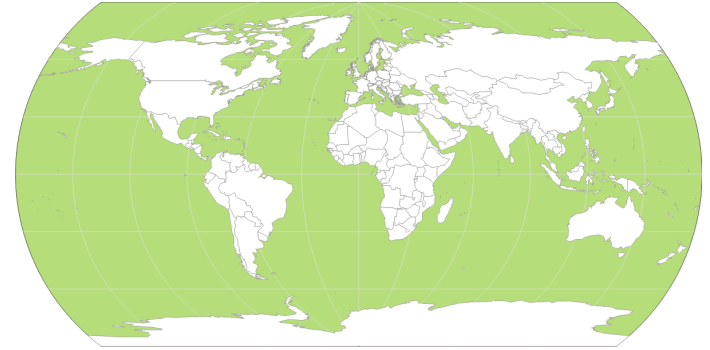
**50 million customers**



**140 000 employees**



**54 countries**



*Trusted by 1 in 3 individuals*



*Trusted by 1 in 3 companies*



*Trusted by 9 in 10 farmers*

# A multi-brand Group

Who we are



# Contact

To apply, go to :

<https://www.agorize.com/fr/challenges/village-by-ca-nord-de-france/>

For any question related to the call for application, email to :

[levillagebyca@ca-norddefrance.fr](mailto:levillagebyca@ca-norddefrance.fr)

