

**STATION F**



**WTF\*\*\*?**

**Happened at STATION F  
last year**



**June, 2018**



## **Summary**

### **Highlights**

Our top 5 highlights at STATION F

### **Applications**

All you ever wanted to know about entrepreneurs who applied

### **Life of STATION F residents**

Who are the people who work and live at STATION F

### **Life of entrepreneurs**

What's it like to be an entrepreneur at STATION F

### **Opinions**

Issues and concerns of entrepreneurs

### **What's up at STATION F**

Facts & figures on stuff happening on campus

**Ok let's be serious for a second. Here is how the present report was built:**

STATION F conducted several data-gathering procedures in order to produce this report:

- A survey on startup applications and startup funding was conducted among Startup Program managers. Out of our 31 startups programs, 23 responded to the survey. This survey consisted in 11 questions.
- A survey on STATION F uses and life habits was conducted among STATION F residents and alumni. 600 people responded the survey.
- Data was collected on STATION F's intranet called HAL, particularly on residents' personal profiles and startup profiles. It is not mandatory for residents to fill out their profile. 1,111 provided detailed information. 327 startups profiles were completed.
- Data was collected by the Founders Program's management team throughout the application processes using our applications tool Younoodle.

The data source for each graph will be indicated throughout this report.

**And now, here's what's happened at STATION F!**



## Highlights



# June 29th, 2017: STATION F opened its doors to 1,000 startups, making it the biggest startup campus in the world

STATION F opened its doors less than 3 years after the beginning of construction, in the presence of Paris Mayor Anne Hidalgo and the newly elected President of the Republic Emmanuel Macron.

With 34,000 sq meters and 1,000 startups on site, STATION F is the biggest startup campus in the world. On campus, selected entrepreneurs can find everything they need:

startups programs, public services thanks to French Tech Central, a makerspace run by TechShop Ateliers Leroy merlin, a community of 40 VCs, several tech companies like AWS and Zendesk, and a ton of events.





# STATION F now counts 31 startup programs: 1/3 startup organizations, 1/3 schools, 1/3 corporates

The goal of STATION F is to provide an all-inclusive offer to all kinds of entrepreneurs.

In addition to its core program run by STATION F staff, the Founders Program, STATION F counts 31 programs targeted to different populations.

Startup organizations like Shakeup Factory and Impulse Labs, and Corporate programs have an industry focus that enables startups to benefit from their unique expertise: Vente Privée on retail, LVMH on luxury, Naver on consumer apps, Ubisoft on gaming, Facebook on data, etc. Our most recent program to join is ChainAcc, focused on Blockchain.

School incubators enable young entrepreneurs to join the campus with the support of their alumni community: Insead, HEC, Edhec, Arts et métiers, Ponts et chaussées, and more.

# #2





## January, 2018: STATION F launches the Fighters Program for entrepreneurs from underprivileged backgrounds

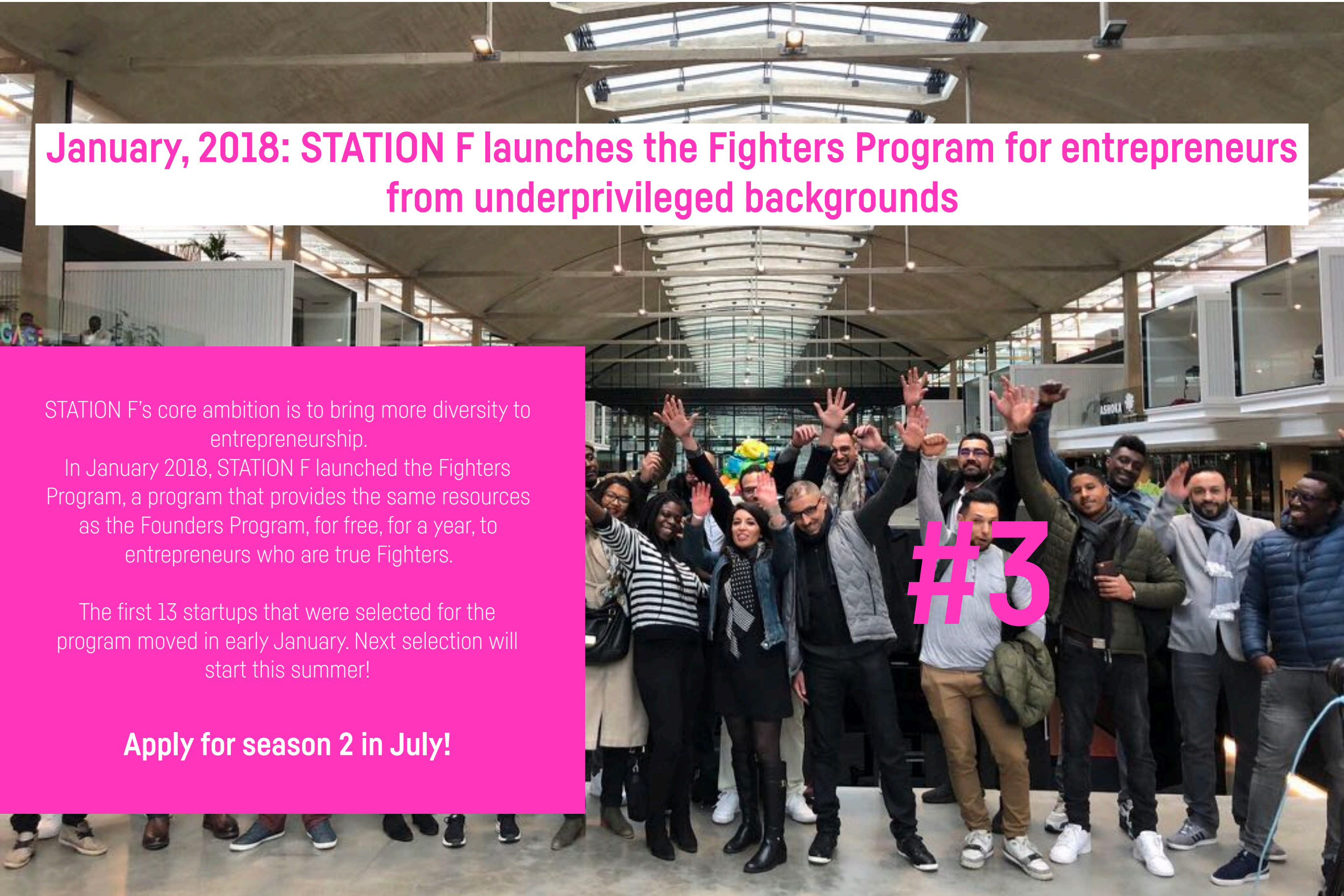
STATION F's core ambition is to bring more diversity to entrepreneurship.

In January 2018, STATION F launched the Fighters Program, a program that provides the same resources as the Founders Program, for free, for a year, to entrepreneurs who are true Fighters.

The first 13 startups that were selected for the program moved in early January. Next selection will start this summer!

**Apply for season 2 in July!**

#3





## La Felicità: 1,000-seat food & fiesta market, 5 kitchens, 1 café, 2 train wagons, 3 bars. Open to the public, 24/7 access for STATION F residents

In May 2018, the whole city celebrated the opening of La Felicità, STATION F's Food & Fiesta market. The huge 1,000 seat-restaurant and bar, with delicious pizza, pasta and cocktails, is open to the public.

La Felicità also hosts concerts, parties, activities for kids on Sundays, and we assume they will surprise us with unexpected happenings.

With our Anticafé at the entrance, our two public pathways, Post office and pop-up store, La Felicità is the latest part of STATION F that's open to the public, welcoming anyone to share a slice with an entrepreneur.



# #4



## STATION F in the future: a co-living space and other extension projects!

STATION F's first year has paved the way for a ton of new possibilities in the future. Before our second birthday, we will have opened our housing extension: a co-living space hosting 600 STATION F entrepreneurs in a beautiful building nearby.

In a few years, STATION F will also open a 5\* hotel and youth hostel next door, and many other resources for entrepreneurs.

As we did since the beginning of our existence, we will continue to listen to the needs of startups to build the startup campus they dream of.



