



**LEVEL 256**

# **PRESS KIT**

**PARIS&CO**

# PARIS&CO

Startups incubated  
by Paris&Co in 2017

**431**

Startups  
mentored

**373**

French  
startups

+

**58**

Foreign  
startups

**58**

Foreign  
startups



**341**

Startups  
mentored

**€139M**

Funds raised  
from  
private investors



**€145 M**

Cumulative  
annual revenue



**2974**

Jobs created as  
of 31/12/2017



**38**

Startups  
have raised  
> €1M



## Who are these entrepreneurs?

**19%**

Startups  
co-founded  
by women



**29%**

20-30 years old

**44%**

31-40 years old

**17%**

41-50 years old

**10%**

51+ years old

**58%**

Of startups  
created by  
**more than  
one founder**



# Editorials by Jean-François Martins & Jean-Louis Missika

## LEVEL 256 Innovation Platform Launch



**Jean-François Martins**  
Deputy Mayor of Paris in charge of sports, tourism, the Olympic and Paralympic Games



**Jean-Louis Missika**  
Deputy Mayor of Paris in charge of urban planning, architecture, the Grand Paris project, economic development and attractiveness

### Paris aims to become the European esports capital

By becoming, within a decade, a stronghold of the innovation economy and creative industries, Paris has proven its agility, the quality of its workforce and environment, and the solid commitment of its public officials to innovation.

In just a few years, esports has become a powerful economic sector of growth, and Paris has provided a favorable ecosystem for it to prosper:

- A city of innovation, creativity and technology: designated European Capital of Innovation in 2017 by the European Union, for the past 10 years Paris has committed to proactive innovation policies: 100,000 sq. meters of incubators built, 80 coworking spaces, 30 fablabs ...

A historic gaming city: N°3 global producer of video games, renowned worldwide for its specialized animation schools, over the past 30 years Paris has become a video game stronghold. The city combines a highly-qualified talent pool, a dynamic domestic market, and major events that are industry benchmarks (Paris Games Week).

A city of sports: designated Host City for the Olympic and Paralympic Games of 2024, Paris has committed to an ambitious strategy of hosting major international sports events and developing the practice of sports. From the golf Ryder Cup to the LCS Europe League of Legends championship finals, Paris welcomes and cultivates all kinds of sports.

Out of this three-pronged strategy - innovation, gaming and sports - came our desire to give Paris a platform with a global ambition for Parisian esports. The first cluster in the world dedicated to esports, LEVEL 256 is the latest star in the galaxy of innovation platforms founded by Paris&Co, the innovation and economic development agency of Paris, with the support of the city.

Building on the large number of Parisian companies already active in this sector, LEVEL 256 will be a place of incubation for startups and leadership for the entire sector. But it aims to go even further by providing a place of contacts and expertise for companies from around the world hoping to set up business in Paris.

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## Editorials

Jean-François Martins  
& Jean-Louis Missika

# **"Our expectations are high and there's no doubt LEVEL 256 will live up to them"**

Keen to ensure that the economic development of esports will also benefit amateur players, the City of Paris now has a dedicated team to support non-profit clubs and provide a coaching framework for young players.

Whether you believe it or not, whether you're interested or not, traditional sports and leisure clubs are now showing a strong interest in esports and the business opportunities it represents.

It's too late to argue whether esports is really a sport or not – the time has come to act in support of this phenomenon that is a reality for the majority of Parisians. There's fertile ground for esports to prosper in Paris, and to create the companies that will become global esports leaders and further enhance the attractiveness of Paris.

Mentoring, training and the professionalization of players and consumers will also be at the heart of our concerns. Preventing addiction and offering programs to support and resocialize young people who drop out of school are important public health issues that must be addressed. Fostering collaboration with startups, developers and game publishers, along with addiction specialists, nutritionists, neurologists and

corporations – this is also part of the LEVEL 256 mission.

One of the major challenges facing LEVEL 256 is the promotion of gender equality. Following the lead of Parisian incubators that have launched the acceleration program "Les Sprinteuses" to greatly increase the place of women in sports, LEVEL 256 will strive to give greater visibility to women gamers, consumers and innovators.

