



## PROVENCE PROMOTION



### **Interview with Lubomira Rochet (Microsoft France) : Think big... from the beginning! ...**

**QUESTION: Why did you start this partnership with the Provence Alpes-Côte d'Azur region?**

**Lubomira Rochet:**

The Provence-Alpes-Côte d'Azur region is a highly strategic region due to the concentration of companies and institutions working in the software, multimedia and microelectronics fields. It is very innovative in the subject, and in our opinion it seemed inescapable if we were to achieve our ambition of implementing this system of partnerships that has also been set up in other towns in France including Lille, Lyon, Paris, Toulouse, Nantes... Microsoft's commitment in the Provence-Alpes-Côte d'Azur region is equally a question of existing skills and the will to get involved in a region of enthusiasts who are therefore proactive in the research!

**QUESTION: What are the objectives of this partnership?**

**Lubomira Rochet:** The partnership binding us to Provence Promotion is based on two operational programs, namely IDEES and BizSpark.

IDEES is reserved for the 25 most promising software publishers in their field of activity. It is intended to accelerate technological, marketing, business development, financing and internationalisation aspects of the development of these young innovative companies.

The IDEES club was started in 2005 and it is now composed of almost 90 members with some resounding successes in the region such as Keeneo (intelligent software video monitoring solutions) CQF2 (virtual safe and Simply Sim (creation of a 3D universe in real time).

### **For further information**

[www.microsoft.com/france/apropos/idees](http://www.microsoft.com/france/apropos/idees)  
Presentation of IDEES

<http://www.microsoft.com/bizspark/>  
Presentation of the Bizspark program

Read the presentation of this partnership signed on December 14 2007, on [investinprovence.com](http://investinprovence.com).  
<http://www.investinprovence.com/download/microsoftfr.pdf>



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### QUESTION: Is BizSpark the second program?



**Lubomira Rochet:** Yes, it has been launched around the world, and is addressed exclusively to budding start-ups and even to project carriers. Consequently, it is very attractive for nurseries. There are two eligibility criteria, and they are both simple. The start-up or the project must:

- have an annual turnover of less than 1 M\$
- have been in existence for less than 3 years

### QUESTION: What are its main benefits?

**Lubomira Rochet:** The program is based on three major pillars. This is why there are three main families of benefits:

- Practically free access to development and production software in hosted mode (for a total cost of \$100 payable at the end of the 3-year duration of the program);
- Support provided for a community of strategic partners who will have to sponsor candidate start-ups;
- Visibility with 800 strategic partners in the program around the world (investors, large corporations, potential of start-up partners, etc.), due to the profile that each start-up creates for itself on the world gateway.

### QUESTION: How do you intend to make this company network actually operational?

**Lubomira Rochet:** It is already operational ! 200 new companies now register every day around the world. In France, we expect to bring together at least 300 companies per year.

This network in itself is a genuine added value for each participant, partly because it opens up the doors towards cooperation between start-ups, but also it facilitates sponsorships through active partners in the program. This early assistance is an opportunity for everyone to find new markets, answers to technological and financial questions at all stages of its development, from germination to internationalisation!

### QUESTION: What is Provence Promotion's role in this new program?

**Lubomira Rochet:**

The development agency is a strategic partner of overriding importance for the program. We gave it free reign to include any company and any player in the region that satisfies the eligibility criteria. It is a project in which there is no question of anyone being excluded .... on the contrary, the objective is to include fundamental values such as talent, the will to share and to see big at the beginning!

### For further information

[www.microsoft.com/france/apropos/idees](http://www.microsoft.com/france/apropos/idees)

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