# #5

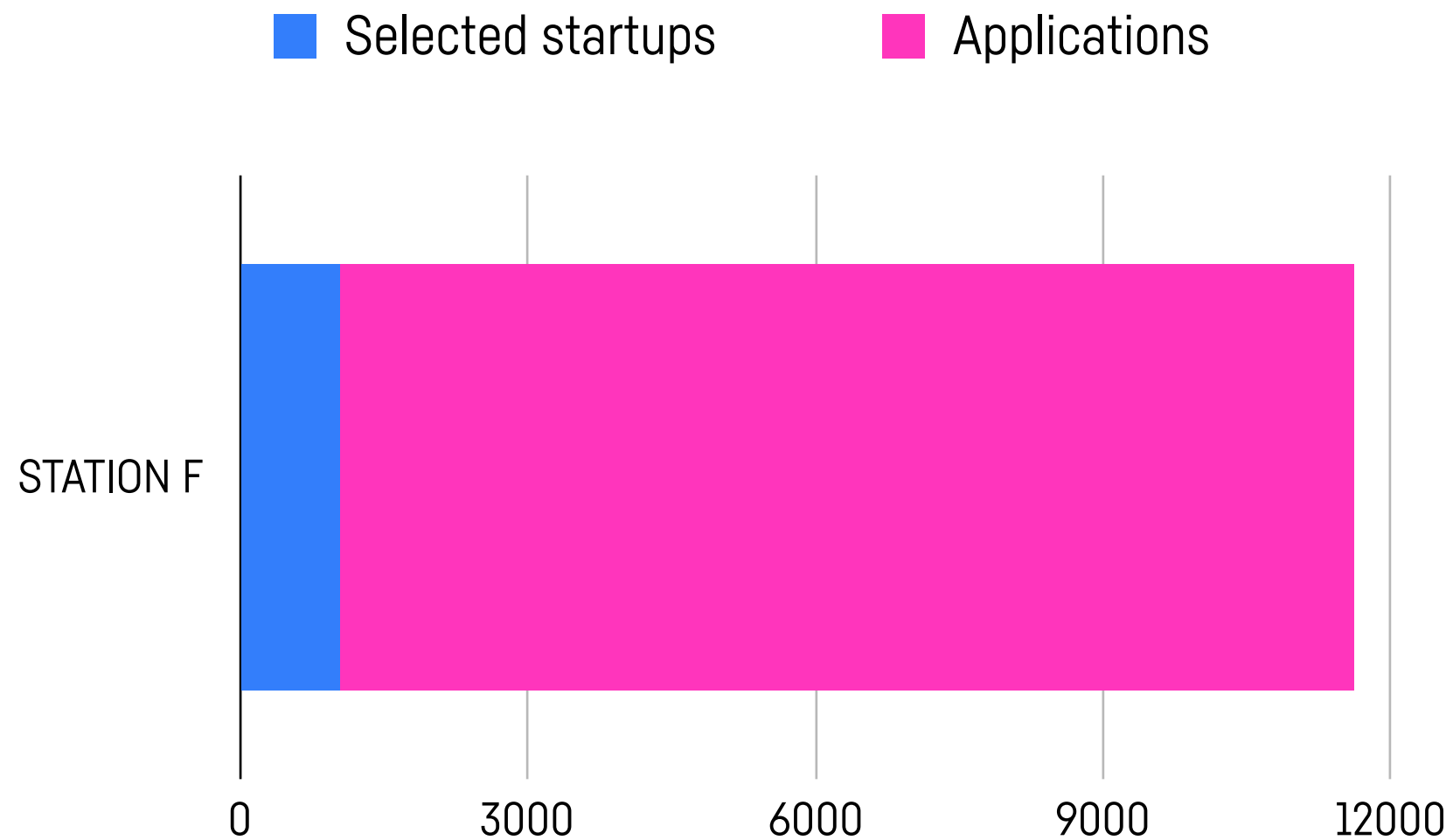
## Applications to STATION F



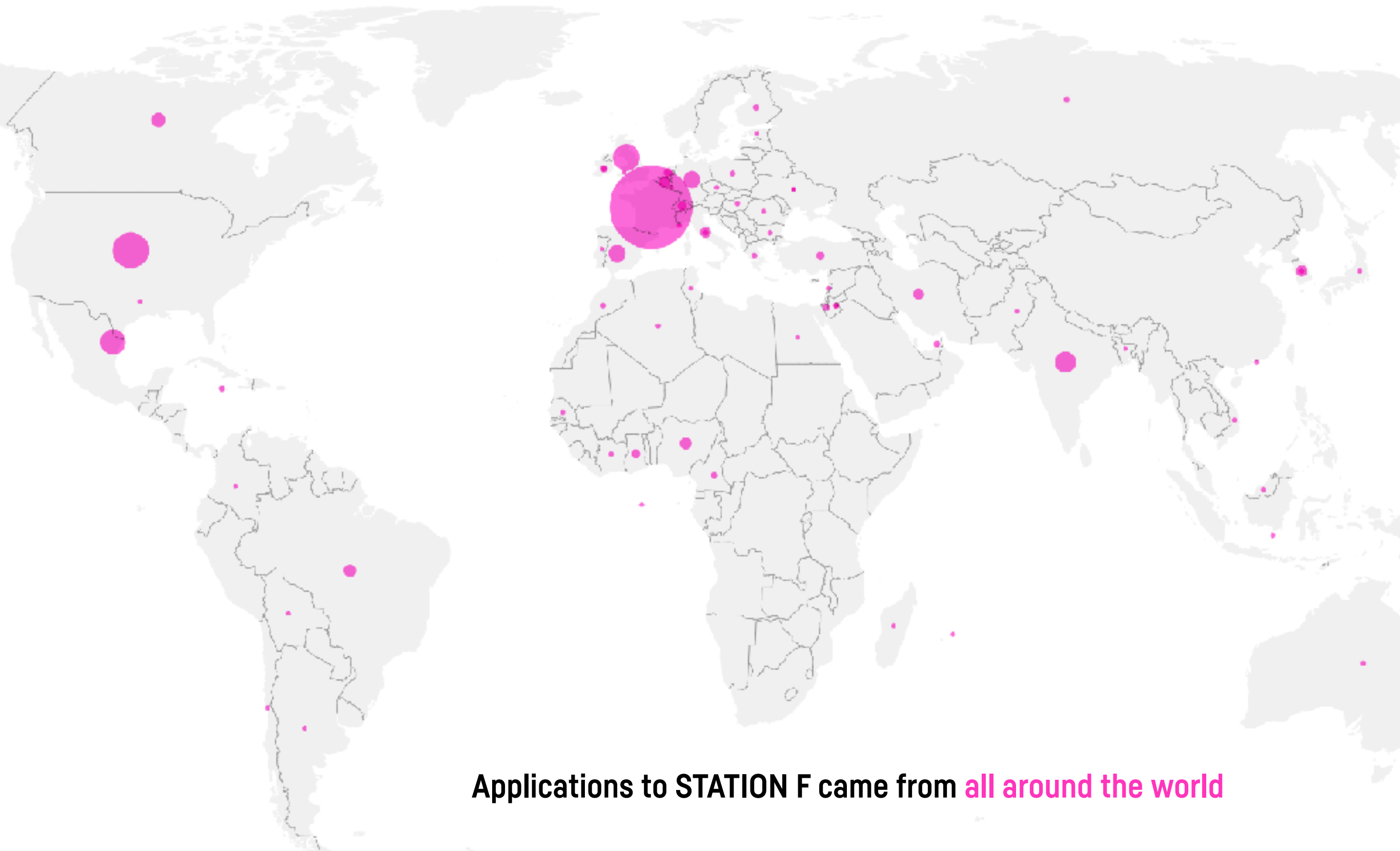


In 1 year, STATION F received  
**11,271 startup applications**

# STATION F has a 9% selection rate

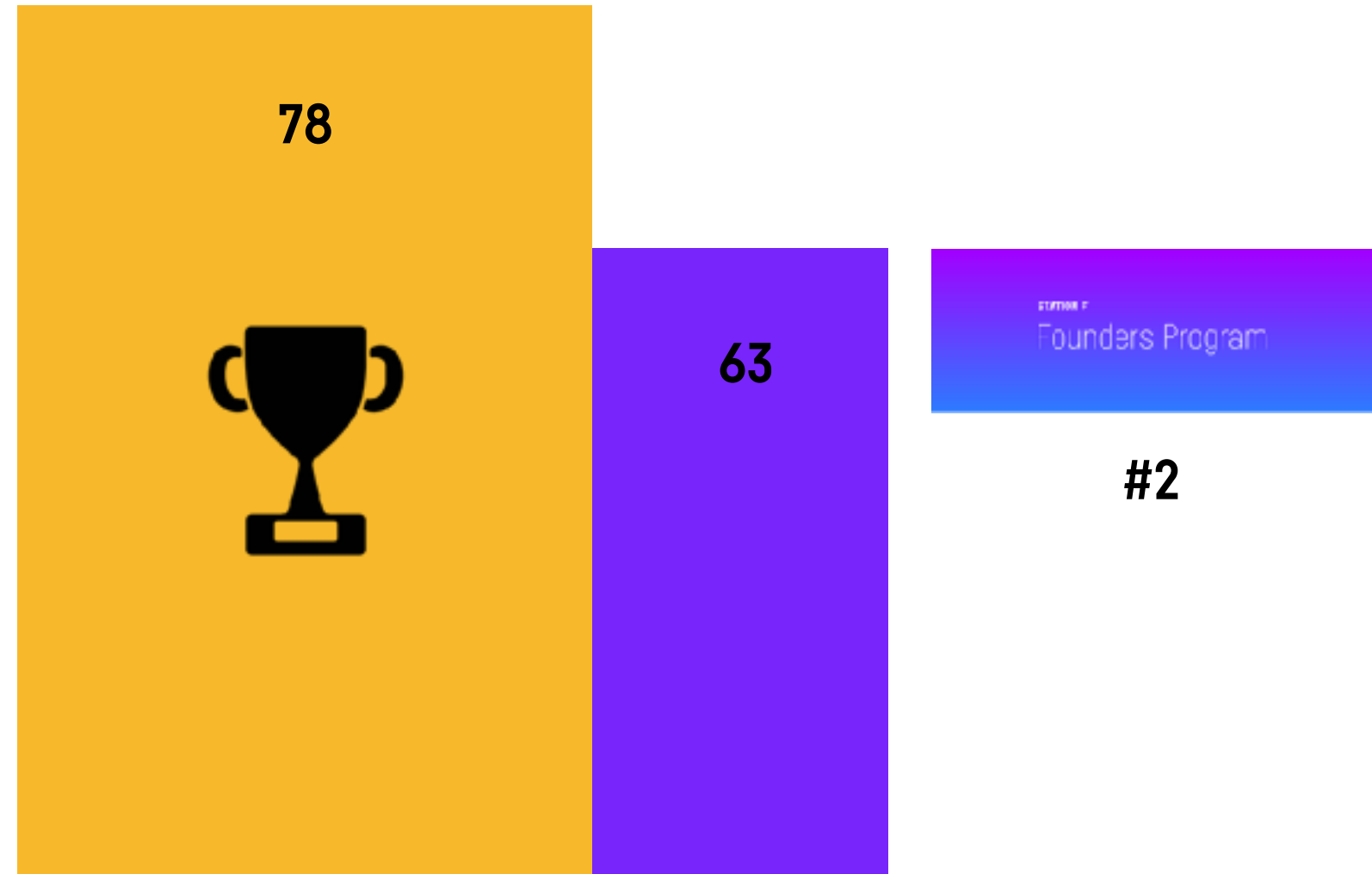






Applications to STATION F came from **all around the world**

**#1 STATION F startup program  
that received applications from the most variety of countries:**

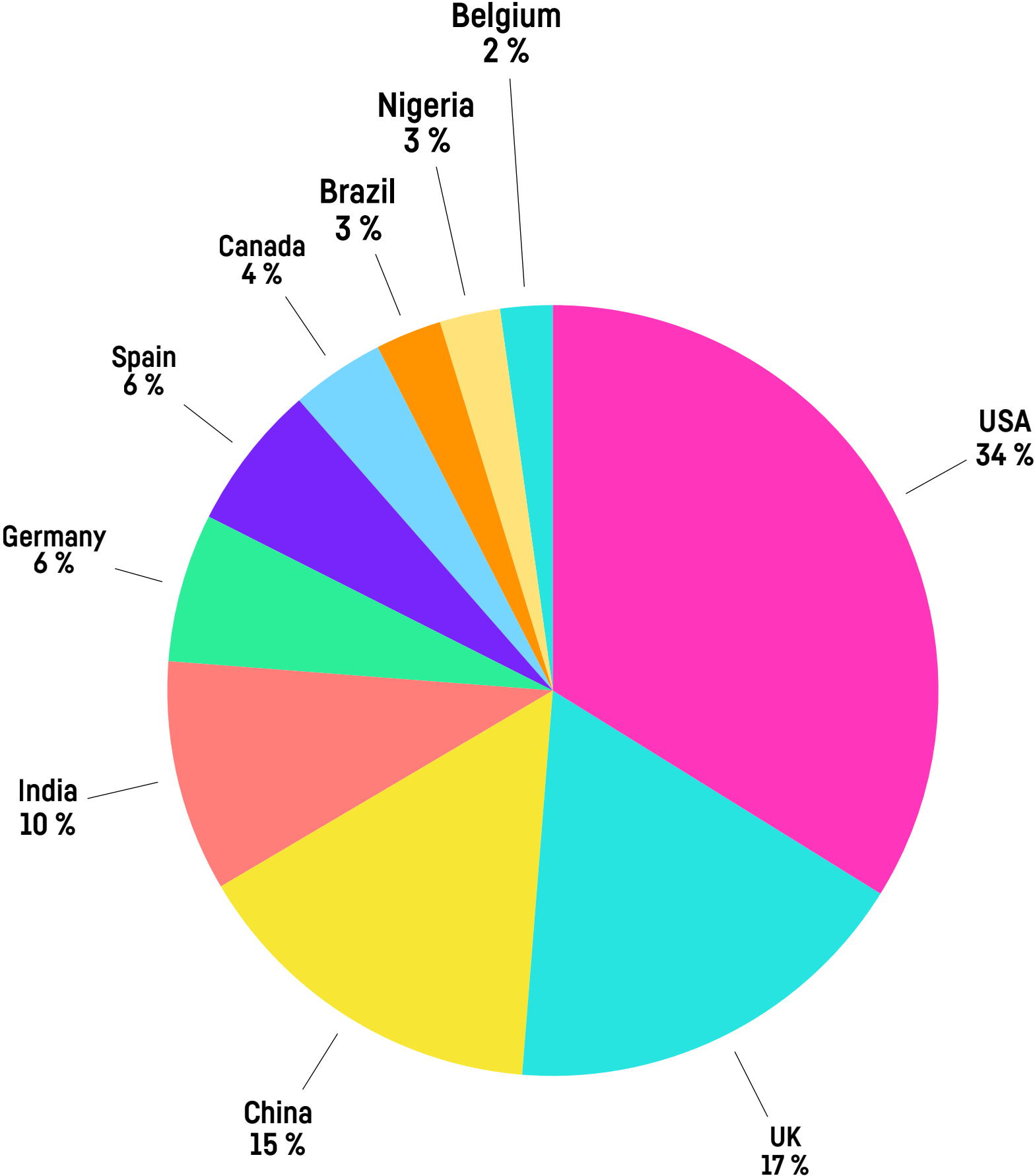




**10 Top countries that  
applied to join STATION F**  
[outside of France]

France represents 67%  
of total applications

- USA
- UK
- China
- India
- Germany
- Spain
- Canada
- Brazil
- Nigeria
- Belgium



