

Innovation and entrepreneurship today and tomorrow

HEC
PARIS



- The world is currently facing unprecedented social, environmental and technological challenges. ◆ Our role at HEC Paris is to elevate a new generation of entrepreneurs capable of driving impactful and sustainable innovations. We strive to attract the best talents in the world from different backgrounds so we can work together on exponential growth projects. For the last 10 years, HEC Paris has accelerated the development of a unique innovation and entrepreneurial ecosystem, made of new teaching method-programs, meaningful research and ambitious corporate partnerships.
- ▲ What makes this ecosystem so strong and effective is its incredibly diverse, inclusive and committed community, as well as the “HEC Paris - Innovation & Entrepreneurship Center”, which catalyzes its boundless and creative energy.

Eloic Peyrache

Dean & General Director at HEC Paris



The Innovation & Entrepreneurship Center continues to accelerate the development of its educational and coaching activities. 2022 marked the creation of three distinct clusters reflecting the strategic challenges: the Incubator, the Impact Entrepreneurship cluster and the Deeptech Entrepreneurship cluster. New programs have been initiated on climate, space, machine learning/IA. The entrepreneurial spirit is one of the cardinal values of HEC, so well embodied by the exceptional careers of the HEC alumni community and the whole innovation & entrepreneurial ecosystem. This structuring gift significantly increases the experience offered to students and gives a real boost to business projects!

Inge Kerkloh-Devif

Senior Executive Director at HEC Paris - Innovation & Entrepreneurship Center

●
impact

Our world in data

▲ 2022 has been an incredible turning point for entrepreneurship and innovation within the HEC Paris ecosystem in terms of projects and impact. ■ Here are the foundations of our unique ecosystem and there's more to come...

All data in this report are calculated on an annual calendar basis

482

startups including 130 tech startups

148

social and environmental projects

804

business experts

€1.9B

raised by HEC Paris entrepreneurs in 2022

Inspiration



◆ The most beautiful lesson I learned from HEC Paris is to actually unlearn what I had learned earlier: to think outside the box! ▲ As an entrepreneur, you need to be able to answer 100 questions a day! The School's 'Learning by doing' approach prepares you for the reality of both the world of work and entrepreneurship ■ because no one is going to take you by the hand when you have to take the plunge.

Victor Lugger, H.08

Co-founder @ sunday
Co-founder @ Big Mamma

20 programs
to help you
accelerate at
every stage

04

Scale

Accélérateur ESS
Post incubation
HECTAR Accelerator
L'Oréal Beauty Tech
Meta X L'Oréal Accelerator
Icade startup studio

03

Build

Incubateur HEC Paris
Data for Managers

02

Launch

HEC Startup Launchpad
HEC Challenge +
HEC Challenge + Afrique
MSc X-HEC Entrepreneurs
Igniting Innovation
MSc Innovation & Entrepreneurship
MBAs Entrepreneurship Innovation Specialization
MBAs Digital Innovation Specialization
CDL - Creative Destruction Lab

