



INNOVATION HUB

DIGITAL CONTENT & CREATIVE INDUSTRIES

A PLACE

The building, located amid the so-called Macdonald Warehouses, at 157 Boulevard Macdonald, in the 19th arrondissement, constitutes **A REAL OPPORTUNITY TO DEVELOP A GENUINE HUB FOR THE EMERGENCE AND ACCELERATION OF YOUNG, INNOVATIVE COMPANIES THAT REVOLVE AROUND DIGITAL CONTENT AND THE CREATIVE INDUSTRIES.**

The 15,000-sqm building, delivered by the RIVP, is located in the North-East of Paris, between Porte de la Villette and Porte d'Aubervilliers, right across the Rosa Parks tram station. It is part of a project to repurpose the Macdonald Warehouses, which were built in the 1960s – a project initiated by the City to reinvigorate the

neighborhoods that lie on either side of the Périphérique beltway's Eastern section.

This remarkable project was imagined and designed by one of the great names in architecture, Odile Decq.

The building alternates between straight and curvilinear geometric shapes. Its façade, which features round windows envisioned by the architect, give the place a very atypical identity.

It will provide innovative companies with premises as well as support services, at moderate prices. It is destined to become the benchmark location for the metropolis, combining on a single site a varied range of uses and practices for the entrepreneurs, researchers, artists, students, social players and craftsmen who make up the Parisian, national and even international ecosystem of innovation.

ANNE HIDALGO

MAYOR OF PARIS

« A new, genuine 21st-century neighborhood is being born between Porte d'Aubervilliers and Porte de la Villette.

Le Cargo is emblematic of the North of Paris and testifies to a new way of building a city and stimulating economic growth and creativity. Paris is reinventing itself to make it possible for young, innovative companies to get the support they deserve. »

BRUNO JULLIARD

1ST DEPUTY MAYOR OF PARIS, IN CHARGE OF CULTURAL AFFAIRS, HERITAGE, CRAFTS, CULTURE-RELATED COMPANIES, RELATIONS WITH ARRONDISSEMENT TOWNHALLS AND NIGHTLIFE.

« I am delighted that Paris should be supporting the dynamism of cultural innovation by providing such a hybrid space.

By bringing together young companies within a single space, le Cargo, will raise the international profile of the "Grand Paris"'s overnight. »

JEAN-PAUL PLANCHOU

3RD VICE-PRESIDENT IN CHARGE OF ECONOMIC DEVELOPMENT, NEW INFORMATION AND COMMUNICATION TECHNOLOGIES, TOURISM, INNOVATION AND SOCIAL AND SOLIDARITY-BASED ECONOMY.

« Part of the job of the Île-de-France Region is to support tomorrow's economy by allowing as many young companies as possible to bloom and grow in the best possible conditions. Thanks to this new space, startups, at each step in their development, will be able to meet in a single location to create and work together, to experiment, to accelerate their projects and publicize their successes. It is a hub of collective intelligence. »

JEAN-LOUIS MISSIKA

DEPUTY IN CHARGE OF URBAN PLANNING, ARCHITECTURE, "GRAND PARIS" PROJECTS, ECONOMIC DEVELOPMENT AND ATTRACTIVENESS

« We are about to take the creators and entrepreneurs of the digital and creative industries, be French or international, on a long journey full of opportunities and high-end support to address the challenge created by a rapidly shifting field. »

MENTORSHIP & PROGRAM

PARIS AND CO, THE CITY'S AGENCY FOR ECONOMIC DEVELOPMENT AND INNOVATION ALONG WITH ITS PARTNERS WILL MENTOR THIS INNOVATION HUB CENTERED ON THE WORLD OF THE MEDIA (INCUBATION, EVENTS, TRAINING). IMPULSE PARTNERS, WHICH SPECIALIZES IN INNOVATION IN THE FILES OF CONSTRUCTION AND AERONAUTICS, WILL MENTOR AN ECOSYSTEM

DEDICATED TO THE NEW TECHNOLOGIES OF DIGITAL DESIGN AND ROBOTIZED MANUFACTURING. THIS WILL BE ACHIEVED THROUGH A START UP INCUBATOR, A FAB LAB AND A TRAINING PROGRAM TO SUPPORT THE DIGITAL TRANSITION OF ARCHITECTS AND ENGINEERS, IN PARTNERSHIP WITH AREA INSTITUTE.

