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

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

Orange is working to build a powerful and open ecosystem in France, Europe, the United States and Africa. Orange also wants to contribute to the social and economic development of the countries in which it operates.
Orange aims to support at least 500 start-ups by 2018.

Dedicated financing funds
In 2016 Orange launched **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.
Orange Digital Ventures provides start-ups with not only funding, but also access to Orange's know-how, expertise and skills. In 2017, Orange Digital Ventures added another string to its bow (with an investment of 50 million euros) exclusively aimed at Africa. Targeting start-ups, it is offering answers to the continent's specific challenges in the fields of new connectivity, fintech, the internet of things, energy and e-health.

Indicators / Key figures

number of supported entrepreneurs

2015	2016	2017
150	239	435
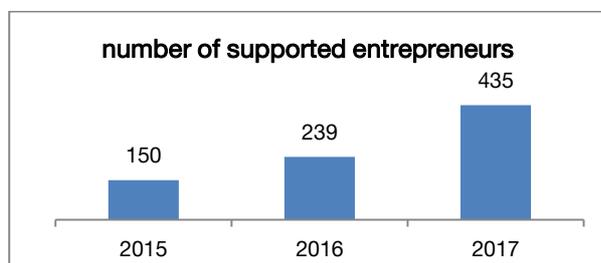
News / achievements in 2017

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:

Upstream, Orange's research and innovation, showcased by the **Orange Labs**, explores fields as varied as radio services, fibre optics, software, the cloud, big data and artificial intelligence and security, as well as sociology, economics, design, and more. At Orange, research is carried out by **600 researchers** and **140** doctorate and post-doctorate students dedicated to exploring research topics, with very varied skills; **200 patents** are filed ever year with important technical contributions to normalisation (5G, video encoding, etc.).

- In France, a multi-partner positive economy start-up incubation and acceleration programme was launched in partnership with La Ruche, a social innovation body with a strong reputation in the French social economy ecosystem.

- The **Digital Impact Challenge** set up in this context aims to detect, promote and support entrepreneurs who are developing digital projects to resolve the major challenges facing our regions, by offering a multi-partner excellence support programme.

2. Support:

- The **Entrepreneur Club** website is a new information space in French and English dedicated to business creators in Africa and the Middle East. It provides information for entrepreneurs and 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.

- In Tunisia, Orange has set up the **Orange Developer Centre**, a technology incubator offering training, coaching and community events in the form of challenges and hackathons.

- Orange Guinea launched the **Hackathon** in 2017 in collaboration with the Saboutech incubator. This project is part of the Orange Guinea #ProgrammeCitoyen, feeding into one of its key pillars: "supporting entrepreneurship", encouraging digital creativity among young people, whether they are entrepreneurs, developers, or members of a start-up.

3. Promote:

- **Orange Fab**, the Group's international network of start-up accelerators (present in 15 countries in the Orange footprint), exists to support already existing start-ups in transitioning to the next level. **Orange Fabs** saw the launch of season 3 in Jordan, in January 2017, season 3 in Cote d'Ivoire in June 2017, season 2 in Senegal in April 2017 and season 1 in Cameroon.

- **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 of over one billion customers.

- Every year since 2011, Orange has awarded the *Orange Prize for Social Entrepreneurship in Africa*, and since 2016 has done the same in the Middle East. This prize rewards entrepreneurs who offer products and services that use ICTs in an innovative way to respond to needs in various fields such as healthcare, agriculture, education, energy, industry or commerce. The 2017 call for proposals resulted in nearly 1,200 projects (+60% vs 2016); the three winners receive grants and personalised support from the *Grow Movement* NGO and Orange experts. 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.

Orange is also involved in setting up the **C-Life Innovation collective**, to design, in co-innovation mode, digital solutions designed to solve climate issues. Alongside Orange, the original founders were EDF, Météo France, BRGM, IGN and ENEDIS. In 2017, this collective first organised an initial barcamp, and then brainstorming sessions which led to the emergence of four new types of digital service:

- an early warning system on a national level, in the shape of the C-Life GUARD project to support local authorities and local populations. This project to plan for future risks is contributing to the development of a national platform for environmental risks and warnings for local populations.

- assessing the potential of local resources and putting them to use, as illustrated by the C-Life HOME project, the objective of which is to provide individuals with a means of assessing and using the natural resources to which they have access in their environment/habitat;

- The circular economy, starting with the C-Cycle project, which will encourage large companies to recycle equipment when they move premises;

- quantifying risks and uncertainties in economic terms

The development of the first three projects started in 2017 and will continue in 2018. In addition to these, the VALORISK project will be launched. This will involve helping companies and local authorities to better assess and quantify impacts related to climate risks and to define appropriate measures.

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 (dossier)
–   Africa sees life through digital glasses (dossier)
–   Providing training in the digital professions of the future
–   Orange and start-ups
–   Orange research projects