



Your personal guide: ADERLY

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LOCAL PARTNERS OF THE TALENTS PROGRAM



■ **IN ASSOCIATION WITH** (Lyon_Ville de l'Entrepreneuriat) www.lyon-business.org

■ **INTERNATIONAL PARTNER**



ONLY LYON 



Boosting Talents



You have got Talent ... you are:

■ An Entrepreneur:

young graduate, scientist, top executive, CEO

■ International:

French abroad, European, American or Canadian...

■ Wondering about an

innovative start-up project

Focusing on
world-class clusters in Lyon

Life Sciences
Clean Technologies
IT - Digital content



Our value proposal

We offer **free and confidential services** including mentoring, organized business trips, **connection to strategic partners and access to funding.**

We facilitate your European expansion by customized services with a one-stop access to:

■ **Lead customers and business clusters**

■ **Incubators and local venture ecosystems**

with specific resources for entrepreneurs

■ **World-class R&D labs** and shared platforms

■ **Business angels, VCs, business banks**

and grants for early stage technology ventures

■ **The best R&D tax credit in Europe** with the

opportunity to get **get off 50%** of your R&D expenses



SUCCESS STORY

Animascope

Preclinical in vivo imaging services



- The company was founded in 2008
- Animascope is a **biomedical services company** fully dedicated to preclinical medical in-vivo imaging
- The company has **solid scientific records** and hands-on multidisciplinary expertise enabling it to establish the most appropriate imaging service protocol based on multimodality techniques in a wide range of therapeutic fields
- Its mission is to **support and accelerate the R&D projects of its customers**, providing comprehensive and flexible contract services
- Helped by Aderly, Dr Alexandre GOUILLARD, co-founder and CSO, started his company from the US with 5 partners

Doing business in Lyon

A unique entrepreneurial and technological environment

- **2nd city in France:** a leading position in business creation (10,000/year)
- **Competitive costs** compared to Paris:
 - _ rent is as much as 3 times lower
 - _ labor costs 10% to 15% lower
- **World-class headquarters:** Atari, Euronews, bioMérieux, Electronics Arts, Genzyme, Sanofi Pasteur.
- **A place of innovation**
 - _ world-class clusters: Life Sciences, Clean Technologies, Digital Content,
 - _ over 500 research labs, a tradition for creative industries.
- **International infrastructure:** Second-largest airport in France (nearly 120 destinations served), 1 business airport, 3 TGV stations

Living in Lyon

We take care of your family

- Your spouse's **job search**
- Your children's **schooling** (3 international schools)
- Integrating into local life (socially and culturally)
- Learning French
- Finding **housing**
- **Administrative procedures** (residence permits etc.)



SUCCESS STORY

Atari

Major international producer, publisher and distributor of interactive games



- 1983:** Infogrames Entertainment is created in Lyon by Bruno Bonnell and Christophe Sapet
- 2003:** Infogrames acquires Hasbro Interactive and becomes the owner of the Atari brand
- Today:**
 - **World headquarters of Atari in Lyon**
 - Infogrames Entertainment SA, ATARI Group's holding, is listed on the Paris Stock Exchange; ATARI Inc., the ATARI Group's American subsidiary, is listed on the **Nasdaq market**
 - Worldwide activities: Europe 50%, United States 42% and Asia 8%
 - **Produces, publishes and distributes games for all major consoles** (PSP, PlayStation 3, Xbox, Wii, PC...)

SUCCESS STORY

genOway

Biotechnologies



- 1999:** created in Lyon
- 1999-2003:** incubated at the Lyon Ecole Normale Supérieure
- End of 2003:** genOway creates the **1st genetically modified rat in the world**
- 2007:** genOway is listed on the Alternext stock exchange
- Today:** genOway aims at being a world leader in its field
- Partnerships with major American groups** such as Charles River, Pfizer and Invitrogen Corporation

SUCCESS STORY

Antialis

Drug discovery

- Founded by a team of serial entrepreneurs and scientists based in San Diego (CA) and Lyon, ANTIALIS started in the Lyon area in 2008
- ANTIALIS is a company fully dedicated to drug discovery which has been **helped by ADERLY to find the best partners in France for R&D and fundings opportunities.**

Starting fast in Lyon

An extensive network of experts

- **Marketing:** market approach and validation of your business plan
- **Technology:** connect with R&D labs, incubators, technology transfer
- **Coaching:** business school # 9 in Europe, Center for innovative start-ups
- **Financing:** business angels, VCs, public fundings, business banks
- **Dedicated property:** start-up parks, business and technology centers
- **Legal advice:** corporate, tax and patent matters
- **Network:** mentoring by local entrepreneurs.

