



Big Booster, Non-Profit International Acceleration Program for Startups, Launches Its Season 2

(Lyon, France – May 26th, 2016) - After a successful 1st edition, Big Booster calls 100 new international early-stage startups to take the leap and dive into both Lyon and Boston's innovation scenes. Applications are now open and the adventure starts on www.bigbooster.org.

BIG BOOSTER: GUIDING STARTUPS ON INTERNATIONAL MARKETS

When asked, the Season 1 alumni described Big Booster as “fast, efficient, close to the startup world and friendly”.

Big Booster’ Booster Camps set this acceleration program apart. These **intensive 3-days seminars**, one in Lyon (FR) and one in Boston (MA, USA), take place with **top-notch mentors, experts and allow in-between ad hoc mentoring**.

While the Lyon Booster Camp is the right opportunity for startups to test and improve their proposition value, strategy and pitch using feedback from mentors & experts, the Boston one is a gateway for startups looking to waste no time on getting to know the Boston and American innovative ecosystem & its promising market.

“We want to become the largest European competition for early stage startups. Our goal is to have startups looking at Big Booster as a reference, the “must-do” competition for global startups,” announces Didier Hoch, Big Booster’s President.

Big Booster is...

1. **Non-profit:** no equity taken
2. **A bridge between Lyon & Boston:** 2 of the world’s top innovation scenes
3. **B.I.G:** Biotech & Health, Informative tech et Global Impact
4. **2 Booster Camps:** 2 intensive 3-days seminars where startups & mentors work together
5. **Ad hoc mentoring:** startups are mentored during the entire program

A LOOK BACK ON THE SUCCESSFUL 1st SEASON

With over 500 applications - half of them were international - the 1st Big Booster edition was a great success. Starting in Lyon, **72 startups, 150 mentors, judges and experts and 120 hours of pitches** turned this aspiring project into reality. After Lyon competition, the Boston Booster Camp brought together **20 selected startups & over 30 hours of pitching**, along with **50 mentors, speakers, judges and experts**.

A 2nd SEASON TO GO FURTHER

Organized by the *Fondation pour l’Université de Lyon*, Big Booster is the first of many projects coming from the specific relationship between Lyon & Boston. The two cities, known for their excellence in Biotech, Cleantech and Digital have teamed up to foster growth & connections. This season, Schneider Electric joined Capgemini and Sanofi as one of the major sponsors, not to mention the new industries that have been brought in such as robotics, smart cities, design & mobility.

APPLICATIONS ARE NOW OPEN

To apply, startups are invited to go on the dedicated platform on www.bigbooster.org. To be eligible, they need to offer an innovative solution with proof of concept, a prototype or demo and a true aspiration to cross borders. Big Booster is aimed at international startups, mainly located in Europe, Middle East and Africa and has partnered with key players such as Startup Morocco. Canadian Tech Accelerator, a newcomer this season, is also joining the Big Booster community and will help to spread the word in North America.

5 key moments in 2016 -2017

- **May 2016 – Sept. 18, 2016:** Startups Application period
- **Oct. 10, 2016:** Selection of the 100 Season 2 startups
- **Nov. 8 - 10, 2016:** The chosen 100 will be invited to the Lyon booster camp
- **Feb. 2017:** Big Booster brings 20 selected startups to Boston, MA., for a full immersion within the Bostonian ecosystem
- **Apr. 2017:** Finale of Big Booster: 10 finalists for the final round and only 3 winners!

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About Big Booster

Founded in April 2015, Big Booster is a unique international non-profit acceleration program for early-stage startups with cutting edge innovation in the fields of Bio Health, Informative Tech and Global Impact. Organized between Lyon (Auvergne-Rhône-Alpes, France) and Boston (Massachusetts, USA), 2 worldwide renowned hubs with strong innovation ecosystems, its goal is to become the largest European competition for early-stage startups with a global outreach and namely from the Europe-Middle East-Africa zone. Bolstered by many public and private partners, BIG Booster is organized by *Fondation pour l'Université de Lyon*. For additional information, please visit: www.bigbooster.org

About the *Fondation pour L'UNIVERSITÉ DE LYON*

Created in 2012, the *Fondation pour l'Université de Lyon* was conceived out of shared belief by the region's economic sector, the University of Lyon and public stakeholders that socioeconomic development of the region and the promotion of its higher education and research go hand-in-hand. Presided over by Bernard Bigot, the Foundation supports the University of Lyon in its ambition to become one of Europe's top ten higher education and research clusters, promotes its influence on an international scale and contributes to its continuing excellence in the region.

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