**#1 reason why entrepreneurs choose to apply to STATION F:**

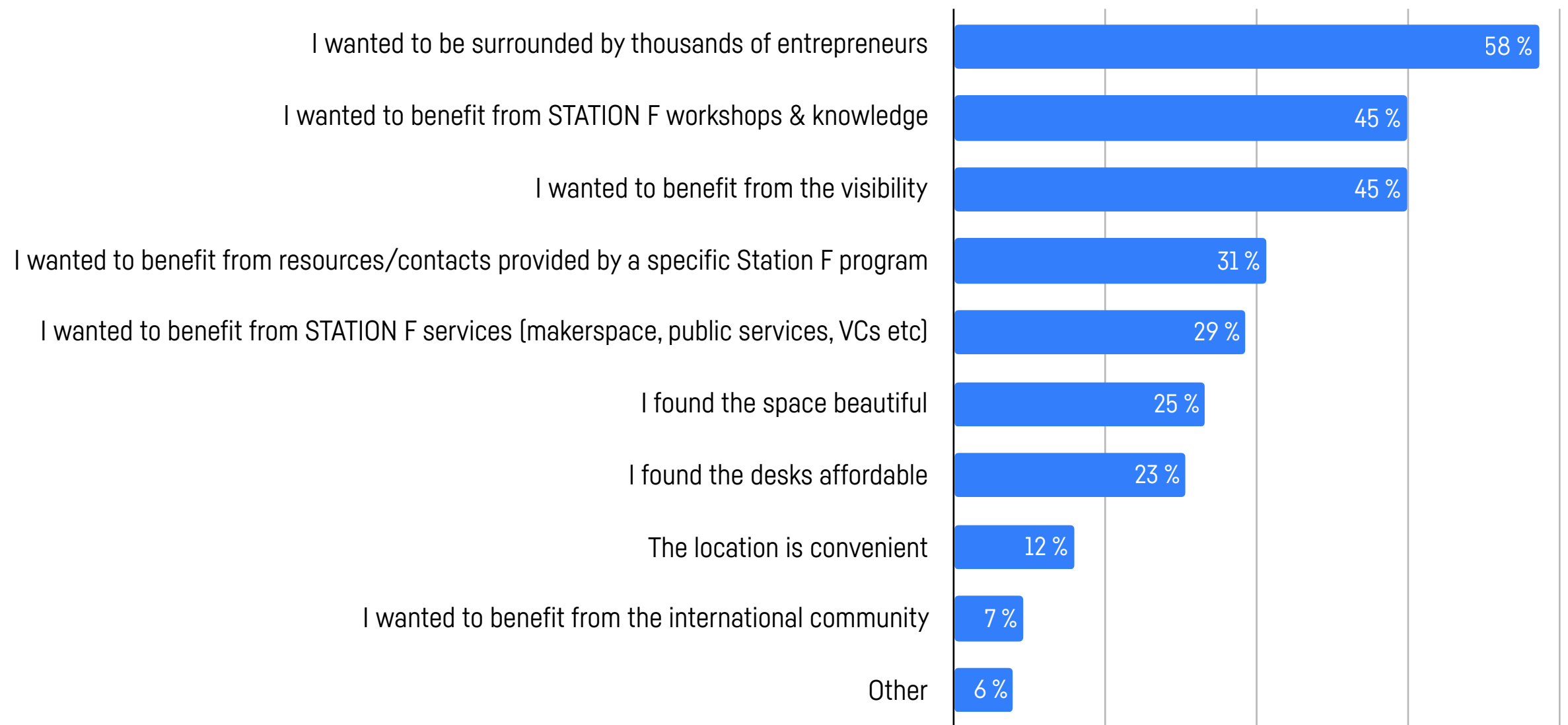
**Being surrounded by thousands of entrepreneurs**





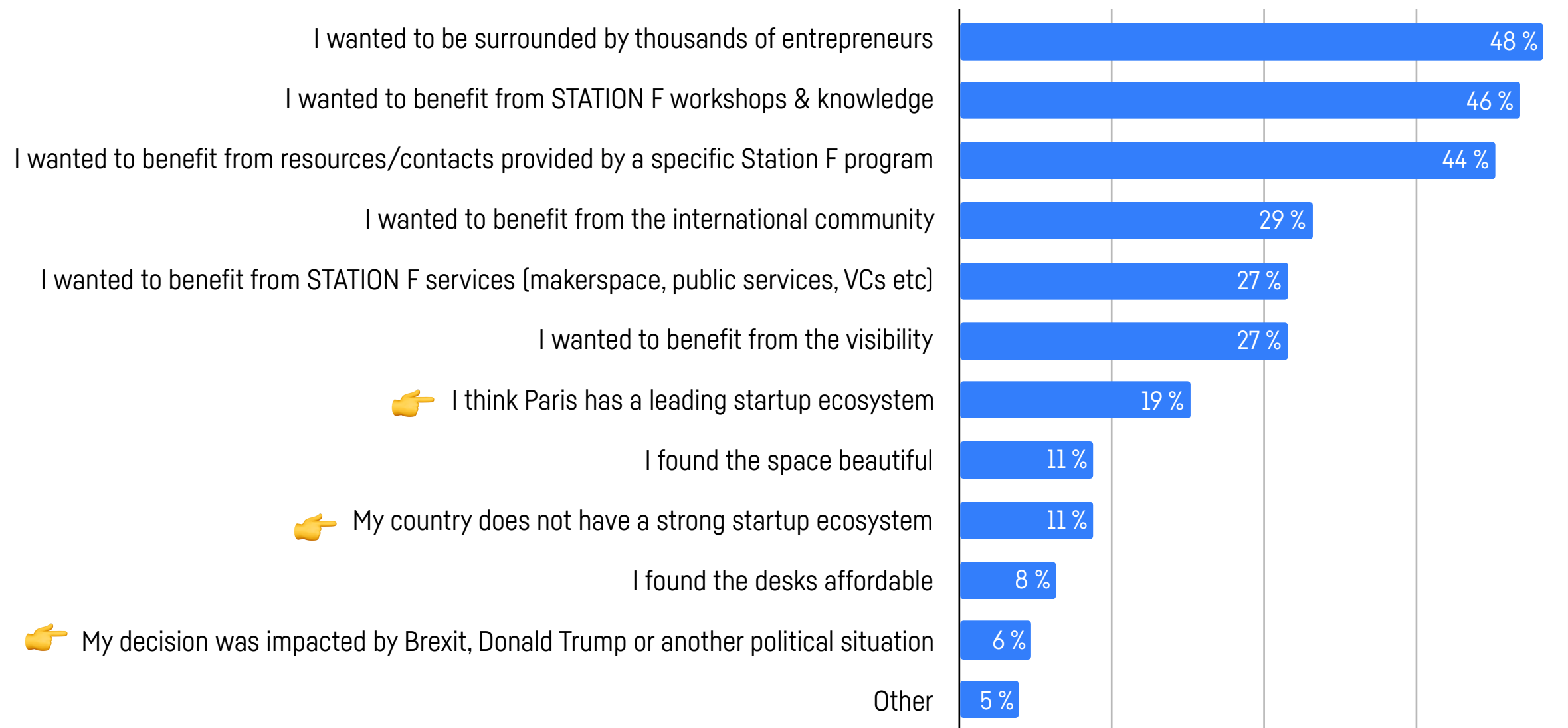
## Why did French entrepreneurs choose to apply to STATION F?

58% wanted to be surrounded by thousands of entrepreneurs



## Why did international entrepreneurs choose to apply to STATION F?

48% wanted to be surrounded by thousands of entrepreneurs





**6%** of international applicants were impacted by Brexit, Donald Trump or other political situations



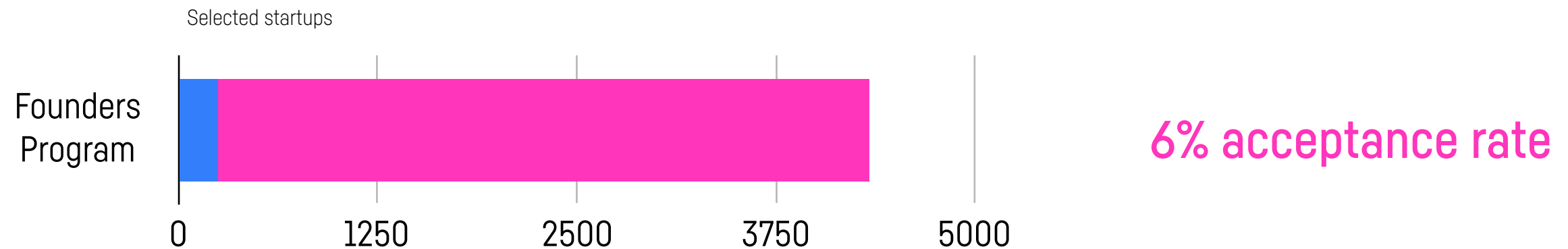
**FOCUS**  
**Applications to the Founders Program**

**STATION F**

Founders Program

# Founders Program applications in 1 year:

## 4332 applications

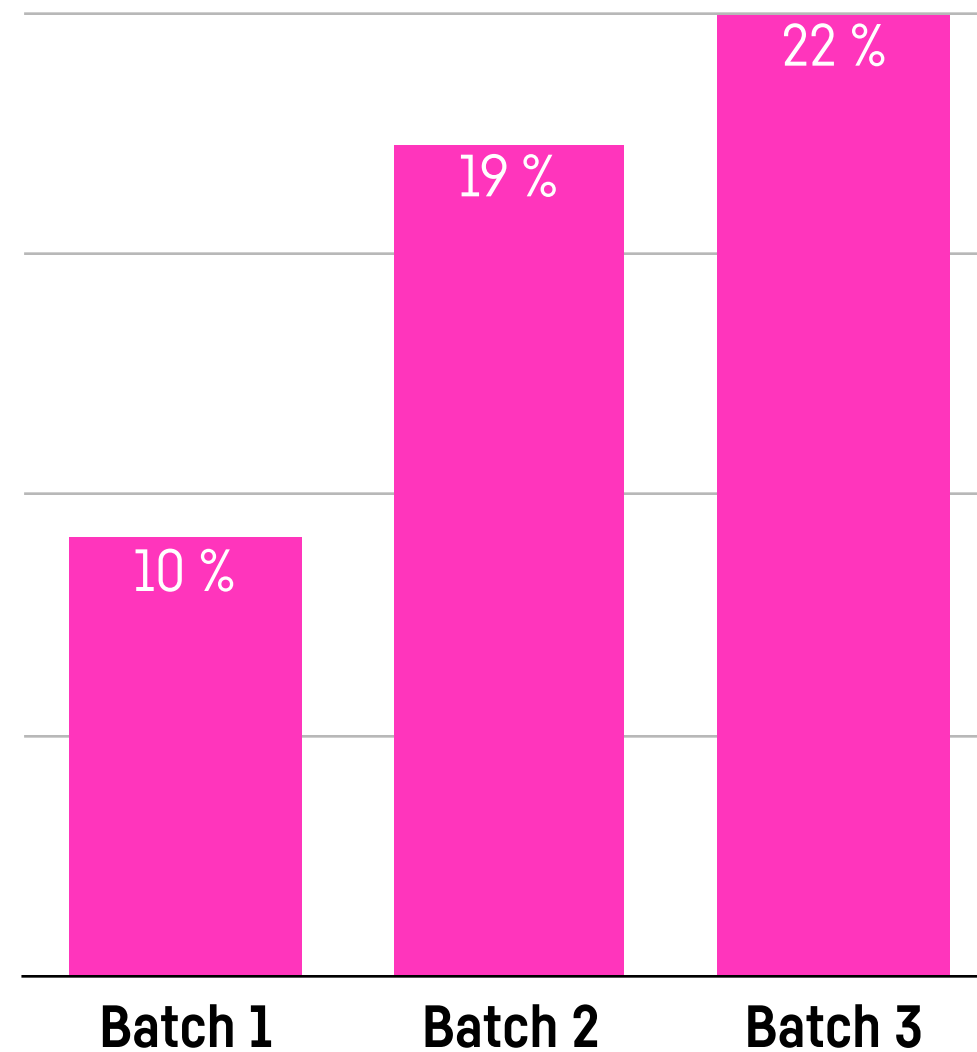




# Growing proportion of international applications

Top 5 countries applications came from (outside France):

