



Development

Geographic divide / Digital divide / Essential services: financial and energy / Essential services: m-Women / Essential services: agriculture and healthcare / **Entrepreneurship**

Supporting entrepreneurship

Challenges / vision / beliefs

The hyperconnected world now enables us to work with talents from different backgrounds to be more inventive, effective and increase the capacities for innovation for everyone.

Confident that a collaborative approach between the various innovation stakeholders (start-ups, major groups, investors, academics, students, public authorities, NGOs, etc.) will lead to greater creativity, efficiency, and economic impact, Orange is fostering synergies between players by creating support and exchange ecosystems and sharing knowledge, as part of an open innovation approach. Orange is committed to implementing systems to spot, support and promote talent in the digital world.

Roadmap

Our objective? To build a powerful and open ecosystem in France, Europe, the United States and Africa. In emerging countries, our ambition is coupled with a desire to contribute to the countries' economic and social development.

Dedicated financing funds

In 2016 Orange added a final element to its Open Innovation strategy with the launch of **Orange Digital Investment**, which pulls together its investment activity around start-ups with the dual aim of generating financial profit and improving the offers delivered to customers. This involves managing the Group's participation in external funds, managing digital corporate development activity, and running the Group's internal Orange Digital Ventures fund.

This €100-million fund is used to invest in innovative start-ups with the potential to transform uses or anticipate business models in the fields of new connectivity, the Internet of Things, FinTech, and so on.

Indicators / Key figures

Target: a 15% yearly increase in the number of entrepreneurs supported by our initiatives for **local economic and social development**
2016: 239 entrepreneurs supported, an increase of 58%

By 2020, Orange intends to support **500 start-ups** in all **areas of innovation**

224 start-ups accelerated

5 incubators in Africa

2016 Orange Prize for Social Entrepreneurship in Africa and the Middle East:
750 projects presented in 2016
Over 3500 since 2011

* The strong growth in the 2015-16 period is tied to new site openings. Between now and 2020 average annual growth should stabilise at 15% (logarithmic curve).

News / achievements

Orange has diversified its approach to promote support mechanisms for each stage of a start-up's life: the full entrepreneurial journey is catered for, from idea to incubation, including funding.

1. Find:

- Orange Social Entrepreneur Prize 2016 in Africa and the Middle-East: the call for applications attracted 750 innovative projects from Africa, as well as - for the first time since the start of the prize 6 years ago - from the Middle-East. Another new feature of the Orange Social Entrepreneur Prize is the addition of a Special Prize for Cultural Content.
The three prize-winners receive grants ranging from €25,000 for first prize to €5,000 for the special cultural prize. Finalists in both competitions will benefit from close support from the Grow Movement NGO as well as Orange experts, for a period of 6 months. Orange also funds a patent application for the First Prize.
- Upstream, Orange's research and innovation at the **Orange Labs** explores fields as varied as mobile financial services, content aggregation, mobile communication services, networks, IoT, Big Data, and so on, or via **Orange Digital Ventures**, which identifies start-ups and establishes the economic viability of projects in line with Group strategy. The Group also contributes, with other major actors in the market, to several other investment funds.
- Launch of a multi-partner incubation and start-up acceleration programme for the positive economy with La Ruche (the hive): **Digital Impact Challenge**.
- The **Entrepreneur Club** website: a new information space dedicated to business creators in Africa and the Middle East. The site puts them in contact with Orange's various entrepreneurship support schemes. Entrepreneur Club also offers practical information and the tools needed to start a business.

2. Support:

- **Orange Fab**, the Group's international network of start-up accelerators (12 facilities on 4 continents), exists to support already existing start-ups in transitioning to the next level.
- **Orange Digital Investment**: this facility, set up in 2016, manages the Group's investments to meet the funding needs of start-ups, whatever their level of maturity, with various finance mechanisms.
- Local seed capital, for instance Sonatel's acquisition of a share of Teranga Capital in Senegal in March 2016.
- Incubators: launch of CREATEAM in Mali and SABOUTECH in Guinea. These launches complement the existing incubators in Senegal (CTIC), Mauritius (EBENE) and Niger (CIPMEN)
- Reinforced partnership with **La Ruche** and integration of La Ruche in Orange and Technocentre Open Innovation structures.

3. Promote:

- Go Ignite: to support start-ups with international ambitions, Orange has linked up with other major telecoms players to create relationships between the start-ups and an almost worldwide ecosystem. Go Ignite offers innovative start-ups the opportunity to access a market in excess of one billion customers.
- Hello Start-up: The Hello Start-up programme with BFMTV is an Orange initiative. Each week a guest (a start-up director or representative) answers a journalist's questions, presenting the business's challenges, projects and ambitions. Since its launch in 2014, the show has hosted over 100 start-ups.
- Participation in the French Tech initiative, which aims to promote a public national and regional drive to support the technological start-up ecosystem in France, to make France a major "start-up nation" and to encourage the development of economic value and employment in France.
- Vivatech: in June 2016, Orange contributed to creating Viva technology Paris, which for 3 days turned Paris into the start-up capital of the world, enabling 5,000 start-ups from all over the globe to present their projects.



Thematic data sheets

Corporate Social Responsibility

Going further

- [With the Orange Fab accelerator, start-ups are moving up a gear](#)
- [Datavenue, emulation and creativity to design tomorrow's world of connected objects](#)
- [Entrepreneur Club](#)
- [Incubators in full swing](#) (thematic file)
- [Africa sees life through digital glasses](#) (thematic file)
- [Launch the 2016 edition of the Orange Social Entrepreneur Prize in Africa and the Middle East](#)
- [Providing training in the digital professions of the future](#)
- [Orange and start-ups](#)