01

Start

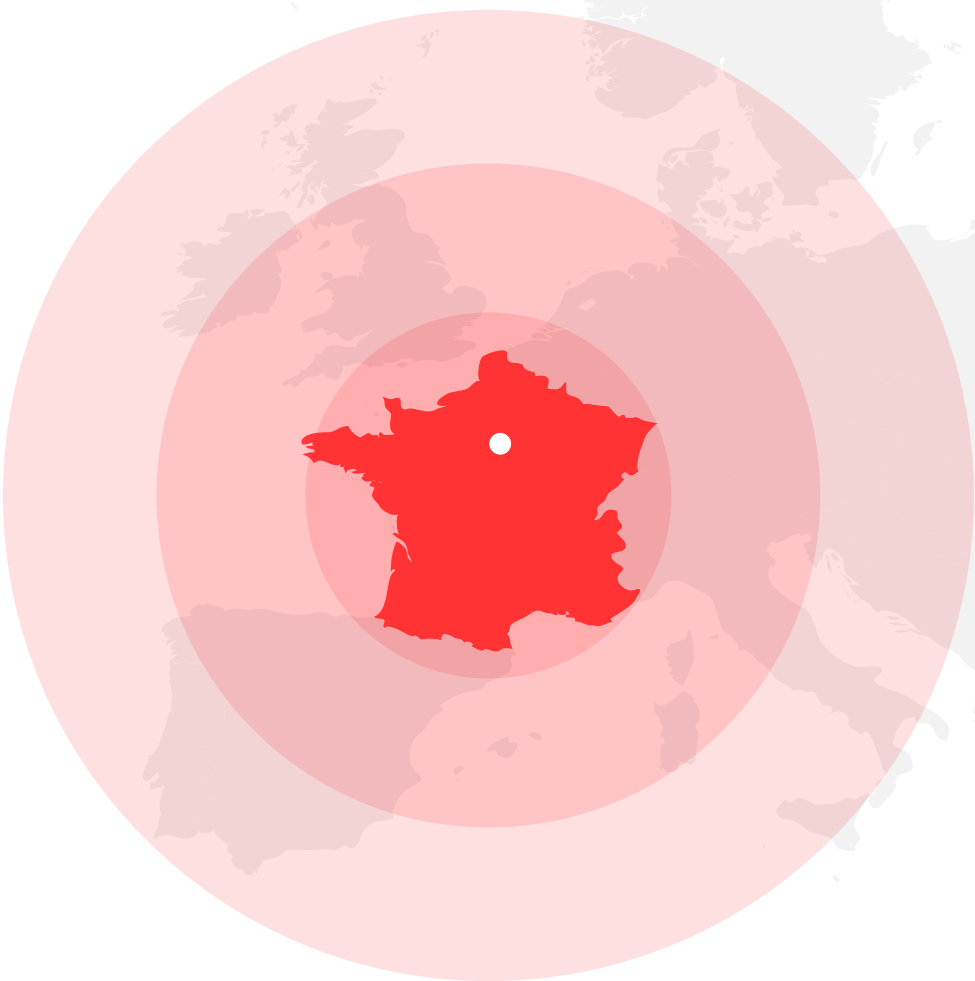
HEC Stand Up
MOOCs
L3 & M1: Electives & Academies
M2: Certificates
EMBA Specializations
Entrepreneurship & Digital Innovation
HEC-TUM Summer Program
Startup Sprint

Making it happen, making it big



Choosing the right place to innovate and to launch a business can make a major difference. Over the years, Paris and its region have become the #1 economic region in Europe and a leading European innovation hub. Limitless resources and potential partners make it a very attractive place to worldwide investors, innovators, entrepreneurs and academic institutions. On top of this, the city of lights, which radiates throughout Europe, enjoys a contagious energy where everything is possible. Innovation and entrepreneurship wouldn't happen without highly qualified talents. We believe that value creation comes from knowledge, creativity and an entrepreneurial mindset. That's why we bring together talented men and women who share our values and are endowed with an entrepreneurial spirit and a thirst for exceptional innovation.

All data in this report are calculated on an annual calendar basis



€1.9B

raised by HEC Paris entrepreneurs in 2022

11

of the leading unicorns worldwide were founded by HEC Paris alumni

+40%

startups with at least one woman as a founder/cofounder



INNOVATION &
ENTREPRENEURSHIP
CENTER

Outstanding programs for exceptional people



INCUBATEUR

ACCELERATEUR
ess

Challenge⁺

STAND UP

Challenge⁺
AFRIQUE

LAUNCHPAD

CREATIVE
DESTRUCTION LAB



INSTITUT
POLYTECHNIQUE
DE PARIS

When it comes to talented innovators and entrepreneurs, we want to attract them to our exceptional ecosystem. We can provide them with the support they need to develop their projects, while they can contribute positively to our ecosystem. That's how it becomes more insightful, resourceful and impactful every day. And since innovating or launching a business does not happen in one day, HEC Paris has designed a dozen groundbreaking programs for participants ranging from pre-experienced students to serial entrepreneurs. Whatever the stage or singularity of the innovative project or business, there is a program for any need. Just check out some of our programs.

All data in this report are calculated on an annual calendar basis

Shortcuts towards success

INCUBATEUR

264

supported startups

70%

of applicants come
from recommendation

5,000+

one-to-one meetings
organized

800+

Experts

The Incubateur HEC Paris, located at the heart of the world's largest startup campus: Station F, supports ambitious HEC Paris alumni and certified entrepreneurs by accelerating their startup development. In three months, they will achieve what they would have done on their own in one year! Mainly thanks to our à la carte, evolutive and reciprocal approach involving limitless academic, professional and entrepreneurial resources for as long as needed.