CREATIVE AND CULTURAL INDUSTRIES THE PARIS&CO INCUBATOR

Paris&Co offers a program dedicated to the world of the media (e-education, videogames, digital publishing, 3D, digital content) with the support of more than 20 well-regarded partners. More than just an incubator, Paris&Co invites startups to join its startup network (200 incubations in 2015) within one great location, a future nexus of skills and visibility, to benefit from the dynamics provided by major industrial corporations and from services, international expert networks, skilled investors, as well as links with research and the best institutions of higher learning in the realm of the media.

Startups will be able to receive individual support from Paris&Co's project managers and partners, and to benefit from premium community services, training, consultations, workshops and mentorship.

THEMATICS

Fields of application: music, books, digital publishing, film, television, videogames, animation, images, leisure, education, training, the radio, the internet, the press, the news...

Fields of innovation: smart devices, big data / smart data, transmedia, gamification, mobility (geolocation...), augmented reality, social networks, multi-screens...



INNOVATIVE DESIGN, FABRICATION AND CONSTRUCTION TECHNOLOGIES THE IMPULSE PARTNERS INCUBATOR

An ecosystem that specializes in innovative design, fabrication and construction technologies, combining startups and major industry decision makers.

- in partnership with Applied Research and Entrepreneurship for Architecture, an institute devoted to the teaching and experimentation of innovative computation design, digital fabrication and construction processes
- equipped with a fab lab to turn project in a reality (multi-material 3D printing, modular and

distributed robotics workshop, laser cutters, robotic arms)

- with a strong international dimension (partnerships with foreign accelerators)

THEMATICS

Fields of application: architecture, construction, real estate, aerospace, industries...

Fields of innovation: new technologies of digital design and robotized manufacturing, with applications in construction, architecture, design, aerospace or industry.

"SMART" REAL ESTATE SOLUTIONS AND BESPOKE INFRASTRUCTURES RIVP BUSINESS CENTER

Since 2007, the RIVP has delivered a network of services and support for innovative entrepreneurs, with 5 incubators and business centers in the heart of Paris. As the builder, manager and mentor of these sites, the RIVP offers "smart" real estate solutions at moderate rates, with bespoke infrastructures and personalized support.

The business center harbors young companies in the realms of digital technology, e-education, cultural and

creative industries, city-wide and international projects.

Part of the purpose of the RIVP is to ensure that these innovative companies remain within the city limits of Paris, feeling comfortably at home and creating jobs.

THEMATICS

Digital technology, videogames, e-education, animation/images, information and communication technologies, leisure, cultural industries, creative industries, digital design, robotized manufacturing.



DESCRIPTION

The 6-story building will comprise 125 units, ranging from 30 to 120 sqm, for the benefit of startups as well as small businesses and manufacturers, in the form of an incubator and a business center:

- 35 incubator units, ranging from 20 to 120 sqm, amounting to a total of 3,000 sqm (net area),
- 90 business center units, ranging from 20 to 120 sqm, amounting to a total of 7,000 sqm (net area), marketed and managed directly by the RIVP.

As well as 2,800 sqm (net area) of community services and circulations, including:

- a welcome desk,
- mentor offices,
- a cafeteria,
- various spaces for relaxation and conversation,
- 12 meeting rooms, including a large, 98-sqm conference room,
- a central patio,
- 2 outside terraces per level, one terrace for the cafeteria and one expansive terrace on the sixth floor
- a delivery area and technical facilities
- parking spaces.

RATES

THE INCUBATOR

- 158€ / sqm / year, excluding taxes and utilities, for the first year (50% discount),
- 189€ / sqm / year, excluding taxes and utilities, for the second year (40% discount), indexed to the variation of rents in the service sector,
- 221€ / sqm / year, excluding taxes and utilities, if tenancy continues, for the third and fourth years (30% discount), indexed to the variation of rents in the service sector.

Incubation programs (support, mentoring and coaching services) are billed separately by each partner in addition to the rent.

THE BUSINESS CENTER

- 236,50€ / sqm / year, excluding taxes and utilities, for the first three years (25% discount),
- 268€ / sqm / year, excluding taxes and utilities, from the fourth to the sixth year (15% discount),
- 315€ / sqm / year, excluding taxes and utilities, from the seventh year onwards, indexed to the variation of rents in the service sector.

Applications for leasing these spaces are open. A unified platform that presents these various spaces, incubation and housing programs, as well as the application procedures, is available at

WWW.LECARGO.PARIS