



APPLICATION

Session 2 : New York | October 17 - 26, 2016



 @franceinnyc | #DigitaLab

The **FRENCH-AMERICAN DIGITAL LAB** is an interdisciplinary exchange program created by the Cultural Services of the French Embassy in New York and co-produced with Business France. The program is part of French Tech New York City. This program aims to stimulate creative and business partnerships between cultural innovators in France and the US.

Please review the call for applications and eligibility criteria before filling out this form. Applications that do not respect indicated word count may not be considered. Applications must be completed within this document and sent to: digital-lab@frenchculture.org by July 13 2016 at midnight EST.



BASIC INFORMATION

Company/project name:

Name of the primary contact:

Title:

Email:

Phone number:

Year the company was created:

Company website:

Office location(s):

Number of employees:

Funds raised (amount):

1. Executive team LinkedIn URLs (or brief team description) (up to 800 characters)

2. Please provide a short description of your product/project: Who is it for? What problem does it solve? What benefits does it provide for the user? (up to 800 characters)



FINANCIAL ASPECTS

1. What is the company's revenue over the past two years (if applicable)?

2. What is the revenue attributable to the specific product you will be launching in the US market?

3. What is your monthly revenue and/or user growth?

4. Is the company profitable?

5. If you raised funds:
 - When?
 - How much?
 - With whom?



YOU AND THE FRENCH-AMERICAN DIGITAL LAB

1. How did you hear about us?
2. What do you hope to get out of this program? (up to 800 characters)
3. Why would you be a good fit to this year's Digital Lab program and the themes: Storytelling & VR or Fashion & Design? (up to 800 characters)
4. Explain why expanding in the USA is a vital step for your company. (up to 800 characters)



YOU AND THE FRENCH-AMERICAN DIGITAL LAB

5. What is your strategy to develop your product in the US market? (up to 800 characters)

6. Please provide a list of identified potential partners in the culture field in New York.



DOCUMENTS

Provide a video (**2 min maximum - in English**) of your pitch: briefly describe your company and team, U.S. market opportunity, product/solution, what makes you a good fit for the Digital Lab 2016. (Please provide a URL below. Do not password protect your video. You should be able to make it non-public/unlisted so that only users with the link can access the video.)

You may include a presentation deck if you wish (**8 slides Maximum – in English**) (Please provide a link below or send the file to digital-lab@frenchculture.org along with all other application files by July 13, 2016 at midnight EST.)



CONTACTS

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The Cultural Services of the French Embassy provides a platform for exchange and innovation between French and American artists, intellectuals, educators, students, the tech community, and the general public. Based in New York City, Washington D.C., and eight other cities across the US, the Cultural Services develops the cultural economy by focusing on six principal fields of action: the arts, literature, cinema, the digital sphere, French language and higher education.
www.frenchculture.org

Business France North America, the French international business development agency, accelerates the growth of French companies in the US and Canada, through personalized services allowing entrepreneurs to efficiently adjust and thrive in one of the most challenging markets in the world. Business France offers the following services: market opportunity analysis, go-to-market strategy, marketing and positioning strategies, organization of BtoB meetings with potential partners, lead generation, strategic introductions, coaching and mentoring. With a workforce of 110 multilingual collaborators spread across 10 offices in North America, Business France North America works with close to 1000 French companies yearly, and handles about 100 B2B events in more than 32 cities in North America.



The French-American Digital Lab is part of **Paris-New York Tandem 2016**, a program organized by the City of Paris and Institut français in partnership with the Cultural Services of the French Embassy in the United States of America and the Embassy of the United States of America in France, and the City of New York.

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PARTNERS



SUPPORTERS



NETWORK

