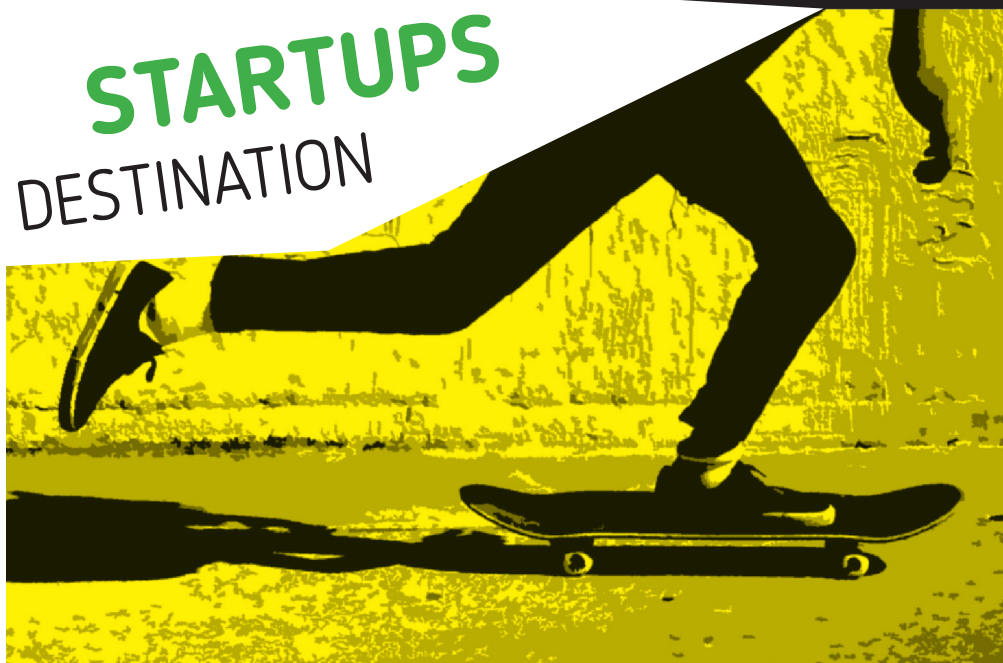




TOURS
LOIRE VALLEY




STARTUPS
DESTINATION



Tours Loire Valley, l'esprit **RE**-naissance

*Val de Loire, the birthplace of the French Renaissance,
exudes the cultural vibrancy of that era.*



*Leonardo da Vinci
iconic and
inspiring figure*

The inspiring and visionary genius, Leonardo da Vinci, spent the last three years of his life in the Touraine. This legendary Italian, icon of **creativity and innovation** who inspired so many to dream and **imagine the future**, truly symbolises of the spirit of the Renaissance (meaning re-birth):

- the spirit of all those who dare to dream of changing their world
- the spirit of a land that welcomes visitors and new arrivals, where kindness, humanitarianism and attentiveness to others prevail
- the spirit of a land united as a network, working together for progress

An entrepreneurial spirit that invents tomorrow's world

Tours Loire Valley boasts a vast network of connections with innovators, entrepreneurial communities and talented people: this is a region that boosts business growth.

A vibrant student city that's close to nature... and to the wider world

Tours Loire Valley is the ideal setting for students and apprentices: a place with easy links to businesses, where training is synonymous with imagination and innovation, projects and initiatives.



Humanitarianism

Good quality of life

LISTENING AND INTERACTING

Hospitality and friendliness

Authenticity



Tours Loire Valley provides an unspoilt setting in a convenient location, fast and easy to get to from Paris, Nantes, Bordeaux and London, with its two train stations, its motorway network and its international airport. Some of the advantages of a metropolitan area in the heart of the Loire Valley.

French Tech community: The Loire Valley, **a springboard for innovation**

An digital pool of 3,400 businesses; areas of specialised expertise such as e-tourism, biomedicine and e-sport; more than 300 events organised per year around the digital theme: French Tech Loire Valley offers real potential for development in the fields of digital business and innovation in France.

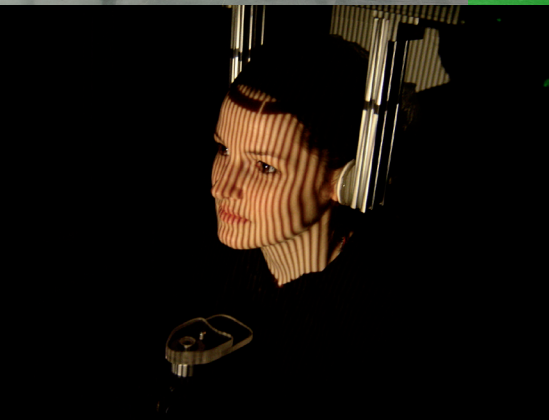


Ideally located and well-connected to Nantes, Paris and Lyon, the Loire Valley is much more than an international tourist destination. Buzzing with creative energy, it's a hive of innovation. With its fame and creative drive, this region gives French Tech the perfect platform from which to promote the country's digital expertise and boost the sector's reputation.