USA, UK, China, India, Germany



**Life of startups**

**In total, there were**

**1034 startups** at STATION F during year 1.

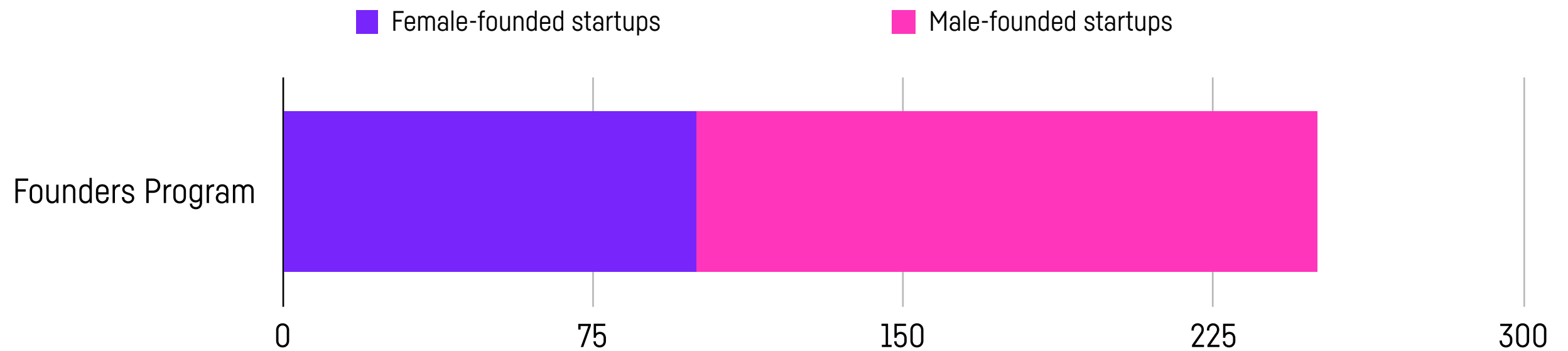
**That's 4882 residents**



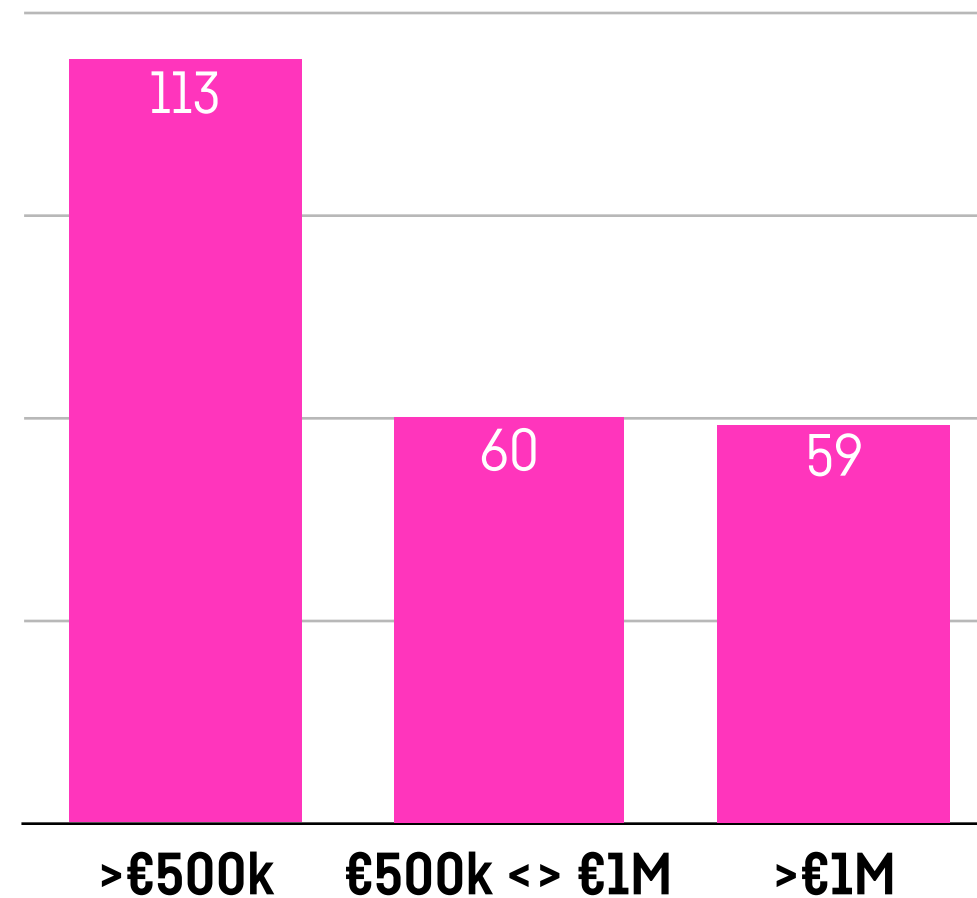


In the Founders Program,

**40% of startups are female-founded**



**STATION F in 1 year:**  
**232 startups raised funds**  
[that we know of]



**Estimation: over €250M raised**

Over the course of 1 year,

**8 startups were acquired**



**Only a tiny 1,7% of startups stopped their activity!**



# 1,9 billion euros.

The valuation of 50% of STATION F startups

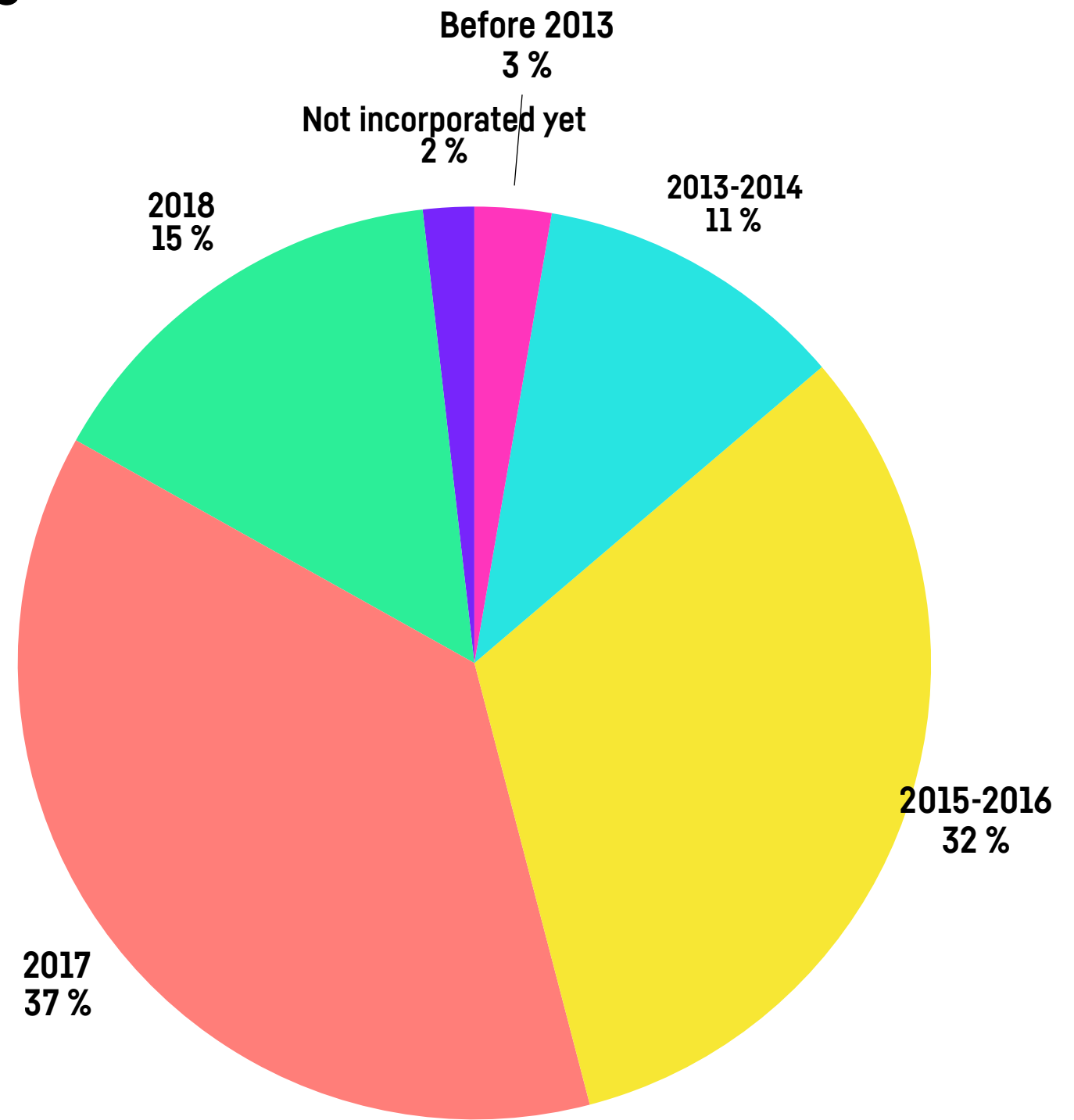
Half of startup programs were not able to assess or decided not to share their portfolio valuation

# Over 50% of STATION F startups Are **less than 3 years old**

And 37% are 1 year old  
[hey! Like us!]

