



**INVITATION TO A BREAKFAST MEETING  
FRIDAY 8<sup>TH</sup> FEBRUARY 2008 – 9AM,  
FONDATION SOPHIA ANTIPOLIS  
MICROSOFT FRANCE PRESENT THE IDEES PROGRAMME  
TO SOPHIPOLITAN START-UPS**

**Microsoft**

Following the convention signed last November with Microsoft France the Fondation Sophia Antipolis will host a breakfast meeting with the objective of familiarising the start-ups in this sector with the tools/software of the IDEES (Initiative for Economic Development of programmers and start-ups) programmes.

The goal of the IDEES program is to sponsor 25 startups a year and to provide them with technical support (via the Microsoft Technology Center), commercial and marketing support to help with internationalisation.

The objective is to assist young and innovating French startups to become international software leaders. This is an important issue for Microsoft France because it involves identifying our big future partners, essentially those who will innovate on our platforms to serve our clients and previous partners.

Two years after its launch the 50 sponsored startups have risen on average 3 Million Euros and recruited 16 people since 2005 to achieve an average business size of 27 personnel. In addition, the total number of jobs created by IDEES programme companies since 2005 has exceeded the 550 mark.

The IDEES programme shows Microsoft France's commitment to increasing the development of the software economy in France, which is now the main engine of growth of the IT sector and a key card for the French economy. Created in France, the success of the IDEES programme inspires other branches of Microsoft and is even adopted in 15 European countries, in China, Israel, India, Russia and the USA.

This programme offers innovating start-ups:

- Technological assistance via the Microsoft Technology Center based in Paris, where programmers can develop and test their applications while benefitting from the support of Microsoft France consultants.
- Commercial and marketing support allowing them to increase their visibility while being associated with marketing events and commercial client presentations.
- Internationalisation support, which offers them the opportunity to get support via the Microsoft global network to get through to the world faster;
- Financing support with the introduction of risk capital/venture capitalists and incubator partners of the programme, and even assistance with file assembly (Oseo, tax credit, European subsidies)

This meeting is open to all managers of startups in the software sector.

Please reserve your place by contacting:

Caroline Chambon – Tel: 04 92 96 78 08 ([chambon@sophia-antipolis.org](mailto:chambon@sophia-antipolis.org))

Further information: <http://www.microsoft.com/france/apropos/idees/>

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