

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 01/01/2021), exhibiting at the 28th edition of SITEM on 3rd and 4th April, 2024. 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 15th, 2024** at the latest at the following address cecile.lucas@sitem.fr / SITEM – STARTUP CONTEST – *Museumexperts - Groupe Beaux Arts & Cie*

Their non-receipt in time is eliminatory.

ARTICLE 4 – Process

The presentation of the projects is public. It will take place on **Wednesday, April 3rd, 2024 and will **start at 12:30 in the Salle des Pitches.****

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

- **Malik Adouani**

BPI France, Principal, ICC

- **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 »

- **Aude Merlet**

Audiens, Project Manager Digital Market

- **Laure Pressac**

Beaux Arts & Cie, Director of Beaux Arts Consulting

- **Nicolas Trichet**

IFCIC, Deputy Director - Business Credit

- **Fabien Barati**

Emissive, CEO

- **Véronique Gomez**

Crédit Cooperatif, in charge of the culture sector in the development department & Administrator of IFCIC

- **Cécile Lucas**

Museumexperts – Groupe Beaux-Arts & Cie – SITEM Manager

ARTICLE 6 – The prizes

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

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