



## WiSEED and KIC InnoEnergy partner to support energy start-ups across France

**Grenoble/Toulouse, France March 17<sup>th</sup>, 2015** – [WiSEED](#), the leader of crowdfunding equity in France, and [KIC InnoEnergy](#), the European company dedicated to promoting innovation, entrepreneurship and education in the sustainable energy field, are joining forces to support the most innovative cleantech start-ups across France and Europe.

KIC InnoEnergy and WiSEED provide complementary activities to support the development of start-ups within the French entrepreneurship eco-system. KIC InnoEnergy coaches and finances more than 80 innovative start-ups in the sustainable energy field through its pan-European incubator located in eight countries. Some 20 start-ups including Steadysun and Stimergy already benefit from the company's support.

Founded in 2009, WiSEED is the French pioneer of equity crowdfunding (crowdfunding capital). The company allows individuals to invest in energy and green-tech technology start-ups, including [NewWind](#), the wind power breakthrough, and [Exoes](#), the automotive exhaust heat recovery system. Today, WiSEED has 52 projects funded with more than €15m worth of investment and a community of 40,000 members.

Frédérique PEDRENO, Business Creation Officer at KIC InnoEnergy France, commented: "Since 2010, we have collaborated with many stakeholders whose services really complement ours: RETIS, competitiveness clusters, business angels, incubators, investor. We are really enthusiastic about our collaboration with WiSEED, a key partner for innovative startups in the energy fields."

### A win-win partnership

KIC InnoEnergy benefits from the support of the largest European alliance in the energy field - 220 key stakeholders from industry, research centers and universities. This network will facilitate the future development of WiSEED in Europe. Once startups coached by KIC InnoEnergy reach the right stage they can benefit from the expertise of WiSEED - either through equity financing or business development coaching. And in return, WiSEED will direct KIC InnoEnergy towards the energy start-ups that are not mature enough to launch a crowdfunding campaign.

There are also many additional funding possibilities, due to KIC InnoEnergy's internal investment fund which provides additional funding for particularly promising start-ups.

Stéphanie Savel, President of WiSEED, added: "Projects which develop more eco-friendly technologies, including sustainable energy, attract our investment community. Until now, they have represented more than a quarter of their investments. At the same time, we have developed an internal expertise in these fields and created a committee of external experts. Therefore, it makes perfect sense for WiSEED to be partnering with a company which core business is to promote the development of such innovations."

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**KIC InnoEnergy** is the European company for innovation, business creation and education in sustainable energy. We are a world class alliance of top European players. The Consortium consists of 27 shareholders and additional 100+ partners – companies, research institutes, universities and business schools covering the whole energy mix. We are organised around six offices: France, Benelux, Germany, Iberia, Poland and Sweden. Our mission is to foster innovation through the integration of education, research and business creation. Our vision is to become the leading engine of innovation in the field of sustainable energy. <http://www.kic-innoenergy.com/>

**WiSEED** take part in the development of investment models based on « crowd power », or crowdfunding. Using internet opportunities, this financing model democratize access to investments so far reserved for certain circles only. WiSEED allows individuals to finance the real economy.

With more than 40 000 investors, WiSEED - as part of a Crowdfunding Advisor mission - provided funding to more than € 15 million over 52 French companies with high growth potential in various fields (health, ecological transition, digital, industry or real estate) for amounts between 100 000 and 1 million euros since July 2009. <https://www.wiseed.com/fr>