



ICADE'S START-UP STUDIO URBAN ODYSSEY PUTS OUT A NEW CALL FOR ENTREPRENEURS

- Three years after its launch, Urban Odyssey continues to grow and has put out a new call for entrepreneurs seeking to launch and accelerate a start-up in order to meet real estate needs and urban challenges.
- As a new feature this year, a week of intensive coaching has been organised for young graduates desiring to work with Icade to start up a business.
- To date, Urban Odyssey has already launched **11 start-ups and spin-offs**, with the aim of creating and investing in **three to five additional start-ups in 2022**.



ENTREPRENEURS, COME BE A PART OF URBAN ODYSSEY!

Whether you're an experienced entrepreneur or a young graduate, whether you have a project or not, as long as you have innovative ideas and an entrepreneurial spirit... ➡ **The team at Urban Odyssey is looking forward to hearing from you!**

Do you share our conviction that there is a need for a **transition to a low-carbon, resource-efficient real estate sector, the preservation of biodiversity, quality of life in cities and support for new urban lifestyles and changing property needs?** ➡ Apply now!

To apply, contact us right now at: startupstudio@icade.fr

The Urban Odyssey team is currently meeting with entrepreneurs to pre-select the best projects, provide business support and strengthen their business plans, with a view to presenting those selected to the Urban Odyssey Board in October 2022.

AS PART OF URBAN ODYSSEY, YOU'LL BENEFIT FROM:

- ✓ **Funding:**
Urban Odyssey invests an average of €200k in pre-seed capital in start-ups
- ✓ **Immediate business opportunities:**
Working with Urban Odyssey means having easy access to Icade's assets, development projects, customers and business expertise
- ✓ **A model** that combines the agility of entrepreneurs with the firepower of a large group
- ✓ **A dedicated team of talented people:**
Entrepreneurs, developers, designers, business developers and real estate professionals, deeply interested in the challenges facing the cities of tomorrow and committed to the success of the projects
- ✓ **Working space on the Urban Odyssey premises in Bastille**
- ✓ **Access to the support programme and resources of the HEC Incubator, our partner during the seed phase of the projects**

AT URBAN ODYSSEY, YOU'LL WORK ON THE KEY CHALLENGES FACING CITIES, SUCH AS:

- **The home of the future** (new home-based healthcare solutions, home personalisation and scalability, digital technology for real estate development, etc.);
- **The future of work** (new office solutions, new experiences and new services in the hybrid work era, technologies that optimise building operations including energy efficiency, etc.);

- **Building sustainable cities** (restoration of urban biodiversity, greentech applied to real estate, new low-carbon materials and building solutions, the circular economy in the construction sector, adapting cities to climate change, etc.).

NEW: “URBAN SPRINT”, A WEEK OF INTENSIVE COACHING BEFORE URBAN ODYSSEY’S FINAL SELECTION



This year, Urban Odyssey will introduce a new format for students and young graduates.

The concept? During five night sessions to be held in Paris from June 27 to July 1, candidates will be able to present their ideas in front of Urban Odyssey’s business coaches and experts from Icade’s divisions. Projects that make it to the final round will be pre-incubated at Urban Odyssey during the summer with finalists being given the opportunity, depending on their progress, to pitch their start-ups to the Urban Odyssey Board in October, with the aim of being asked to join the start-up studio.

For more information, visit urbanodyssey.com

To apply, send an email to startupstudio@icade.fr

Urban Odyssey in numbers:

11 start-ups & spin-offs created in three years

Average pre-seed funding of €200k

A group of 50+ experts, business coaches, designers and representatives from Icade’s divisions

A Board made up of eight experts (Icade’s CEO & Executive Committee members, partner investors including BPI, AXELEO and the Investment Department of Caisse des Dépôts)

ABOUT ICADÉ

DESIRABLE PLACES TO LIVE

As an office and healthcare property investment company (portfolio worth €15.5bn on a full consolidation basis as of 12/31/2021) and a developer of homes, offices and public amenities (2021 economic revenue of €1.1bn), Icade designs, builds, manages and invests in cities, neighbourhoods and buildings that are innovative, diverse, inclusive and connected, with a reduced carbon footprint. Desirable places to live and work. In collaboration with its stakeholders, Icade has made low carbon a strategic priority in order to reinvent real estate and create cities that are healthier, happier and more hospitable. Icade is a key player in Greater Paris and major French cities. It is listed as a “SIIC” on Euronext Paris and its leading shareholder is the Caisse des Dépôts group.

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ABOUT URBAN ODYSSEY

Created in 2019, Urban Odyssey is the start-up studio of Icade, an integrated real estate player, dedicated to shaping real estate and the city of tomorrow.

Transition towards a low-carbon economy, preservation of biodiversity, new expectations in terms of quality of life in cities and at home... by supporting committed entrepreneurs, Urban Odyssey makes it possible to scale up concrete solutions that address the main challenges facing the cities of tomorrow. Its early success stories include VERTUO, a company specialised in solutions for recycling rainwater which has already marketed them to planners and developers; STOCK CO2, a local and tailor-made carbon offset platform that is already working with about 40 companies committed to climate action including Icade; and DOMANI, a provider of shared housing for seniors, which has developed its first projects with Icade Promotion.

With 11 start-ups and spin-offs to its credit, Urban Odyssey’s goal is to co-create three to five additional start-ups each year.

Ø www.urbanodyssey.com