2022 Highlights

- ✓ 42 startups supported through the Hectar program on regenerative agriculture.
- ✓ Launch of TotalEnergies On! The accelerator for startups developing innovative solutions in the electricity business. 20 startups supported.
- ✓ Launch of Creativity in the Metaverse program with Meta and L'Oréal.
- ✓ Launch of the Korean Startup Center with Kosme to strengthen our support with Korean startups expanding to France and Europe.

Clients & Partners

L'ORÉAL

Meta



AKWA
GROUP

STP KISED
Korea Startup



KOSME
명진창업지원관

Turning tech ideas into high potential companies

Challenge+

1,000+

alumni companies

€1B+

raised by alumni companies

7

IPO companies

Over first launched 30 years ago HEC Challenge + was one of its kind. Today, it is the best bet for people with an innovative idea with a high potential of growth. Project owners have 9 months to train in management and develop a real business plan to ultimately turn their project into a startup and attract investors. The icing on the cake lies in the extremely effective format: a mix of benevolent shaking, closely associates training, assistance and personalized follow-up.

2022 Highlights



Change of Academic Director with Professor Étienne Krieger replacing Professor Emeritus Frédéric Iselin.

Partners



Build Something Massive Deep Tech & Impactful



12

partner universi-
ties in Europe and
North-America

25

technological
verticals

28B\$

of equity value
created by
graduate ventures

HEC Paris and the Creative Destruction Lab - a nonprofit organization - have joined forces to turn today's scientific breakthroughs into tomorrow's world-changing businesses. Massively scalable, seed-stage, science- and technology-based companies can benefit from expert opinion, funding opportunities, research analysis, and business development support. All that is needed to succeed while nurturing an entrepreneurial mindset.

2022 Highlights



Launch of the CDL Space program in Paris

Partners





Empowering women through entrepreneurship & financial independence

234

women entrepreneurs
certified

725

women trained

For 10 years already, we have been offering this program to women around the world so they can become confident entrepreneurs and financially independent. Stand Up is a truly transformative experience: women entrepreneurs who - just like any other entrepreneur - face blockages get to follow a 10-week hybrid session to overcome their fears and Stand Up. The program equips them with the necessary business and networking skills to help them find their first customers and kick-start their activity, not in a distant future, but immediately.

2022 Highlights

- ✓ The program is delivered for free in the Paris region, the French Caribbean islands, Reunion Island and Italy to be as close as possible to talented entrepreneurs.
- ✓ We target women and territories with little access to training and economic opportunities. Our impact evaluation shows that unemployment & inactivity rates combined fall from 47% to 19% after the training.

Partners



Scaling up social SMEs for long-term impact

ACCELERATEUR ess

60

small and medium businesses supported since 2018

114

million in cumulated turnover in 2021 for batches 2, 3, 4 and 5

3,400+

employees, among which 832 persons in job integration programs, and 1,670+ people with disabilities

Creating lasting and effective social impact requires a vision, an ambition and a good local grounding. With the Accélérateur ESS, social entrepreneurs can benefit from strong strategic and operational support to scale up their inclusive business. This means multiplying their economic, social and environmental impact - in particular through job creation - in the Paris region territory first, but also in most cases, it means getting ready for national expansion.

2022 Highlights



32 "Tiers-Lieux" contributing to the creation of social cohesion and a sustainable city

Partners



The first Student Startup Accelerator

LAUNCHPAD

48

projects

114

Students

27

startups launched

The Startup Launchpad is a 10-week course designed for student entrepreneurs who wish to make it happen! The program, built on entrepreneurs' experience and customer development methodologies, works as an accelerator for the launch of young companies. Students joining the Launchpad benefit from a great diversity of profiles: HEC Paris, NY Stern and Paris-Saclay University, but also Business Developers, Engineers, Coders and Designers.

2022 Highlights



Learning expedition in London and Demo Day at Skello (Launchpad alumni)

Partners schools

 **NYU | STERN**

université
PARIS-SACLAY



Building the businesses of tomorrow

13
nationalities

120
students every year

40%
of women students

Students can't go wrong with the HEC Paris and Ecole Polytechnique joint MSc in entrepreneurship. This hands-on program, based on a personalized 4-stage process, helps them acquire the necessary hard and soft skills to launch a successful entrepreneurial project and thrive in the dynamic, fast-paced startup world.