It is our responsibility to demonstrate that everyone has a place in this industry, whether they're players, spectators, coders or entrepreneurs.

Our expectations are very high and there's no doubt LEVEL 256 will live up to them. As esports and the CIO aspire to a rapprochement by the 2024 Olympic and Paralympic Games, and the world is predicting explosive esports growth, Paris is positioning itself as a forerunner and preparing for change by developing an innovative, ethical approach to esports that is respectful of human rights and wellbeing.

**Jean-François Martins  
& Jean-Louis Missika**

## Joint Interview

### Loïc Dosseur & Bertrand Perrin



**Loïc Dosseur**  
Co-CEO of Paris&Co

#### Could you describe Paris&Co in just a few words ?

The mission of Paris&Co is to favor the economic development of Paris and its metropolitan area, mainly through innovation. In the framework of this mission, we offer a range of tools to support and mentor startups: incubation platforms, urban experimentation programs, close collaboration with companies and mature businesses ... with the ambition to enhance international attractiveness.

Paris&Co is an especially large agency that has launched 14 major development programs on a thematic basis, all in sectors accelerating transformation of technologies and usages. Each of these programs has an innovation platform of 2,000 to 2,500 square

meters. An approach of this size and scope is unique in France - and possibly in Europe.

Around 400 startups are mentored annually, for a total of more than 1,000 startups created since the agency was formed. Every startup incubated with us creates 8 new jobs on average. When they leave our platforms, they continue to develop and most of them experience significant growth. We estimate that roughly 15,000 new jobs have been created by companies incubated by Paris&Co.

#### Why a 14th innovation platform? And why did you choose esports?

It was an obvious choice and the project was launched in just over a year. We were attentive to a trilogy of signals that immediately struck a chord. First, the signals we were getting from the world of innovation, our natural environment, from startups that approached us. The City of Paris quickly grasped that esports was a growing societal phenomenon and wanted to gain

a strong foothold in this field. And our corporate partners were also seeking greater visibility on the future of esports and how they might support it on several levels: promotional, technological, customer relations, etc.



GameWard team

## You say the figures are sure to capture our attention ...

Esports is experiencing huge growth and offers not-to-be-missed opportunities: a global market worth € 900 million today, forecast to reach €3 billion by 2022, and 175 million people expected to reach 275 million in 3 or 4 years ...In France a

recent poll done by Médiamétrie - France Esports estimates the esports audience at 5 million, with about 935,000 players.

## You're saying this platform will be different from the others at Paris&Co?

Absolutely, we're going to conduct a thorough analysis of corporate needs in the esports business, taking things a step further than startup incubation. Stakeholders such as public administrations have made it clear they want us to drive an

ambitious program with global reach for this sector. So we've brought on board the energy and skills of Bertrand Perrin, who can give us further details about what makes this platform so special.



**Bertrand Perrin**  
Head of the  
LEVEL 256 platform

## Bertrand Perrin, you've been appointed Head of this new platform. Could you tell us more specifically what makes it so original?

Let me first reiterate its name: LEVEL 256. Gamers are very familiar with this expression that's a nod to the level 256 Pacman bug, which basically meant "game end". (Editor's note: the 8-bit game couldn't go beyond the 255th level). For us it's not the end, but rather a way for companies to progressively move up to the next level. They're trying to go as far as possible, and we can help them do it.

LEVEL 256 is there to welcome startups, but the platform is above all a place to get together, a crossroads for exchange between all the esports stakeholders: SMEs, major corporations, nonprofits, amateur and professional teams etc.

Our ambition is to bring together the entire esports ecosystem, to maximize interaction and development leads. The teams and SMEs that already provide esports solutions can benefit from LEVEL 256 support in recruiting talents, meeting investors and corporations; corporate players can work with them according to the type of project they're examining. Lots of nonprofit associations are also interested in esports related to topics such as prevention, handicap, or training ...

## When it comes to esports, they'd better have the LEVEL 256 reflex!

That's our ambition: to make an esports catalyst for exchange available to the whole ecosystem, a place to interact, share know-how, address problems and decrypt the jargon of its stakeholders to facilitate communication between professional teams and corporates.