"Our closeness with all those involved in the local economy has made it easier for us to build our company and grow in the Touraine. Things are easier here than in big places like Paris, and yet we're still super close to the action."

Frédéric Kuntzmann, Co-founder of My Serious Game, established near Tours train station





MAME, a centre for creation and innovation in Tours

A historic printing house designed by Jean Prouvé, MAME is an exceptional centre dedicated to creation and innovation. It is the iconic centre

of French Tech Loire Valley in Tours and offers an ideal configuration to host a startup accelerator, a FabLab, a Living Lab, creative industries on two levels of 1000 m², as well as the Tours school of Fine Arts. Since spring 2018, the "Intelligence des Patrimoines" (Heritage Intelligence) incubator has tested a university open lab on the themes of "heritage, tourism and digital tech".

MAME offers startups 4 levels of services:

- operational, administrative and logistics support;
- personalised support;
- ensuring the collective dynamics of the ecosystem;
- financial solutions.

These services have been tested upstream by project holders, start-uppers and developing entrepreneurs and are adapted as closely as possible to needs and expectations. Above all, MAME offers open spaces that stimulate the sharing of skills.

mame-tours.com

"In Tours - and at MAME especially - there are great dynamics and many potential technical and commercial partners, not to mention that the location is very advantageous."

Bertrand Bourin, Business Unit manager of Linkt, established at Mame

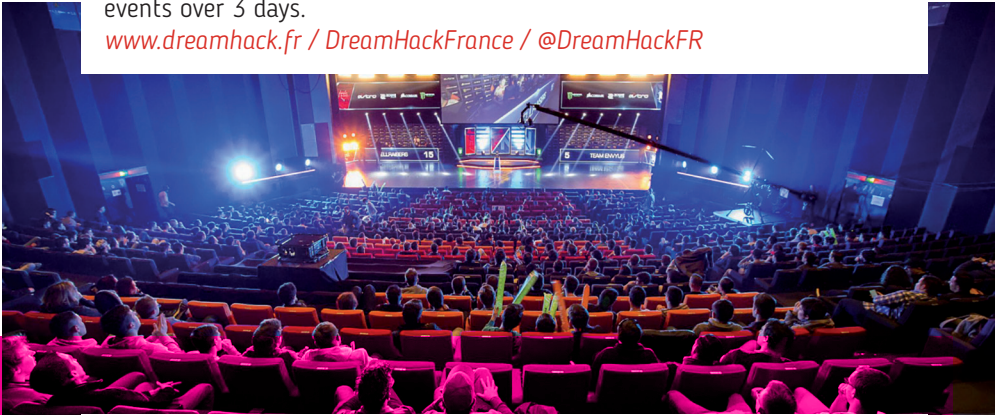


Tours, the French capital of the e-sport phenomenon

The Tours metropolitan area possesses one of the most important French business incubators in the e-sports sector (DreamHack France, Turtle entertainment, SOLARY, Meltdown, Connect Esport, MAXNOMIC, BreakFlip, ESL France, etc.). The ecosystem that is developing around gaming attracts talent and initiative.

For the past 5 years, in a context of exponential growth, Tours has hosted the French version of DreamHack, the world's largest digital and cultural event, which was born in Sweden. Dreamhack Tours means over 15,000 participants, 2,000 players, 10 million pages visited, 160 journalists and 400 events over 3 days.

www.dreamhack.fr / [DreamHackFrance](#) / [@DreamHackFR](#)



Smart Tourism Lab: an incubator for creators of innovative tourism experiences

"Intelligence des patrimoines" (Heritage Intelligence) is an unprecedented scientific approach to promoting the area that combines high-level interdisciplinary research, training and the world of social economics.

Backed by Tours University, the **Smart Tourism Lab** is being tested at **MAME**. This "Heritage and art of living together" **incubator contributes to the development of startups in the creative, cultural and tourism industries sectors**. It focuses on projects at the seed stage, but also on early-stage startups and growing businesses.

An active member of France Tourisme Lab, the national incubator and tourism accelerator network, it aims to become, in the heart of the Loire Valley, an essential crossroads for those stakeholders who innovate, undertake, support and invest in cultural and natural tourism.

www.intelligencedespatrimoines.fr



OUR SPECIAL OFFERS AND SOLUTIONS FOR STARTUPS

... Find
a place...

1

MAME – CITY OF CREATION AND INNOVATION TOURS CENTRE



FACILITIES

- › Co-working space, offices and meeting rooms rented by the hour or day or longer
- › An accelerator (Le Château: www.lechateau.io), and also a Fab Lab, a Living Lab, a concept store, a studio, etc.

