

## Launch of the Trophée Startup 2024: Opportunity for Internationalization in France for Chilean Startups

- The Trophée Startup 2024 competition, organized by the Embassy of France in Chile, Business France, and Inria Chile, aims to promote the internationalization of Chilean startups with a scientific-technological base.
- The call for Chilean startups will be open from July 30 to September 1 and will allow the winning companies to access a comprehensive softlanding program in France.

**July 2024.** Today, July 30, the launch event of the Trophée Startup 2024 was held at Inria Chile, bringing together the institutions involved in this program, the Franco-Chilean entrepreneurship and innovation ecosystem, and Chilean startups.

The Trophée Startup competition, organized since 2020 by the Embassy of France in Chile, Business France, and Inria Chile, aims to promote the internationalization of Chilean startups, focusing on scientific-technological ventures with global potential. The selected startups will have the opportunity to accelerate their businesses in France and Europe. With the official opening of applications, a new phase of collaboration and growth for the Chilean entrepreneurial ecosystem begins.

In its fifth edition, the initiative has the collaboration of entities such as the National Agency for Research and Development (ANID), the French Foreign Trade Advisors, Banco Estado, Corfo, ProChile, and Start-Up Chile. Additionally, it receives support from the companies Accor, Air France, and Eramet.

The deadline for this new edition is set for September 1, with an evaluation and selection of finalists to take place during the month of October, and the final scheduled for November.

The prize for the winning companies consists of a comprehensive internationalization program in France. In addition to funding travel and accommodation in the country, the winning startups will receive training in technology and opportunities in the French market, provided by Inria Academy and Business France, respectively. It also includes mentoring and networking with key actors in both countries, such as the French Foreign Trade Advisors and ProChile in France, a personalized program in a prestigious French accelerator, the participation of the startups in Vivatech (the most important technology event in Europe), and continuous support from the competition organizers and their partners throughout the process.

“France has been chosen for the fifth consecutive year as the most attractive country in Europe for international investments, standing out for its favorable environment and its ability to attract foreign capital. The success of the Trophée Startup illustrates how Chile and

France position themselves as dynamic markets and innovation ecosystems and strengthen their bilateral cooperation,” stated Patrick Flot, Cultural Cooperation Counselor of the Embassy of France and Director of the French Institute of Chile.

“This program reflects our commitment to building bridges between the ecosystems of Chile and France to foster knowledge transfer, exchange, and capacity development in science, technology, and innovation, particularly in areas of interest to both countries, such as digital sciences and artificial intelligence. We firmly believe in the transformative power of international cooperation and in technology's ability to shape the future,” expressed Nayat Sánchez-Pi, CEO of Inria Chile.

The Trophée Startup program has benefited Chilean startups, whose winners have forged new international alliances, advancing in the consolidation of their businesses in Europe. Since its creation in 2020, thanks to the Trophée Startup, 57 Chilean scientific-technological startups have applied to the program, 10 have completed the softlanding program in Chile and France, and 2 have already established themselves in France by opening offices in Paris. The other winning startups have signed collaboration agreements with various French institutions and companies, thus expanding their international connections.

A notable example is the startup Chucaw, a company that aims to bring science and technology closer to vulnerable communities and businesses for adaptation and resilience to the consequences of climate change, through platforms that use artificial intelligence, satellite technologies, and geospatial sciences, and which has just returned to Chile after participating in the program in France.

Sebastián Riquelme, CTO of Chucaw, commented on the experience after winning the Trophée competition in 2023: “The Trophée was an excellent experience for us, as it allowed us to connect with various investment specialists, such as Venture, who gave us valuable feedback to improve our presentation. Additionally, this entire experience confirmed that our idea is on the right track. Currently, we are in discussions to conduct a pilot in the south of France.”

The startup Reite, also a winner of the Trophée in 2023, is dedicated to developing technologies based on artificial intelligence to save people time and improve their well-being by offering them a different shopping experience. Through cameras and computer vision algorithms, Reite transforms stores of all sizes into autonomous stores.

Moreover, Sebastián Muñoz, CEO of Reite, commented on his participation in VivaTech: “The experience was phenomenal. We had the opportunity to connect with the French innovation ecosystem, observing advancements not only in retail but also in various industries such as biotech, IoT, mobility, and energy. Additionally, we established valuable connections in France, which allowed us to interact with various accelerators and incubators.

Finally, Tomás Barros, CEO of Evoting, a Chilean electronic voting platform that won the Trophée in its 2022 edition, explained how the installation of the company dedicated to electronic voting in the French capital has been: “The installation in France is an enriching

experience that, although challenging, offers numerous advantages. Thanks to this internationalization process, we have found a favorable environment for growth in France. As we settle in, we have realized that it is essential to leverage the international networks provided by a platform like the Trophée and to participate in local events to connect with the business ecosystem.”

All information about the call is available on the website [[www.tropheestartup.cl](http://www.tropheestartup.cl)]

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## **About Inria Chile**

Inria is the French national institute for research in digital sciences and technologies and is the executive arm of the French state for the country's digital sovereignty. Among its responsibilities is the coordination of the research component of France's National Strategy on Artificial Intelligence, the management of the Paris center of expertise of the Global Partnership on Artificial Intelligence (GPAI), and the oversight of the French Digital and Software Program Agency. This reinforces its role as a leader and coordinator of scientific and technological research in digital sciences and technologies in France.

In Chile, where Inria decided to establish its only center outside of France 12 years ago, it has collaborated with more than 750 researchers and 330 Chilean and international institutions, developing over 200 R&D projects. Inria Chile is the operator of the Franco-Chilean relationship in digital sciences and artificial intelligence. It is supported by France through Inria and by Chile through the National Agency for Research and Development of Chile, ANID.

## **About the Embassy of France in Chile and Business France**

The Embassy of France in Chile and the French Institute have among their missions the promotion of bilateral cooperation and the attractiveness of France abroad.

Business France is the national agency for the internationalization of the French economy. It is responsible for promoting the attractiveness and foreign investment in France and for fostering the internationalization of French startups and SMEs in Chile.