Year of incorporation

- Before 2013
- 2013-2014
- 2015-2016
- 2017
- 2018
- Not incorporated yet



Here is what STATION F startups  
are working on

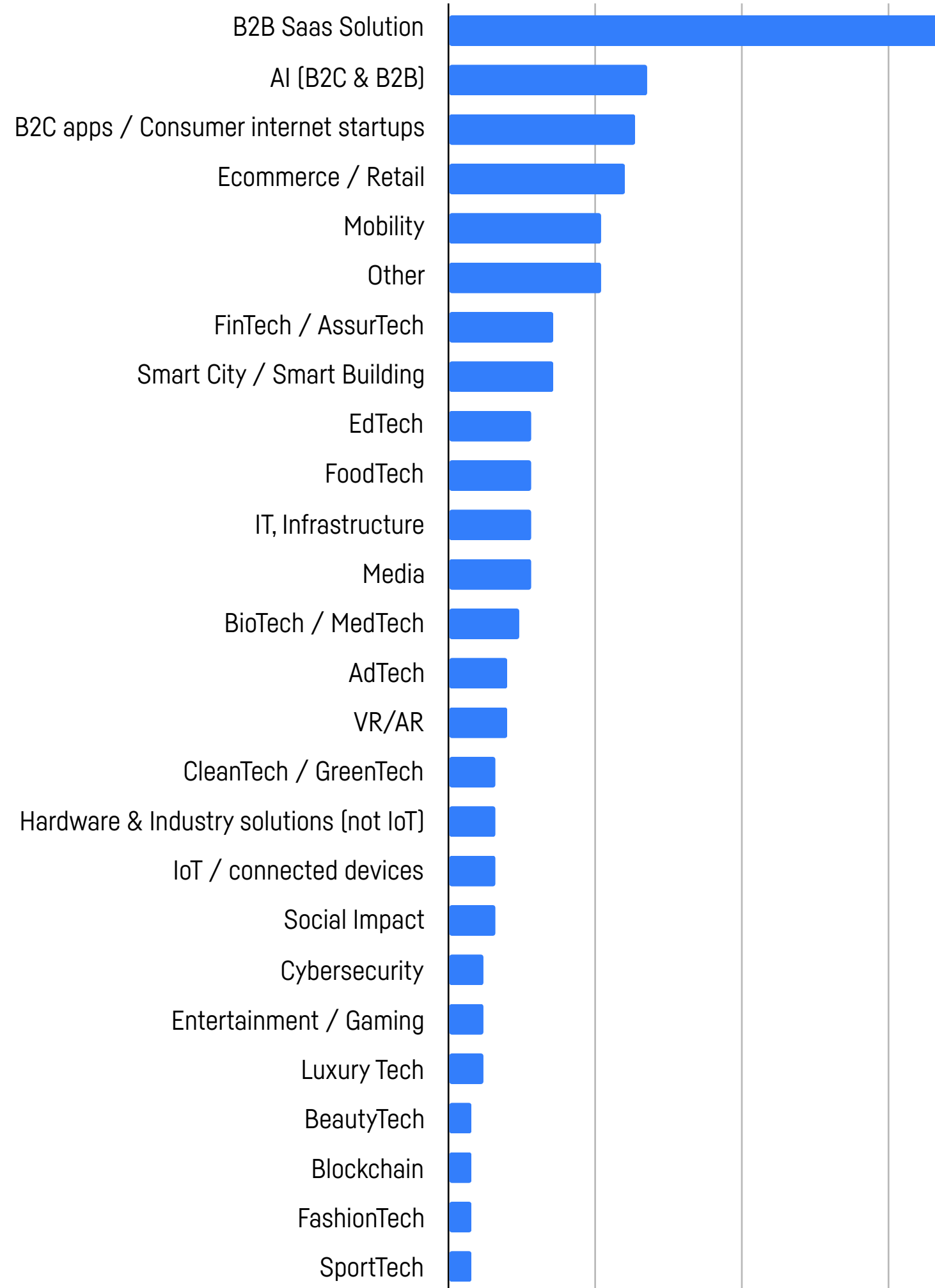
#1 B2B SaaS

#2 AI

#3 B2C Consumer apps

#4 Ecommerce

#5 Mobility



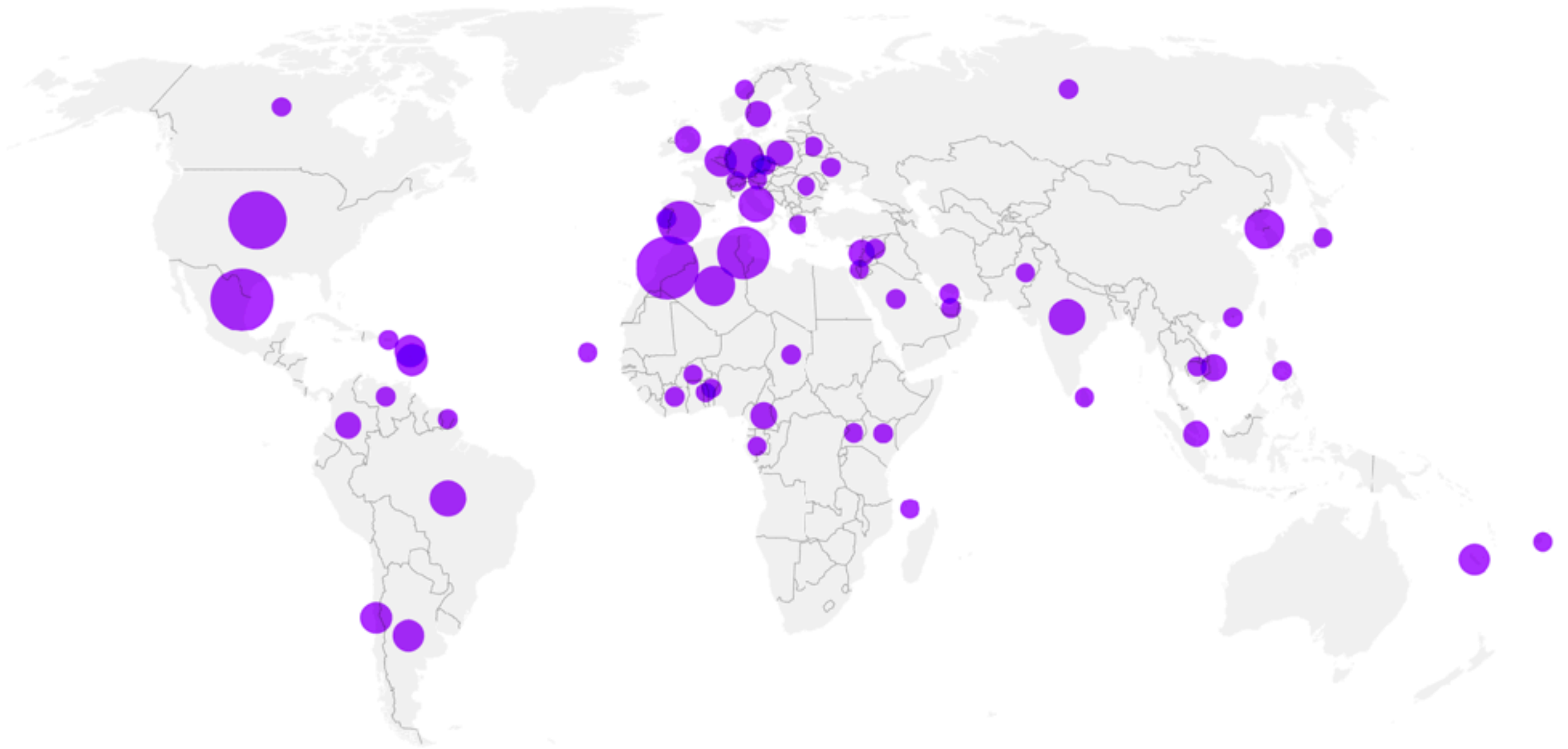


**Life of a STATION F resident**

On average, a STATION F resident is  
**30,9 years old**

**STATION F's youngest resident is 14**  
**And our most mature is 65**

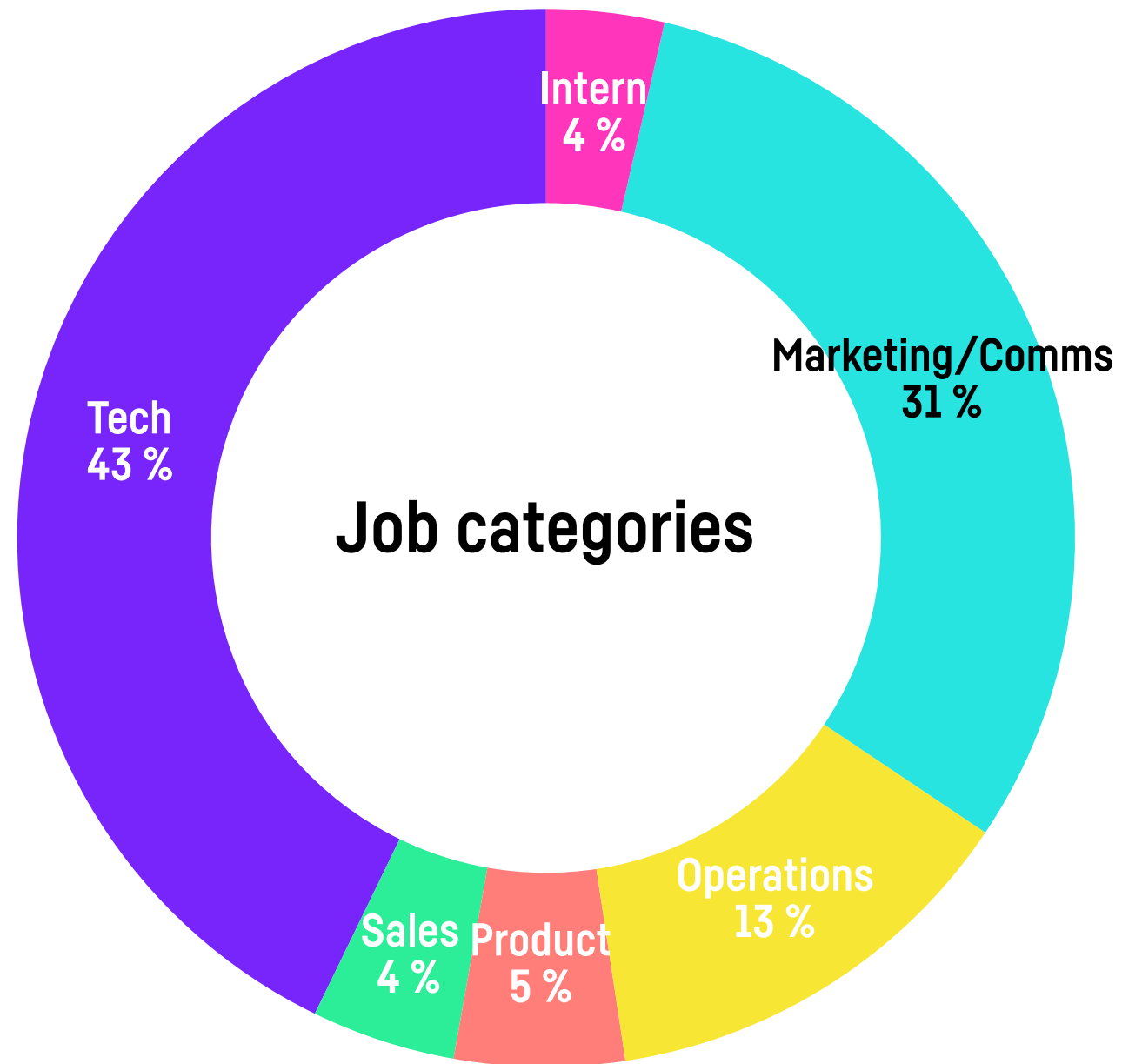
**634 residents**  
**Don't have French citizenship**  
**Top 5 countries of origin: China, Morocco, the US, Tunisia, Spain**



**Most of them do not speak French! And that's fine for us :)**



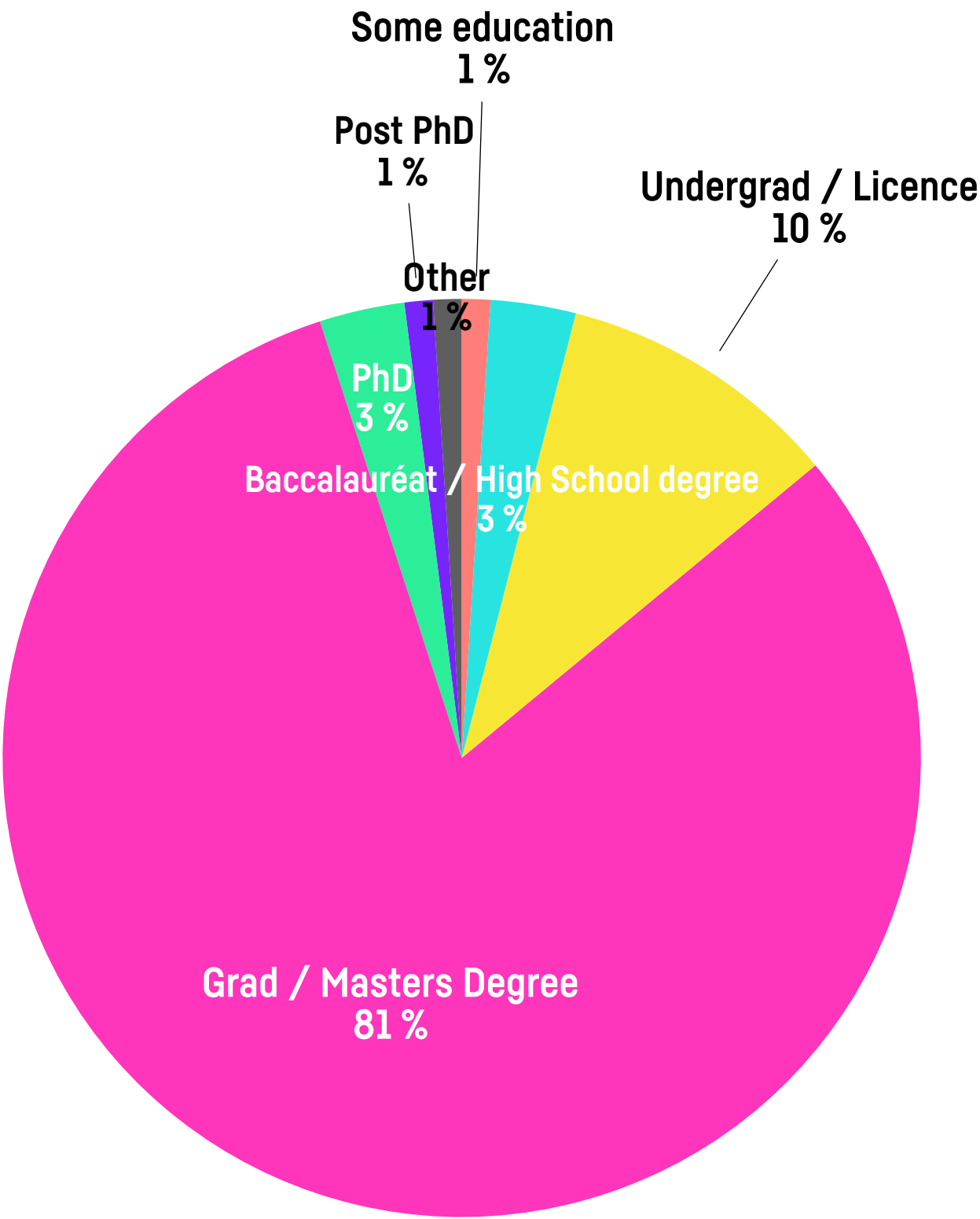
**43% of STATION F residents work in **technical jobs****