2022 Highlights

- ✓ Creation of a new study trip, called eco-LEX, co-constructed with the students to immerse themselves in the entrepreneurial ecosystems of Copenhagen and Stockholm with a focus on companies with social, societal or environmental impact.

Partners

onepoint.
beyond the obvious

L'ORÉAL

W
UNIBAIL-RODAMCO-WESTFIELD

Corporate programs



◆ Corporate innovation is increasingly under pressure to deliver business value... faster. ■ Organizations are now working on ways to professionalize and sustain innovation efforts to support their growth strategy while contributing to a more inclusive, prosperous and sustainable world.

Corporate Transformers

is an intensive 3-month program to accelerate R&D projects' go-to-market. It consists in reducing uncertainty while decreasing time, effort and resources spent on tackling new opportunities. At the end of the program, projects can be excubated at the Incubateur HEC Paris within a wide community of entrepreneurs and innovators.



Accelerator of Accelerator

is a program designed to help companies in their open innovation efforts with startups. We bring together all our entrepreneurial know-how and the best resources available on the market to support startups that corporates wish to work with. This way, corporates can further focus on developing sector expertise and creating synergies with them.



■ These last few months have been characterized by many remarkable innovative and entrepreneurship projects initiated with different partners. Whether the endeavors were for profit or not-for-profit, they all led to tangible impact for our partners and for society. ◆ Accelerating corporate transformation, scaling up projects, promoting diversity and equal opportunities are just some of the achievements that were made possible thanks to the inspiring, persevering and creative change makers who took part, learned and grew along the way. We hope these case studies will inspire you to take the leap with us.

All data in this report are calculated on an annual calendar basis

case studies

A game-changing challenge with Capgemini

In partnership with



Capgemini 

Setting

Real estate major player ICADE wanted to develop an innovative office space and associated service offer to meet both employees and companies' needs in an inclusive way.

Response

As part of the Digital Transformation Certificate, directed by HEC Paris Associate Professor Julien Lévy, 14 groups of 5 students from HEC Paris, Epitech and e-artsup were required to take on this innovation challenge. After five intensive weeks, including two immersive days at Capgemini and various conferences, classes and workshops supervised by HEC Paris coaches, students presented their work to the ICADE Board of Directors.

The winning team, which was the most disruptive one, considered their home office as an opportunity rather than a threat, and suggested that ICADE rely on their know-how to support employees and their companies in the development of workspaces and new work modes from home or close to their home. And just like that, ICADE added a new offer to their portfolio. This challenge illustrates HEC Paris' strong partnerships with complementary technical schools, Capgemini and ICADE, and our 'learning by doing' innovation approach.

Key figures

70 students involved

02 partnering schools

02 leading corporate partners

Reinforcing our actions in favor of female entrepreneurs

In partnership with

Bank of America 

 **WOMEN'S FORUM**
FOR THE ECONOMY & SOCIETY

Setting

The great impact of the health crisis on women entrepreneurs led to a surge of solidarity towards women entrepreneurs over the last couple of years. We joined the movement by creating a new program dedicated to female entrepreneurs.

Response

Building on our experience with the Stand Up program, now offered in the French Caribbean islands, Reunion Island and Italy, in 2022, we launched the 2nd edition of the WomenEntrepreneurs4Good ((WE4G) acceleration program in partnership with the Women's Forum. The 7-month online program enjoys a twofold objective: provide concrete support to women-led sustainable businesses so they can scale up, and accelerate the transition to a green economy.

Key figures

18 projects supported
09 countries represented: UK, South Africa, Lebanon, France, Sri Lanka, Denmark, Greece, USA, Italy
+800 applications for the WE4G program

Accelerating Korean startups at Station F

In partnership with



STATION F



Setting

Studying the potential of a market from abroad is never easy.

Response

In 2022, the Incubateur HEC Paris partnered with the Korea SMEs and Startups Agency (KOSME) on top of its already ongoing partnership with the Korean Institute for Startup and Entrepreneurship Development (KISED) to welcome even more startups into the Korean Startup Center (KSC) program.

In total, this hybrid incubation program hosted 22 Korean startups at Station F who wished to improve their market fit in France and in Europe, and to accelerate their business development.

Key figures

\$6.3+M fundraising
400 business matchmaking opportunities

132.5 hours of diagnostic sessions with HEC Paris staff
50M\$ revenue/sales

**Want more
information?**



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