

# FOUNDERS FACTORY.

## Founders Factory and Aviva France to launch operations in Paris and fuel France's startup boom

- Founders Factory Paris will bring its international DNA & bespoke operating model to build and scale teams that think globally from day one
- Aviva France, one of the major insurers on the french market, to invest several million euros over five years through its innovation fund Aviva France Ventures
- Fintech to be the first sector, with more sectors added as other corporate partners come onboard
- Founders Factory Paris, co-founded and lead by Albin Serviant, serial entrepreneur and investor
- The company will build an operating team of 50 full-time specialists in Paris.
- Paris stands out as one of the most dynamic tech ecosystems in Europe with a huge talent pool and a rapidly developing startup scene
- Aviva France Ventures continues to develop its global innovation strategy to support innovation which benefits to startups, customers and employees

**Paris, June 20** - Founders Factory, the corporate backed tech startup accelerator and incubator, is partnering with leading savings and insurance company Aviva France to bring its unique model to France, one of the most buoyant tech ecosystems in Europe. Founders Factory Paris will design, build and scale over 100 disruptive tech startups in France over the next five years.

Aviva France, through its innovation fund Aviva France Ventures is the first of multiple corporate partners, who will each invest several million Euros. Paris has become one of the globe's foremost technology hubs and Founders Factory, together with its partners, is looking to combine the best local and international talent to attract global startups to France and build the next generation of international French companies.

**Albin Serviant, Co-Founder & CEO Founders Factory Paris** said *"I am impressed by the progress made by France in technology in such a short time, and thrilled by the dynamism of the country in general. After seven years in London in a very international environment, I am delighted to return to Paris to launch Founders Factory, which has developed a unique platform to incubate and accelerate cutting-edge technology businesses and provide the best possible support to founders"*.

**Gilles Pavie-Houdry, Aviva France Strategy Director, Aviva France Ventures Managing Director** said *« Our investment in Founders Factory Paris sets a second dimension to our innovation investment thesis "to provide and get corporate value from our investments in innovation through co-development", extending our initial support to French startups from direct investment to seed/early stage acceleration and incubation.*

Founders Factory, co-founded by Brent Hoberman and Henry Lane Fox in London in 2015, has built and scaled over 100 startups to date in its London and Johannesburg hubs and will deploy its unique accelerator and studio model in Paris. Founders Factory Paris will build a team of 50 of the best digital operators and be led by Albin Serviant, serial entrepreneur, CEO of EasyRoomate and investor in tech and media start-ups, and FrenchTech London Co-Founder.

**Patrick Dixneuf, CEO, Aviva Europe and Aviva France,** said: *“We are proud to partner with Founders Factory Paris. Our partnership in the UK has been extremely fruitful with the deployment of 16 pilots and 7 enterprise contracts between Aviva and the Founders Factory portfolio in just three years. We see huge opportunities to combine our scale and reach in the French market with the local talent and innovation in the ecosystem. We look forward to creating a platform for entrepreneurs to help them work better with large corporates and grow their businesses.”*

**Brent Hoberman, Co-Founder and Executive Chairman, Founders Factory,** said: *“It is a very exciting time for France and its startup ecosystem and we cannot wait to support the most talented and ambitious founders in France. Our ambition is to be the world’s best partner for entrepreneurs and now with our UK, France and South African operating teams and network of corporate partners, we have the beginnings of a global platform.”*

The accelerator will grow existing French startups through a bespoke six month programme, whilst the studio will build completely new startups across a number of sectors. Founders Factory Paris will hire over 50 full-time specialists locally, covering all aspects needed to scale its startups including product development, UX/UI, engineering, data science, business development and growth marketing.

Aviva, who is a well-established partner in the UK, will now work with Founders Factory Paris to support early-stage entrepreneurs in the FinTech space. Furthermore, they will unlock major opportunities for startups by attracting local and foreign investment, creating jobs and boosting entrepreneurship.

In addition to the corporate investors and hands-on support from Founders Factory Paris, the participating startups will have access to specialist operating services, global networks of corporates and physical hubs to launch their startups in new markets, talent and knowledge transfer through the Founders network; that includes world class entrepreneurs, investors, corporates and successful startups across Africa, Europe, the UK and the US.

*“This is undoubtedly a strong sign of the growing confidence of investors in the country and a unique opportunity to accelerate the emergence of startups in France with an international DNA from day one. Founders Factory’s unique model assembles industry-leading corporates and an expert team to help founders build great companies creating jobs at scale,”* **Albin Serviant added.**

Founders Factory Paris is now accepting applications from startups for its accelerator and studio programmes via [foundersfactory.com/paris](https://foundersfactory.com/paris)

ENDS.

### **Notes to editors**

Aviva and Founders Factory’s work together to date:

- Aviva has been a partner of Founders Factory in the UK since May 2016. Since then, they have built and/or accelerated 20 fintech startups.
- During that time, Aviva has executed 16 pilots with those startups and signed seven enterprise contracts.

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- Aviva has also made direct investments worth several million Euros into two startups during their funding rounds, via its Aviva Ventures arm. They are:
  - Acre - a next generation mortgage platform built on blockchain technology
  - Shepper - on-demand inspections of business assets at scale by a global network of trusted local people. Based in London, Shepper also recently launched operations in France.

## **About Founders Factory**

For more information contact Amy Grimshaw, Head of PR & Communications, Founders Factory amy@foundersfactory.com

Founders Factory is the world's best partner for founders.

We have developed a platform for entrepreneurs from different backgrounds and at varying stages to build and grow their startups.

Based in London, Johannesburg and now Paris we run two programmes: our studio that creates new startups and our accelerator that invests in existing businesses in order to scale them.

We help our founders by providing product, tech, design, bizdev, brand, growth and fundraising support from a large operating team of specialists. We also enable "unfair advantages" like distribution, market insight, first customers and scale from our investment partners.

Founders Factory has secured over 150 pilots for its startups with its corporate partners. Crucially over 30% of those pilots have lead to enterprise contracts and a further five to direct investments.

To date Founders Factory is backed by L'Oréal, easyJet, Aviva, Guardian Media Group, CSC, Holtzbrinck, Marks & Spencer and Standard Bank..

Founders Factory was voted Hottest Startup Accelerator at The Europas 2018.

## **About Aviva France**

Aviva France is a subsidiary of one of the biggest life and non-life insurance companies in Europe. With experience going back 180 years, Aviva France offers a complete range of products and services to about 3 million clients, private individuals, craftsmen, shopkeepers, self-employed professionals and middle-sized companies. The insurance company is committed to gathering its insurance activities under the Aviva brand name to rely on a strong unique brand. Aviva France offers its products through a multi-channel approach which revolves around 4 customer-oriented sales departments: Proximity (1,000 general agents, 1,000 insurance brokers), Direct, Heritage (including the French Financial Union bank), and Partners (including the French Savings and Retirement Association).

As a responsible company, the Aviva Group in France is strongly committed to financing the launch of real economy, accompanying our company towards a more sustainable lifestyle, and defending an inclusive corporate culture for its 4,300 collaborators.

For more information about Aviva France, please visit <http://presse.aviva.fr> and follow us at @AvivaFrance.