LEVEL 256 will also boost esports visibility. Our platform isn't just for incubation, it's also a place for connecting companies and investors, and for developing esports notoriety through entertainment and events.

## Could you give us the names of some of the stakeholders involved?

Of course, there are lots of names... All of them are welcome at LEVEL 256: professional French teams like Vitality, the LDLC team, Gamers Origin, Gentside, foreign teams that want to establish themselves in France, amateur teams, companies like EDF that are largely focusing on esports for the disabled. We also have nonprofits such as Cap Game and Handigamer, which are facilitating access to video games for the disabled and advocating for competitive gaming tournaments open to them.

We're working with France esport, the national organization that oversees esports stakeholders, and Women in

Games, which fosters gender equality in the video game sector and supports the development of women's esports... We work with French publishers like Ubisoft and Nadeo, and international publishers such as Riot, Valve, etc, as well as SELL (the entertainment software syndicate).

Our platform also appeals to production companies like JKTV, specialized advertising agencies such as Hurrah, agencies such as Good Game Management that oversee distribution rights and sponsoring, promotion agencies such as ESL, etc.

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## Joint Interview

Loïc Dosseur &  
Bertrand Perrin

## What makes Paris&Co ideally positioned to help esports gain notoriety and expand in France?

**Loïc Dosseur** : One of our strongest assets is our positioning as a trustworthy third party between public entities and the private sector, based on strong local support. We're recognized for our know-how as a catalyst for sometimes contradictory energies, and a safe space for dialogue between diverse stakeholders: major corporates and small emerging businesses, or between more traditional, long-time SMEs and booming startups. We are able to set up round table discussions where

each party finds a place and a mode of expression, and where we can build a common ambition together. And we've been proving it for many years, in a variety of different economic sectors, with stakeholders working to very different timelines, striving to find answers to very diverse challenges.



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## Joint Interview

Loïc Dosseur &  
Bertrand Perrin

**Bertrand Perrin** : We also have a very inclusive approach to esports. It's a practice that's widely accessible, with no physical barriers like those that often exist in traditional sports. The disabled can play with people who have no disabilities. There are mixed Male/Female competitions. Esports is really open to everybody, it's non-discriminatory. We're also interested in seniors, for whom recent studies have demonstrated a measurable, positive impact from playing esports. We're looking more closely into using esports in

corporate management, where it can be useful for teambuilding and recruitment. The esports offer is a fantastic playing field for technological developments, especially virtual reality.

### In conclusion, LEVEL 256 is THE answer to the biggest cultural phenomenon in recent years!

**Loïc Dosseur** : Definitely. But let's remember that this isn't just an "out-there" trend for a closed world of video gamers and gaming tournament fans, it's about new practices with a major societal impact. The development of esports entails defining competition rules and regulations, taking care to protect the physical health of competitors. It means coaching inner city youth - with 3-hour morning video game sessions for example - to train and participate in diverse sports activities using available facilities. It's also about accelerating English

language learning, by motivating young people to learn IT coding in a world of ever-increasing job opportunities for developers.

Esports is a universe where we intend to develop all these facets!



# Understanding esports

**It's a word we're hearing more and more, and a practice we're trying to grasp, often without success.**

**How to define it? Where does it come from? Who plays? Here are some answers to help clarify a topic that's still misunderstood.**

First of all, esports is the contraction of "electronic sports". It's a practice that can be defined as "all the games that let players compete against each other through electronic devices, essentially video games, regardless of the type of platform (computer, console or tablet)". This definition, written by France Esports, is not yet definitive. Today no official definition exists, because esports is not yet officially recognized by state bodies.

So esports is a digital confrontation between several people; it's been around as long as video games but differs in practice. If you play against a friend in your living room, or against a stranger on the other side of the world, or onstage at the European League of Legends Championship at the AccorHotel Arena, you're playing esports.

Esports, by its very definition, means confronting other people,

with a strong emphasis on social inclusion. Though competitive esports players spend the most time playing video games, 95% of them have been out with friends in the last 30 days – far from the cliché of the isolated player holed up in his bedroom.

