



PRESS RELEASE
Paris, June 2, 2020

**ICADE'S START-UP STUDIO URBAN ODYSSEY WILL COMPETITIVELY SELECT
ENTREPRENEURS TO CO-CREATE 5 START-UPS THAT ADDRESS
THE CHALLENGES OF TOMORROW'S CITIES**

One year after its launch, Urban Odyssey continues to expand in partnership with the HEC Incubator housed at Station F. Its objective is to create 5 high-potential urban start-ups alongside entrepreneurs and implement solutions that address the emerging challenges facing cities.

URBAN ODYSSEY

Start-up Studio by ICADE

A new model of entrepreneurship to meet major urban challenges

After its first year of existence that saw the launch of 6 start-ups [see infographic below], the Urban Odyssey team is now looking to select co-founders for its upcoming urban projects.

Transition towards a low-carbon economy, preservation of biodiversity, new expectations in terms of quality of life in cities and at home... The health crisis has made these issues even more important. As it combines the agility of a start-up and the firepower of a big firm, Urban Odyssey is an ideal environment to co-create new businesses and implement innovative solutions.

"The current crisis has offered us an opportunity to reflect even more on the city of tomorrow and rethink the way we live and work, declared Olivier Wigniolle, CEO of Icade. These challenges—which are also opportunities to be seized—lie at the heart of Icade's Purpose. Thanks to Urban Odyssey, we have enabled internal and external entrepreneurs to deliver projects that meet these expectations. The second edition of Urban Odyssey will attract new talent in which we will place our trust. We will continue to invest together with them to create new businesses."

Joining Urban Odyssey, a unique opportunity for entrepreneurs



Entrepreneurs who are selected to join Urban Odyssey will benefit from:

- **Funding:** Urban Odyssey co-invests in studio-born start-ups.
- **Immediate business opportunities:** working with Urban Odyssey means having unique access to Icade's properties, development projects, customers and users.
- **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.
- **The expertise of the HEC Incubator:** it is also located at Station F where Urban Odyssey's projects will be incubated.

Entrepreneurs, become 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 do not hesitate to contact the Urban Odyssey team!

Are you passionate about the transition to a low-carbon, resource-efficient real estate sector, the preservation of biodiversity, quality of life in cities and new urban lifestyles? Apply now!

To apply please contact us at: startupstudio@icade.fr

The Urban Odyssey team will be interviewing entrepreneurs until July 1, 2020. The focus this summer will be on consolidating projects and coaching.

Selection of the first wave of projects to be incubated: early September 2020. The projects selected will be moved into Urban Odyssey in early October 2020.

[Watch our video about Urban Odyssey](#)
www.urbanodyssey.com

ABOUT ICADE

Building for every future

As an investor and a developer, Icade is an integrated real estate player that designs innovative real estate products and services adapted to new urban lifestyles and habits. By placing corporate social responsibility and innovation at the core of its strategy, Icade is closely involved with stakeholders and users in the cities—local authorities and communities, companies and employees, institutions and associations... As an office and healthcare property investor (portfolio value of €11.5bn as of 12/31/19 on a proportionate consolidation basis) and as a property developer (2019 economic revenues of nearly €1bn), Icade has been able to reinvent the real estate business and foster the emergence of tomorrow's greener, smarter and more responsible cities. Icade is a significant player in the Greater Paris area and major French cities. Icade is listed on Euronext Paris as a French Listed Real Estate Investment Company (SIIC). Its leading shareholder is the Caisse des dépôts Group.

The text of this press release is available on the Icade website: www.icafe.fr/en/

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ABOUT THE HEC INCUBATOR

The HEC incubator is a tailored, à la carte and participative start-up support programme. It draws on all the resources that the HEC ecosystem has to offer to assist ambitious entrepreneurs to speed up the growth of their projects. It is intended for entrepreneurs selected among students and holders of an HEC Paris degree or certificate with ambitious projects having the potential to make a positive impact—whether economic, environmental, social or technological. Incubated projects benefit from coaching and the assistance of mentors and experts, as well as the experience of previously incubated start-ups, lunchtime get-togethers, exchanges with the HEC Alumni community, and, more importantly, a supportive and collaborative environment.

Since its creation in 2007, the HEC Incubator has already worked with over 250 companies (Concord, Product-Live, Leetchi, Point Vision, etc.). Since July 2017, all of the start-ups have been incubated in a 700-sq.m facility equipped with 188 workstations at Station F. The HEC Incubator currently hosts 60 businesses.

Ø www.hec.edu/incubator

Ø <https://stationf.co/startup-programs/>