85% of STATION F residents hold a Masters Degree or higher

12% dropped out of college



- Some education
- Baccalauréat / High School degree
- Undergrad / Licence
- Grad / Masters Degree
- PhD
- Post PhD
- Other

A quarter of STATION F residents are parents

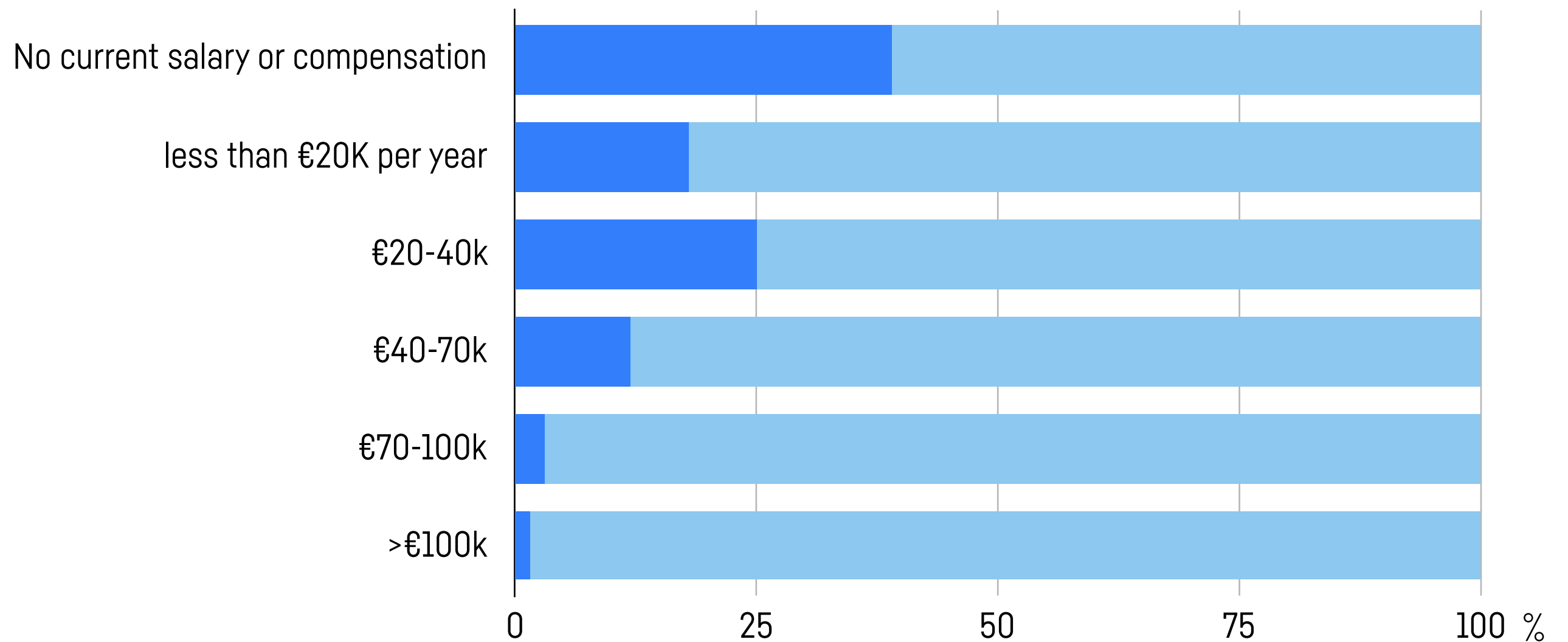


26,4%



73,6%

## 39% of STATION F Residents **have no salary**



**75% of STATION F residents usually  
work longer than 9am-7pm**



**595 STATION F residents  
Confessed they usually work on weekends**

**Life of entrepreneurs**



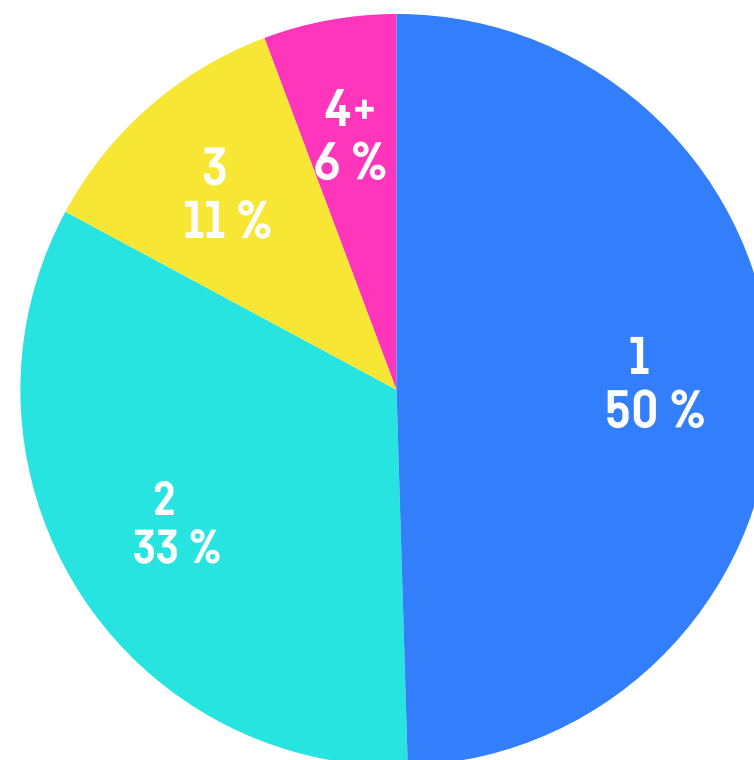
First time entrepreneurs

**69%**

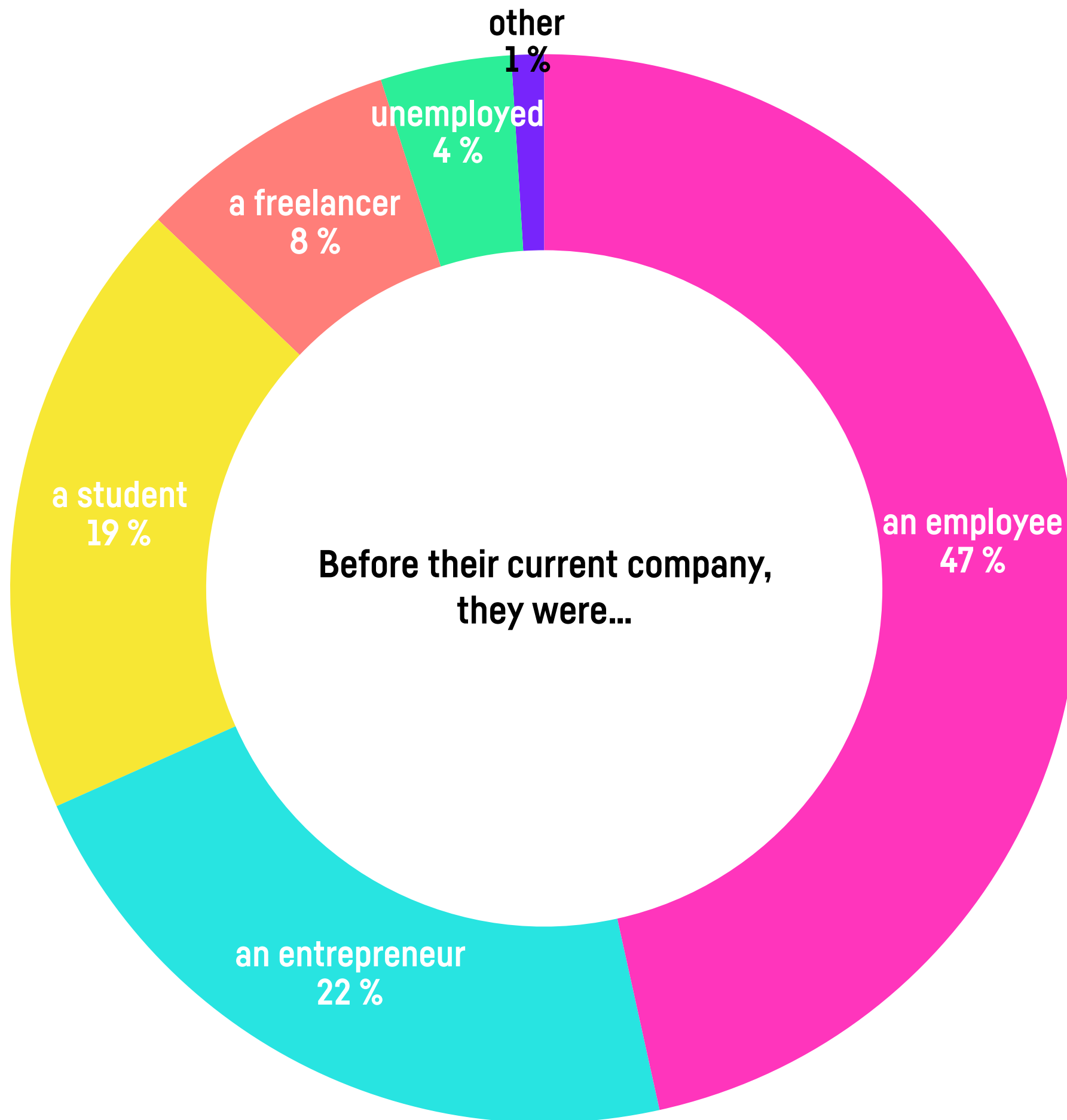
**31%**

Serial entrepreneurs

**Almost a third of STATION F founders have built more than 1 startup**  
And a third of serial entrepreneurs are already building their 3rd startup!