FEATURES

- › At the centre of Tours on the banks of the Loire.
- › Outstanding architecture.
- › Building of 14,500 m², the emblem of French Tech Loire Valley
- › A community of startups and young companies

INFORMATION

- › **Tours Métropole Val de Loire**
- › Valérie SECHERET
- › +33 (0)6 08 41 58 77
- › www.mame-tours.com
- › www.facebook.com/mametours
- › Twitter : @mametours

1

START'INBOX BUSINESS INCUBATOR TOURS CENTRE

FACILITIES

- › Incubator with a digital tech focus
- › Closed offices at preferential rates
- › Co-working space

FEATURES

- › In the heart of Tours city centre, one tram stop from the station

2

START'ÈRE BUSINESS INCUBATOR JOUÉ-LÈS-TOURS

FACILITIES

- › Incubator with a focus on the service industry
- › Low-energy building
- › 29 modular offices between 15 and 50 m² with fibre optics installed

FEATURES

- › At the foot of the tram station
- › 20 minutes from Tours city centre
- › Near the west ring-road and A85 and A10 motorway access.

INFORMATION

- › **Tours Métropole Val de Loire**
- › Juliette DEMIRDJIAN / INTERFACES
- › +33 (0)2 47 05 06 71 / +33 (0)6 87 83 13 82
- › www.pepinieres-agglotours.fr

3

BUSINESS CENTRE LARÇAY

FACILITIES

- ▶ 1 space of 247 m² for use by services / third parties: office of 130 m² and workshop of 110 m²

FEATURES

- ▶ Located in the business sector of BROSSES
- ▶ 15mn from the train station of Saint Pierre-des-Corps. 5 Km from A10, 8 Km from A85,
- ▶ Blue Line coverage nearby
- ▶ 1st-ring suburb

4

BUSINESS CENTRE MONTLOUIS-SUR-LOIRE (Qualiparc)

FACILITIES

- ▶ 1,000 m² on 3 levels on open floors
- 3 modular and divisible floors of 60 to 380 m²

TIERS-LIEU

MONTLOUIS-SUR-LOIRE (Qualiparc)



FACILITIES

- ▶ Business incubator: 6 offices of 15m² to 26m²
- ▶ Co-working space: 15 resident posts, 10 nomad posts and 2 teleworking offices
- ▶ Land facilities available to third parties: 10 ha (divisible). Sold by net surface area.

FEATURES

- ▶ Eco-district - Latest generation building (RT2012)
- ▶ Very high-speed internet connection
- ▶ 9mn from the train station of Saint Pierre-des-Corps. 6 Km from A10, 13Km from A85, 30 Km from A28. Airport less than 20 mn away.
- ▶ The advantages of both town and country

INFORMATION

- ▶ Communauté de communes Touraine Est Vallées – Montlouis
- ▶ Soufiane KHACHLAA
- ▶ +33 (0)2 47 50 72 96
- ▶ s.khachlaa@touraineestvallees.fr
- ▶ www.touraineestvallees.fr

5

"ZENOE" INRA PLATFORM FOR DEVELOPING START-UPS IN THE FIELD OF HUMAN AND ANIMAL HEALTH NOUZILLY (A10, 18 mn from Tours)

FACILITIES

- ▶ Benefits of a research group specialising in contagious diseases and strategies to overcome resistance to various treatments (pest control, vaccines, etc.)
- ▶ Shared premises
- ▶ Investments and services specific to infectiology.
- ▶ Access to cutting-edge equipment and platforms with international reach.

FEATURES

- ▶ A10 interchange Château Renault - Amboise, 18 minutes from Tours and Blois - less than 2 h from Paris.
- ▶ Very high-speed internet connection

INFORMATION

- ▶ INRA, Unité Infectiologie et Santé Publique 37380 Nouzilly
- ▶ Dominique Buzoni (+33 (0)2 47 42 78 77)
- ▶ UMR1282 ISP Infectiologie et Santé Publique
- ▶ Nathalie Winter (+33 (0)2 47 42 78 77)
- ▶ zenoe@listes.inra.fr
- ▶ www.inra.fr



6

REGIONAL INNOVATION INCUBATOR (PÉP'IT) POCÉ-SUR-CISSE (10 mn from Amboise)

FACILITIES

- › 4 workshops of 113 m² including a furnished office of 13 m²
- › 4 furnished offices of 30 m² and 4 furnished offices of 15 m² including 1 office for short-term rental (half-day or day)
- › 2 meeting rooms of 25 and 60 m²