In fact, esports players frequently get together at LANs (an IT acronym that means Local Area Network). These events, which first appeared in the 1970s, have been exploding over the past 10 years, along with the prizes they offer. They are the highlights of esports players' competitive lives. They can be entirely dedicated to amateurs, like the Gamers Assembly (the biggest French LAN for more than 20 years!) or reserved for professionals, like the next League of Legends world championship finals at Bercy in 2019.

## Impressive figures

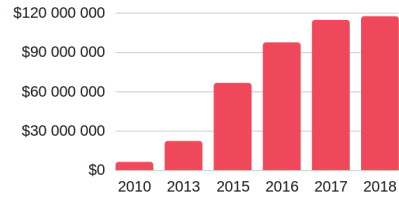
While the competitive circuit of electronic sports isn't as well organized as traditional sports, it nevertheless outperforms many of them. \$25,532,177 in prizes were awarded to the 8 winners of "The International" Dota 2 game tournament. Much more than the Ryder Cup or the French Open! Only football can still compete with booming esports winnings.

In addition to huge winnings, competitions are also packed with fans. Today esports spectators are estimated at 167 million people, and according to Goldman Sachs, this number will rise by more than 65% to reach an estimated 276 million people in 2022. This explains why Amazon bought Twitch in 2014 for a total of \$900 million.

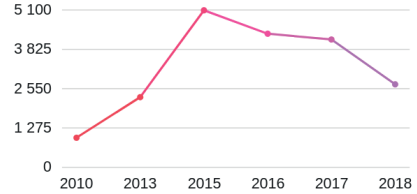
According to the same bank, esports revenue is close to \$1 billion today and is expected to triple by 2022 to reach more than \$3 billion, which would make it a sector with +30% growth over the next 4 years. And investment companies have gotten the message, investing more than \$700 million in the esports of tomorrow during the first half year 2018. Among the stakeholders of this phenomenal growth, professional teams are the frontrunners, with valuations higher than mythical Ligue 1 football clubs such as Olympique de Marseille. According to Forbes magazine, the famous American team Cloud 9 is valued at more than \$310 million.

Did the McCourt family, owner of the Olympique de Marseille, sniff out a good deal when they invested more than \$25 million to come on board the Overwatch League?

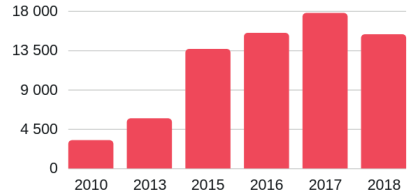
### CASHPRIZE



### TOURNOIS



### JOUEURS



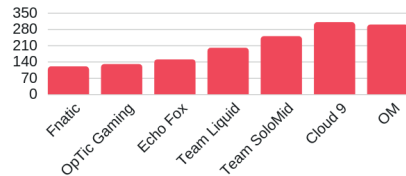
\* JUSQU'À SEPTEMBRE 2018

\* CHIFFRE LAN

## Esports team Cloud9 is more highly valued than the « Olympique de Marseille ».

Yet revenues are still far below those generated by professional football clubs.

### VALEUR



### REVENU



\* EN MILLION DE DOLLARS \* REVENU OM: 120M DE DOLLARS

# Esports enthusiasts in France

Just like traditional sports, esports has different levels of expertise.

You can participate as a simple spectator, or play occasionally as a hobby, or more intensely, through regular amateur or professional competitions, either solo or - like most gamers - in a team.

Videogame competition also redistributes the cards of inclusion. There are no barriers to practicing this sport: gender inclusion, social inclusion, from teenagers to seniors, from one

disabled person to another, esports is the most inclusive competitive practice.

Unfortunately, though videogame players boast perfect gender equality, (men 53% - women 47%), the vast majority of esports players on the competitive circuit are young men. It's one of the things platform LEVEL 256 aims to change: work to tighten the gender gap by organizing events to train, coach and reestablish the diversity inherent to the world of esports.

35

million video game players

5

million esports consumers

2  
millions

million esports players

amateur

931000

players

~150

professionals

# Meet the team



## Identity:

**A.D :** Arnaud Duval, internationally known in his circle of friends under the nickname nanoushka, dynamic young executive passionate about esports.