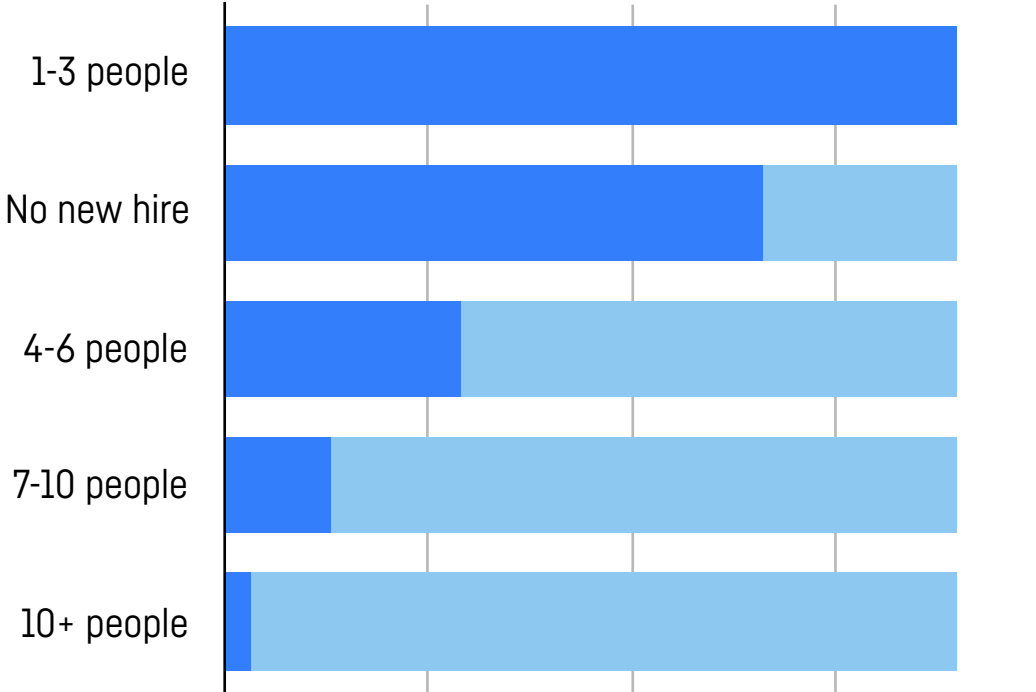


Number of startup  
started prior

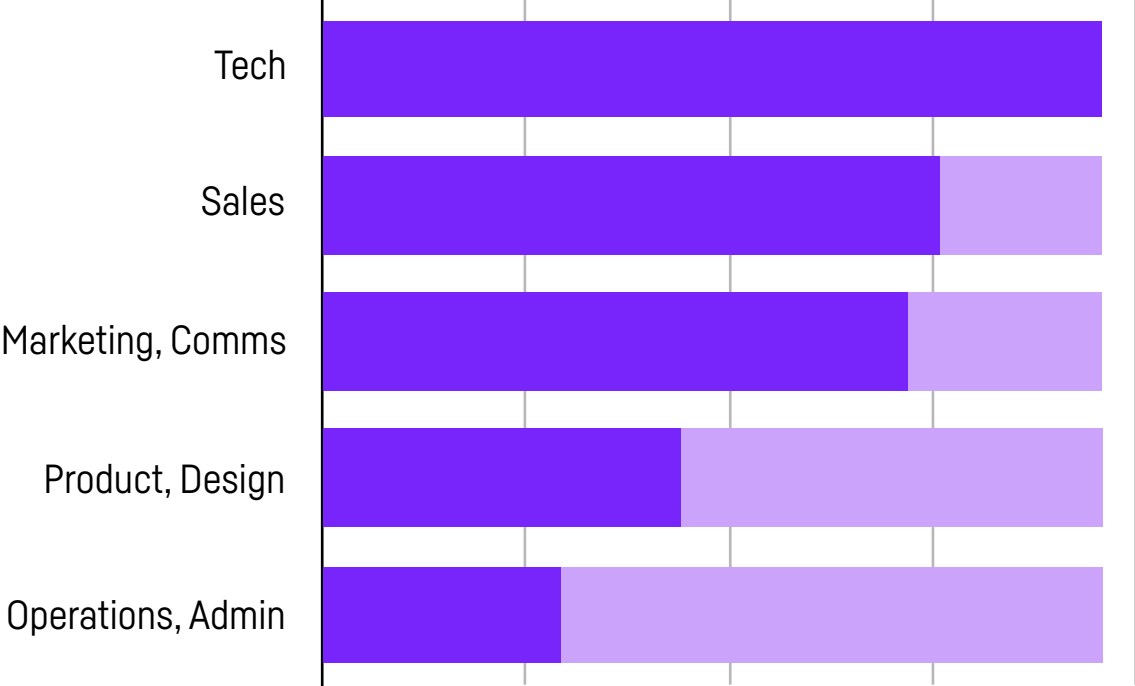


Good news! 67% of STATION F entrepreneurs are hiring

Since their arrival at STATION F, startups hired...



Top profiles STATION F startups are looking to hire



Other good news: 54% of STATION F startups give equity to their staff

**45% of STATION F startups operate their business outside of France**

### Top 5 countries of current operations

🇺🇸 USA

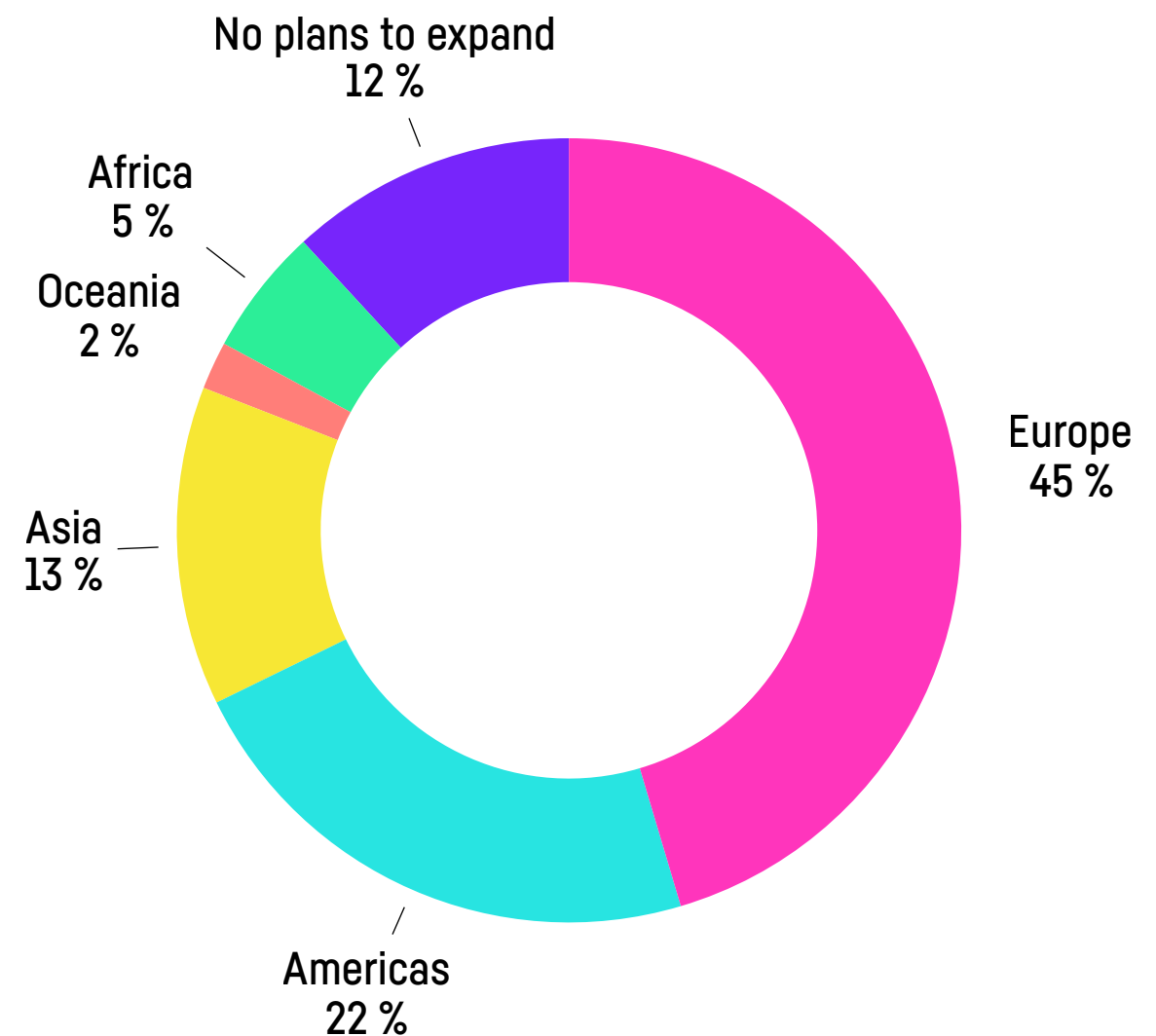
🇬🇧 UK

🇨🇭 Switzerland

🇧🇪 Belgium

🇪🇸 Spain

### Here are their plans for international expansion:



## Opinions





Here are our entrepreneurs' **top challenges**, in order of importance



Here’s where they want the startup ecosystem to improve:

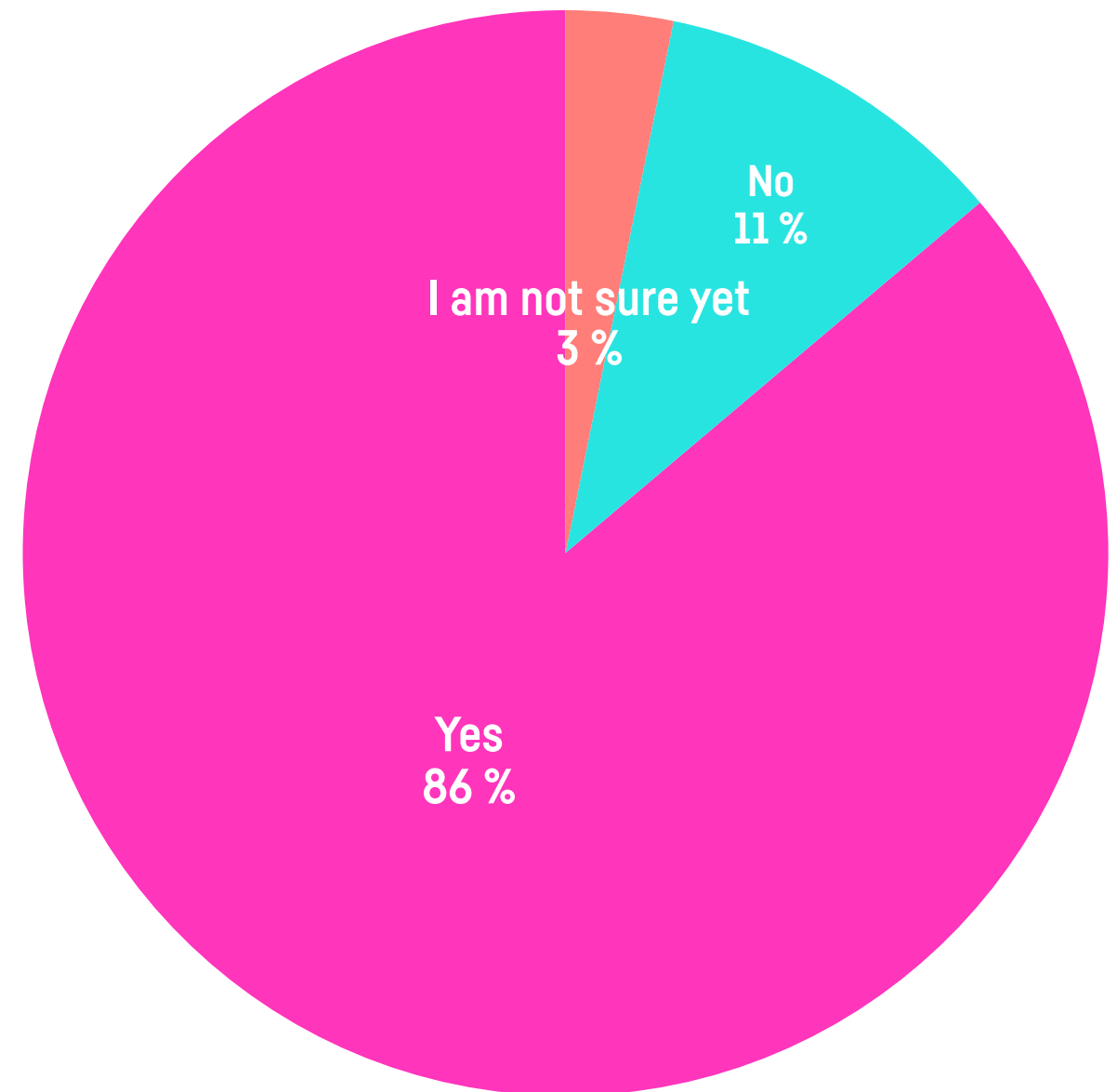


**Did you notice?**

**Funding and hiring are bigger challenges than  
administrative procedures and taxes.**

**Just saying.**

**When asked if they think Emmanuel Macron has changed France's image, 86% of STATION F residents say Yes.**





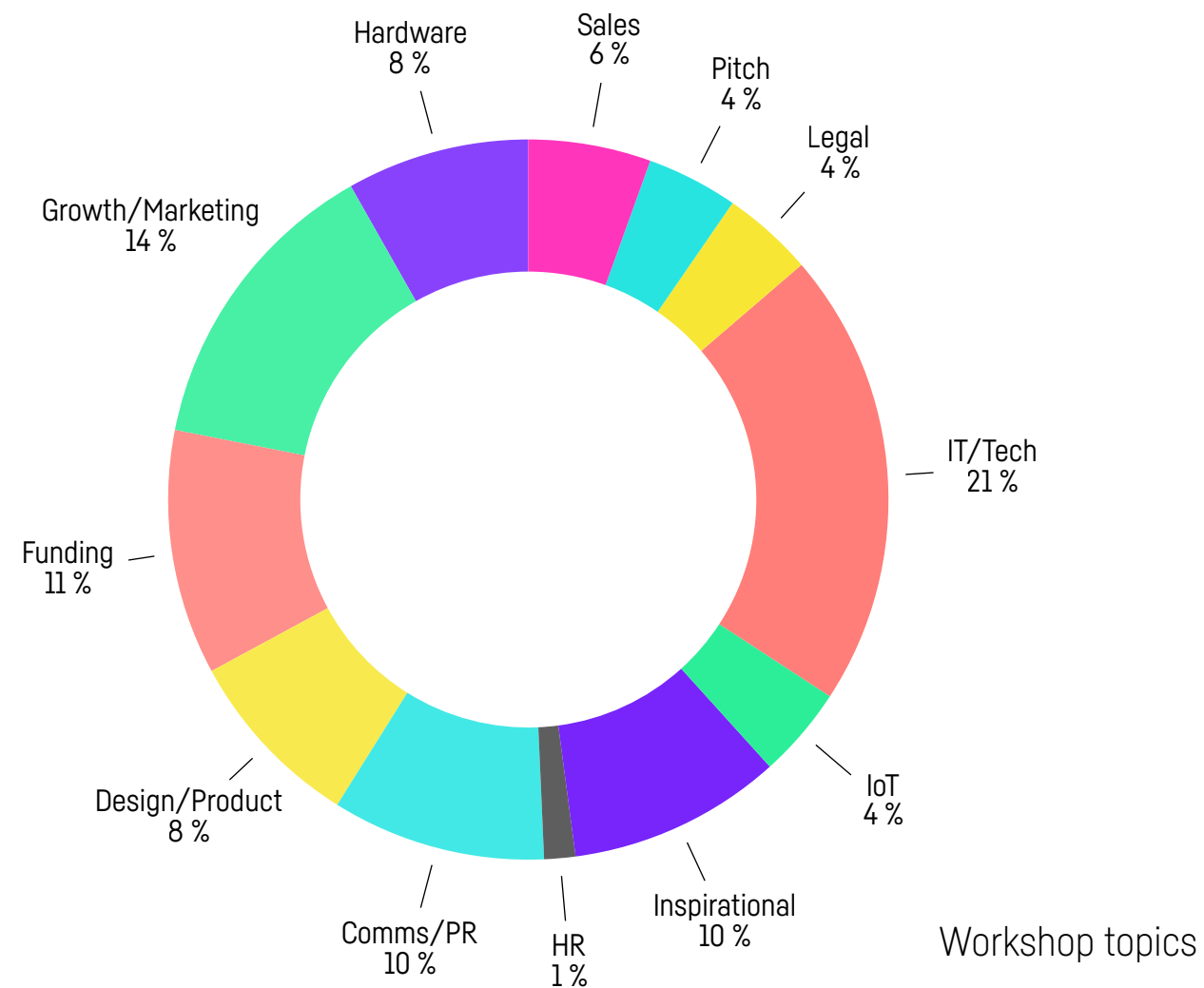
**What's up at STATION F**



Last year, STATION F has hosted **346 workshops** for its residents

**282**  
By a STATION F partner

**64**  
By the Founders Program





In addition, STATION F hosted  
**73 events large-scale events**  
 with 300pax or more

And 47 events for the community

38 workshops &  
 masterclasses took  
 place at **French Tech**  
**Central + 1000 office**  
**hours**



**Bloomberg**

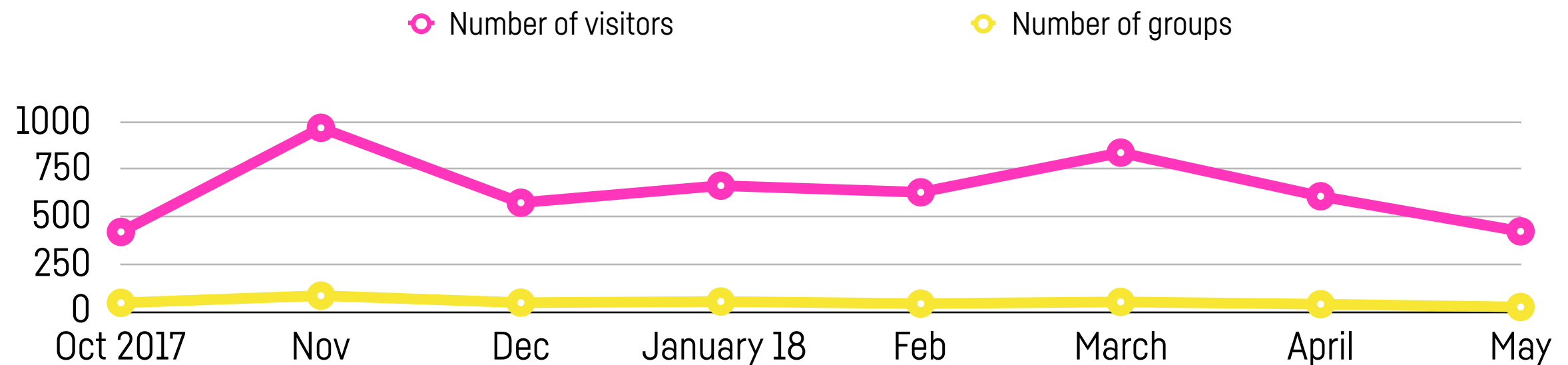


**STARTHER**

Throughout the year  
**63,821 people** were invited as guests to STATION F

In addition, **5125 people** attended guided tours  
That's **approx. 600/month**

**And 2400 people met at French Tech Central**



**Among them...**

**Natalia Vodianova, entrepreneur and supermodel**

**Evan Spiegel, CEO of Snapchat**

**Sheryl Sandberg, COO of Facebook**

**Argentina President Mauricio Macri**

**Duchess & Duke of Luxembourg**

**Brigitte Macron**

**Prince of Monaco**

**Satya Nadella, CEO of Microsoft**

**Safra Catz, CEO of Oracle**

**Patrick and John Collision, co-founders of Stripe**

**Sam Altman, Partner at Y Combinator**

**Ilkka Pananen, CEO of Supercell**

**Alexis Tzipras, Prime Minister of Greece**

**Leila Janah, founder of Samasource**

**Ron Conway, Partner at SV Angel**

**Carrie Lam, Chief Executive of Hong Kong**



15% of residents have already spent a whole night at STATION





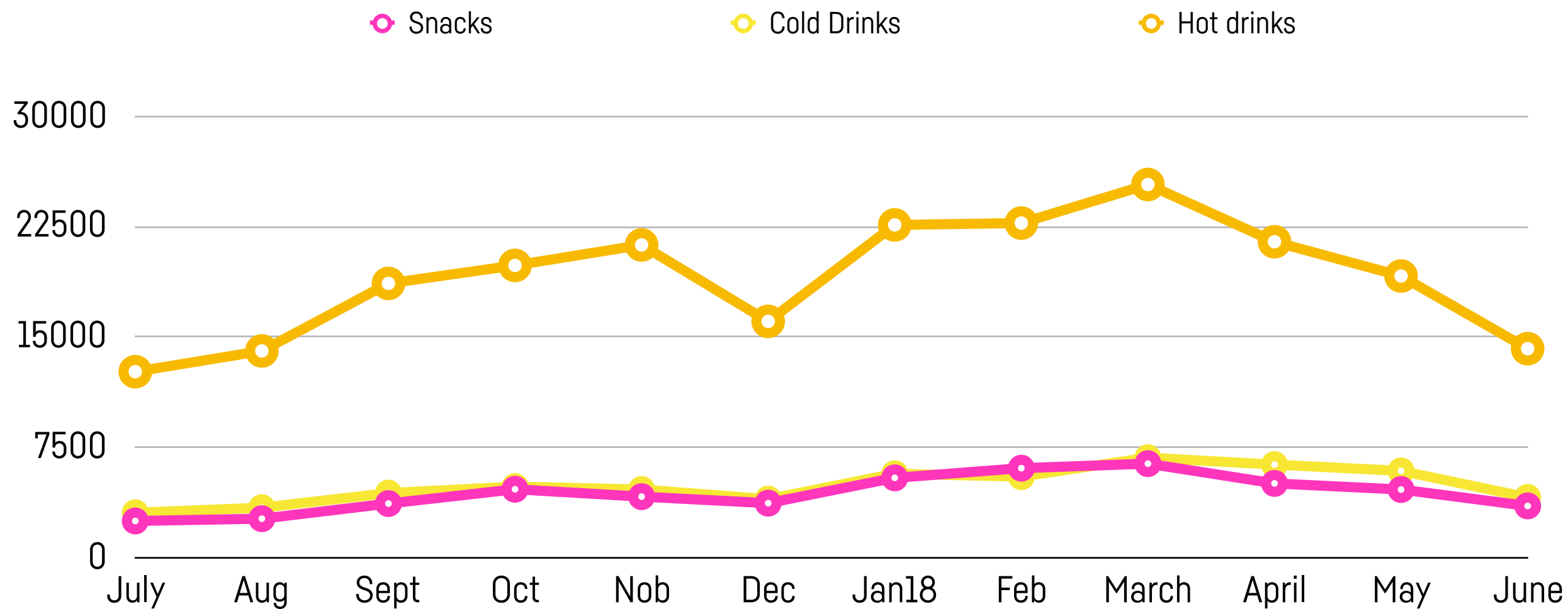
**And 17,6% have already showered on campus**  
[yes, we have showers]







## Residents consumed 338,000 snacks and coffees



## When asked about the weirdest thing that happened on campus, residents told us...



They found underwear in a meeting room  
They saw Xavier Niel with a pirate's hat  
They had a casual chat with François Hollande  
They had a Valentine's Day date at STATION F  
They watched Swedish gym in the central hall  
They bumped into a supermodel  
They experienced the toilets at La Felicità  
They met with Santa Claus  
And of course... they were stunned by the art!

« Entrepreneurs are no cliché.

When people imagine an entrepreneur they generally picture a 20-something year old male in a hoodie, perhaps a college drop out coding away night and day.

But if there is something we learned in building this report it's that our entrepreneurs come in all shapes and sizes. At Station F, a majority of our entrepreneurs are 30-year olds, many are female and come from around the world. They work long hours and weekends, sure, but many of them have families. Many of them don't currently pay themselves. When asked what issues they want the most help with, they say funding and recruiting - not administrative issues or taxes, as one might have thought.

We asked our entrepreneurs tons of questions to find out what mattered to them the most. The number one resource? The community. Entrepreneurs need to leverage the ecosystem (other entrepreneurs, investors, mentors, and more) to scale up.

So, what's coming next? Obviously, we will continue having diversity at our core and work to get more entrepreneurs with diverse profiles - in particular more women entrepreneurs, international founders and people coming from underprivileged backgrounds. This will help us build STATION F's future, from our co-living space to upcoming surprise projects!

So that's one year down, many more to go :)

Roxanne Varza »



**Moving on to year number 2**

Thanks for reading!

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