FEATURES

- › Furniture tailored to the business activity with attractive rents (15m² office: €190/month - 30m² Office: €304/month - 113m² Workshop: €378/month)
- › Shared facilities and services to cut costs
- › Personalised support during the business development phase

7

ONLINE PLATFORM COLLABORATIVE (FABLAB) AMBOISE

FACILITIES

- › An innovation and creation workshop for those with experience and professionals
- › A discover and co-learning workshop for those with less experience

FEATURES

- › A helpline and support service for all those wishing to start out or improve in digital media (private individuals and professionals)

INFORMATION

- › **Communauté de Communes du Val d'Amboise**
- › Jawad Khawrin
- › +33 (0)2 47 79 15 70 / +33 (0)7 72 28 63 31
- › entreprendre@cc-valdamboise.fr
- › Facebook : val d'Amboise éco
- › LinkedIn : pépinière d'innovation territoriale (regional innovation incubator)

8

OFFICES AND MEETING ROOMS BLÉRÉ (25 mn from Tours)

FACILITIES

- › Rental of offices by the hour, half-day or day
- › Rental of meeting rooms by the day and half-day
- › Registered address from 35 euros

FEATURES

- › Located in an industrial zone in the Bléré commune, 25 minutes from Tours, 50 minutes from Blois and 1h30 from Paris
- › High-speed internet connection

INFORMATION

- › **BVC Emergence - Communauté de communes de Bléré Val de Cher**
- › Justine PINEAU
- › +33 (0)2 47 23 58 63
- › www.bvc-emergence.fr
- › info@bvc-emergence.fr

... Boost your project...

THE CHÂTEAU

In the heart of Mame, an accelerator to boost developing startups. A programme dedicated to innovative project holders: persons, businesses or groups that have reached their pre-MVP or MVP (minimum viable product) stage or those seeking initial growth.

- › <https://mame-tours.com/>

THE IMPELLER

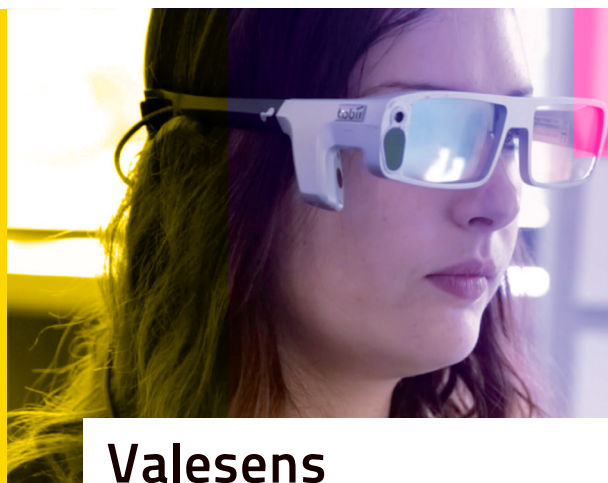
Are you a VSE/SME with strong growth? a strategic development project? Join L'impulseur (the Impeller), a 6-month intensive programme to boost your project and transform it into business!

- › Contact: Estelle Château
- › echateau@touraine.cci.fr
- › +33 (0)2 47 47 20 52

Innovation: Strategy Touraine-style

Thanks to the strategy of innovation, the businesses established here have taken root and strengthened, attracting investors and new projects.

Competitiveness clusters are the spearheads of this policy. There are five in the Touraine area, focusing on smart energy, French luxury, rubber, water and plant innovation, where some 500 companies are actively involved alongside 30 training centres and 70 public and private research labs.



Valesens

Valesens bases itself on the notion of "living well", the very DNA of the Loire Valley, to create a true centre of excellence around sensory technology. It has developed a branch around "just in time" approaches that focus on industry, services, the public, design, marketing and studies.

Valesens is:

- A Third Place for innovation devoted to the development of the sensory sector through innovation, creation for industry, service and education.
- A label: HQS (High Sensory Quality), a true tool for sensory qualification to accompany businesses towards an industry of the future.
- International sensory days to share experiences, knowledge, skills and talents beyond the borders of the region.

Valesens / association.valesens@gmail.com / +33 (0)2 47 71 40 30

Bio3 Institute

Bio3 Institute is unique in France, the future jewel in the crown of Europe's therapeutic antibody training programmes. The objective: support the development of the Biotech sector in France and guarantee long-term employability.

Established in the heart of the Centre-Val de Loire Region, one of the most important areas in Europe for pharmaceutical production, Bio3 Institute is a technological centre of 2,200 m² designed as a mini-factory respecting the flows and constraints of production.

Developed by Tours University and Groupe IMT, Bio3 Institute offers production and quality control training. **It also supports research teams (startups, industrialists, academics)** and provides industrial equipment in a GMP-like environment to carry out production trials.

<https://bio3institute.fr/>



l'esprit RE-naissance



www.toursloirevalley.eu