**B.P :** Bertrand Perrin.

## Professional background:

**A.D :** A combination of sports, arts and IT.

**B.P :** Science and Techniques of Physical and Sports Activities (STAPS).

## Greatest achievement:

**A.D :** My combo 5 years of university + 5 years of work-study + 5 years of esports nonprofits!

**B.P :** 4th grade school champion of Androïdes (Infogrames), a little MO5/TO7 game that gave me a taste for BASIC J coding. A taste exacerbated in high school thanks to my TI83.

## Best year:

**A.D :** 2018 ! A full-time job in esports and a World Cup - doesn't happen every day!

**B.P :** 2016. The year of the Euro in France followed by the Rio Games at the end of the year and the world handball championship in January 2017. All events I was involved in that generated intense emotions and fantastic memories.

## My favorite competitive game:

**A.D :** ShootMania (i'm ready for your rage)

**B.P :** LoL

## My first video game:

**A.D :** Gran Turismo

**B.P :** Alex Kidd

## My top 3 games:

**A.D :** 1. Rocket League, 2. Overwatch et 3. CS:GO - PUBG - FIFA - TrackMania - F1 - Tetris. It's a tie for third place.

**B.P :** 1. Warcraft, 2. Civilization & 3. Football Manager

## My most exciting esports moment:

**A.D :** My 2nd LAN, l'ESWC 2012. I was lame, but I discovered the big stage, the public and all the rest!

**B.P :** A memorable moment for me was the LCS EU final at Bercy in September 2017. It wasn't great in terms of the competition, but the atmosphere was incredible! For the first time in France, we brought together more than 12,000 people in the AccorHotels Arena for an esports competition, even though the venue usually hosts huge concerts and athletic competitions.

## EU > NA ?\* :

**A.D :** EU. 100%.

**B.P :** EU

## Sports or esports ? :

**A.D :** Isn't it the same thing?

**B.P :** That's a tough one. Both.

\* Is Europe stronger than North America?

**STARTUPS**



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## Bequipe

Today we know that overconsumption of screens, blue lights, inaction, poor posture - all elements that negatively impact our health that – are directly related to how we use our digital devices. Bequipe's mission is to develop innovative solutions to improve the comfort and performance of gamers, using 2 tools:

**Kaliento: gaming handwarmer**  
Bequipe began its adventure by responding to a problem well-known to gamers: cold hands. The startup created Kaliento, a handwarmer adapted to gamers that can heat up to 48°C.

**Looki: measure and improve performance**  
Bequipe also developed Looki, a connected camera that measures video game performance and offers customized experiences to improve it.

## E-corp Gaming

E-corp Gaming is the first corporate esports agency specialized in visibility and employer branding through esports activities: teambuilding, profiling & recruitment, serious games, events for interns, organizing competitions.

E-corp lets its clients and partners enhance their image and reach out to millennials representing their future consumers and collaborators.

E-corp Gaming has created the largest university esports league, the Esport Students Series, federating 250 campuses with 2,000 students competing and more than 100,000 spectators each year. A true employer visibility tool, the competition's physical steps lets recruiters meet candidates in a relaxed atmosphere.



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## GameblR

Watching esports becomes an interactive, community experience. GameblR Esports is the first 100% free betting game specifically for the esports community.

Whether it's live, during a match, or while waiting for their favorite team's next game, GameblR lets esports fans challenge their community with questions on the match in progress, on their knowledge of the game, etc.... To share their passions and above all show who's the best!

GameBlR Esports lets players and spectators:  
Be fully integrated in the gaming world and its community, even when they're not playing  
Interact with their favorite teams  
Measure themselves against their community, their friends and personalities they admire.

For esports professionals, this unique tool gives a whole new dimension to events and benefit from access to new data.

## GamersRoom

Become a winner, or just make progress as you play your favorite video games, anything's possible...when you take private lessons with the champions!

We all dream of upping our game, but it's hard to learn the tricks and get personalized advice to improve. GamersRoom is the first coaching platform that lets anyone from beginners to advanced level gamers reserve online lessons with pros from the esports scene, selected for their technical and pedagogical skills.

With GamersRoom, gaming fans have finally found an effective way to improve.

Winning can be learned!



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## GameWard (SIGMA Esports)

Helping brands reach out to millennials – that is the SIGMA Esports mission.

