



RULES OF THE START-UP CONTEST

ARTICLE 1 – Objet

SITEM aims to bring together start-ups offering innovative solutions to professionals in charge of equipment and the development of museums, cultural and tourist sites. It wishes to highlight the multiple services offered by these young companies to strengthen the cultural and tourist attractiveness of territories.

Launched in January 2017, during the 21st edition of SITEM, the STARTUP CONTEST has the ultimate goal of highlighting new skills and increasing the visibility of these young companies.

ARTICLE 2 – Admission

Participation in the STARTUP CONTEST is reserved for start-ups that are no more than three years old (date of creation after 01/01/2020), exhibiting at the 27th edition of SITEM on 28, 29 and 30 March 2023. However, the jury reserves the right to accept a start-up with a longer history depending on the quality of its proposals.

ARTICLE 3 – Participation

The participating start-ups are divided into two groups and must choose to belong to one of the two groups created:

Group 1 in which innovation is mainly focused on content

Group 2, in which innovation is mainly related to **technologies**

After the selection of the group, the participating start-ups must provide two documents:

- **A general presentation not exceeding two 21X29.7 pages or 2,700 characters per page.**
- **A simplified business plan on one page**

All of these documents must reach the organization by **March 3, 2023** at the latest at the following

address cecile.lucas@sitem.fr / SITEM – STARTUP CONTEST – *Museumexperts - Groupe Beaux Arts & Cie - 9 Boulevard de la Madeleine 75 001 Paris*

Their non-receipt in time is eliminatory.

ARTICLE 4 – Process

Among all the applications received, a pre-selection of start-ups will be established beforehand. It will be communicated to all participants by Friday, **March 17, 2023** at the latest. The start-ups that are part of the pre-selection will then receive their order of appearance, drawn at random.

The presentation of the projects is public. It will take place on **Tuesday, March 28, 2023** and will **start at 12:00 in the Salle des Ateliers.**

In front of the jury, each start-up will have a three-minute pitch. At the end of the pitch, the jury will also have three minutes for questions.

The selection of the winner will be based on the relevance and originality of the project, its economic and technical feasibility, and the quality of its presentation. The jury is sovereign. It meets after the presentations and makes its choice by majority.

The winners of the two categories will be announced the same day at 5:00 pm, Salle des Ateliers.

ARTICLE 5 – Le jury

- **Anne Villette Raoul-Duval**

BPI France, Senior Investment Director

- **David Nahon**

Dassault Systemes, 3D Experience Lab, Virtual Immersion Director (IV)

- **Gilles Duffau**

Caisse des Dépôts, e-culture project manager, Programme d'Investissement d'Avenir, « culture, heritage, digital »

- **Jean-Christophe Jourdan**

La Banque Postale, Deputy Director of the institutional and association market **Aude Merlet**
Audiens, Chef de projets marché du numérique

- **Laure Pressac**

Director of Cultural Engineering at Beaux Arts & Cie

- **Nicolas Trichet**

IFCIC, Deputy Director - Business Credit

- **Fabien Barati**

Emissive, CEO

- **Cécile Lucas**

Museumexperts – Groupe Beaux-Arts & Cie – Manager SITEM

ARTICLE 6 – The prizes

A prize will be awarded to each winner of the two groups "content" and "technology" (article 3).

Each winner will have a free STARTUP BOX stand (3 m²) for the next edition of SITEM, the possibility to hold a workshop and to be subscribed to the SITEM news