



## Orange Fab France launches “Women Start”

This initiative, launched on 24 May at Viva Technology, is dedicated to women entrepreneurs across the world. Today, after receiving over 300 applications, Orange is welcoming the first nine winners. Two are from Africa and the seven others are from the French ecosystem.

The aim of this programme is to strengthen the business relationship between Orange and these female-founded startups by signing business partnerships and preparing their internationalisation. Women Start is complementary to the #FemmesEntrepreneuses (#WomenEntrepreneurs) programme, Orange’s commitment to women’s entrepreneurship throughout the regions in France. For the Group, the aim of these initiatives is to encourage the creation of startups founded by women in the technology and digital sectors.

### Discover the profile of the nine winners:

- ✓ **Adalong** : AdAlong has developed a B2B web app that helps brands to engage their communities by co-creating videos with them. Brands communities: Fans, Employees and Customers. With AdAlong, brands create and share more authentic videos but also develop their communities and their engagement.  
This web app is connected to Instagram, facebook and twitter. So the communities do not need to download an extra app to interact with their favorite brands and sport clubs  
**Founder:** Clémence Demerliac
- ✓ **Brastorne** : m-Agri. This platform creates access to internet based applications through USSD technology, therefore giving simple dumb phones and smart phone capabilities at low cost. The mAgri platform gives farmers access to farming information, markets, and short term finance.  
**Founder** : Naledi Magowe
- ✓ **Caysti** : its educational programme, abcCode, is based on a fun, intuitive and intelligent software that develops creativity and introduces children from an early age to coding and robotics; regardless of their mother tongue.  
**Founder:** Arielle Kitio
- ✓ **Citeazy** is the first multimodal platform for sharing walking, public transport and cycle journeys with colleagues working in the same company, as well as sharing information on journey disruptions in real time.  
**Founder:** Alma Guirao

- ✓ **Cohapi** : Cohapi is the start-up that helps businesses increase their employee commitment levels based on two key pillars: social interaction and a tangible improvement in managerial practices. In order to achieve this, Cohapi has developed an innovative solution that combines the expertise of a team of Chief Happiness Officers and the digital performance of collaborative tools.  
**Founder:** Nesrine Smati
- ✓ **Fifty** : Is a web app providing empowerment micro-actions, personalised with AI, gamified, quantified. Companies receive monthly anonymous data reports.  
**Founder:** Alexia Cordier
- ✓ **GeoKaps** : GeoKaps is a platform for real-time identification of needs and consumption opportunities on social networks. A semantic web platform that structures the conversational data from social networks.  
**Founder** : H  l  ne Lucien
- ✓ **Key Infuser** : The patented robot KiOne attracts your leads in retail, events and e-Commerce while educating your target: the user experiments via the robot any digital product (smartphones, connected devices, applications) in a seamless way thanks to the robot's touch technology and AI.  
**Founder:** Domitille Esnard-Domerego
- ✓ **Numevent**: This event app allows event attendees to access and interact with all event-related information on their smartphone. It allows organisers to project a modern, innovative image of their event, to save time in event management and enriches the experience for attendees.  
**Founder:** G  raldine Auret

Like all the Orange Fab France programmes, Women Start aspires to form business partnerships between startups and market lines from Orange or Orange partners in France and abroad. In addition to this, the startup's management will be assisted during the acceleration phase with support from internal and external mentors.

The Orange Fab network is a concrete asset at Orange with 14 Orange Fabs around the world on four different continents. To date, over 350 startups have been accelerated through this programme.

For more information: <https://orangefabfrance.fr/fr/>  
<https://startup.orange.com/en/news/1st-promo-for-women-start-ready-lets-go/>

#### About Orange

Orange is one of the world's leading telecommunications operators with sales of 41 billion euros in 2017 and 149,000 employees worldwide at 30 June 2018, including 91,000 employees in France. The Group has a total customer base of 260 million customers worldwide at 30 June 2018, including 199 million mobile customers and 20 million fixed broadband customers. The Group is present in 28 countries. Orange is also a leading provider of global IT and telecommunication services to multinational companies, under the brand Orange Business Services. In March 2015, the Group presented its new strategic plan "Essentials2020" which places customer experience at the heart of its strategy with the aim of allowing them to benefit fully from the digital universe and the power of its new generation networks.

Orange is listed on Euronext Paris (symbol ORA) and on the New York Stock Exchange (symbol ORAN).

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