

start *in*post



PRESENTATION – TEECHMEETING

April 2016



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Why Start'inPost?

2

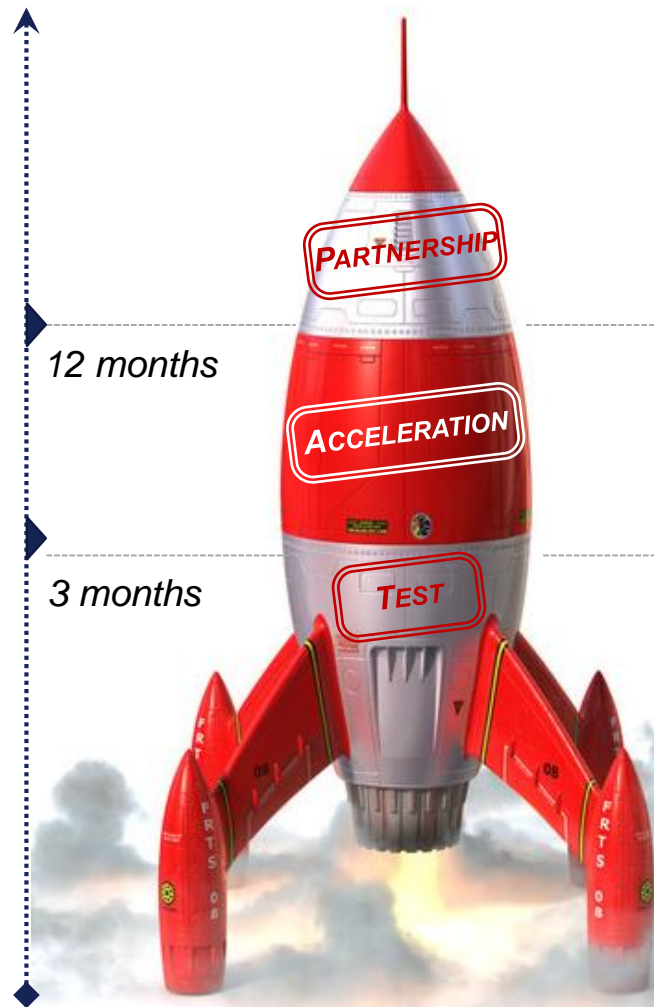
Description of the Accelerator

3

Some Alumni

start *in*post **Main Missions**

- ◆ **To generate new sources of revenues for La Poste's business units, by :**
 - ◆ Implementing great innovative projects
 - ◆ Helping our business units to work with early-stage startups
 - ◆ Following the rythm of the startups: fast & lean
- ◆ **To contribute to the digital transformation of La Poste with an Open Innovation approach**
- ◆ **To fund innovative early-stage startups** according to the Group's strategy



✈ Long-term cooperation with
a business unit of La Poste

- ✈ Business partnership
- ✈ Workshops / Mentoring
- ✈ Seed-funding

- ✈ Test with pilot clients
- ✈ Test funded by Start'inPost
- ✈ Access to a first major French reference



4 CRITERIAS



**INNOVATIVE
SOLUTION**



GREAT TEAM



**PRODUCT ALREADY
ON THE MARKET
(MVP)**



**UP TO 500K€
REVENUES**

**APPLICATIONS OPENED
ALL YEAR ROUND**

3 AREAS



**ECOMMERCE
SOLUTIONS**



**LOCAL
SERVICES**



**DIGITAL
TRUST**

Adtech

Big Data

Drive to store

Customer analytics

SaaS

Cloud

Customer experience

IoT

Mobile promotion & couponing

Loyalty programs

Digital marketing

Wallet

Payment



LASTS EXPERIMENTATIONS



Toutes les actualités des commerçants *de mon quartier !*







17 000 sales points

260 000 employees

Mails: 13 billions

Bank accounts :
11 millions

Turnover: 23 billions €

1,1 billions
parcels



4 milliards €

International turnover



70 000

connected mailmen



13 millions monthly UV
on the La Poste websites
& **25 millions** on Adverline



LA POSTE
MOBILE

4G

+1 million
La Poste Mobile
Customers



LE GROUPE LA POSTE

DOCAPOST

mediapost
COMMUNICATION

ADVERLINE

Sogec
marketing opérationnel et relation client

cabestan

Mediaprism

oxeva

EOX
e-commerce

Maileva

BUDGETBOX

LA POSTE

VIAPOST
LA LOGISTIQUE CONNECTÉE

pickUp

Colissimo



chronopost **QUOTY**
Au quotidien, c'est plus malin

Recy'go

UEHIPOSTE

POSTE IMMO

ASENDIA
BY LA POSTE & SWISS POST
The world is your address

dpd

**LA BANQUE
POSTALE**

Digiposte

laposte.net

Certinomis

**LA POSTE
MOBILE**

optelo
WEB PAYMENT

seres