As consumer habits change, traditional media are having trouble reaching the 12–35-year-old segment. This phenomenon is the source of many problems today's brands are facing.

SIGMA Esports is the new generation agency with the answer to these issues: from defining strategy to rolling out projects, the company gives its clients access to the esports target audience and helps them meet the business challenges at hand.

SIGMA Esports uses white and gray labelling, through its own media brand and professional esports club: GameWard, at the top of French ranking, now represents 13 players under contract, 3 coaches and 3 managers, as well as a full support staff.

## Gozulting

Gozulting was created in May 2017 by 4 partners who wanted to offer quality services in a brand-new field.  
Our modus operandi: The Toolbox.

We carefully study your project, we adapt solutions and you choose the solution that best meets your needs. Each project is unique, just as our commitment to you is unique. Our scope of activity:  
4 partners for 3 business sectors and complementary areas of expertise:

Consulting: Strategic consulting in video and marketing, and consulting in the field of esports and video games.

Capture and production: Video capture, live or filmed according to client needs, and live video production.

Content: Content creation, management, gaming event creation.



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## Pantheon

Pantheon is a technological interaction tool between streamers and their communities.

Winner of the 2018 IBM Watson Build competition, Pantheon's AI detects a streamer's desire to interact with his audience and translates it into a contextual question, delivered in real time during the stream through a Twitch extension.

Resilient to subject change (and thus to the game) as well as device changes (streaming platforms, TV, etc.), Pantheon doesn't require any action from the streamer – thereby reducing obstacles to adoption.

Pantheon helps spectators interact with streamers and influence their decisions, lets streamers concentrate on content and revenue, and lets broadcasters enhance their offers and audiences.

## Pictor Innovation



How can you improve your videos, expand your audience and enhance engagement? Pictor Innovation creates solutions for interactive videos. The spectator becomes a proactive participant who can trigger interaction.

In esports, spectators can follow their favorite gamers. They can also access more information than before, thanks to more detailed overlays.

Our solution adapts to all types of interactive projects, letting you choose functionalities "à la carte". Pictor Innovation uses artificial intelligence and the latest web trends to enhance innovation.

Interactive video is the future of web media, and Pictor Innovation makes it possible for you to experience it!

**pictor-innovation.com**

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## Wezzar

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Wezzar develops online SAAS tools for competitive video game players.

### Founders:

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3 tools have been (or are being) developed: A predictive analysis tool based on machine learning to predict the next moves and respond accordingly. A gamer search tool to play with like-minded gamers at your level. And a post-game tool to analyze your performance and up your game in the next round.

**Tom WILTBERGER**  
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Wezzar has just developed scryer.gg, a platform that offers a prediction service and data analysis to help players improve their performance for all types of competitive games.

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This service is available as a web platform directly accessible via your internet navigator, but also on smartphones using a webapp.

## World Gaming Federation



World Gaming Federation is a startup created in 2015 by 6 co-founders, now operating in 17 European and African countries.

We have 2 main activities: organizing esports competition, and creating a social platform specifically designed for 2 million video game players.

Over the past 3 years, we have organized more than 300 competitions for game publishers (Konami, Capcom etc.), sports organizations (UEFA, CAF) and international brands (Orange, Coca-Cola, Adidas).

We have raised €3.5M and are financed notably by BPI France and the European Commission. Our 5-year target is to position ourselves as the benchmark social platform in the video game market.

**about.wgf.gg**  
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**PARTNERS**

## FOUNDING PARTNERS



### AXA

AXA Group is a global leader in insurance and asset management with 160,000 employees serving 105 million clients in 62 countries. It is one of the founding members of the United Nations Environment Programme Finance Initiative (UNEP FI), and has signed the United National Principles for Responsible Investment (UNPRI).

***"To better meet the needs of today's clients and cover the risks of tomorrow, AXA has implemented an innovation ecosystem to develop new services. By accompanying the growth of the esports ecosystem, AXA benefits from the unique perspective of Millennials, tomorrow's clients, and can develop innovative protection adapted to their needs."***



### EDF

Global leaders in low-carbon energies, EDF Group combines the professions of electricity production, marketing and networks. Drawing on its teams' expertise, its R&D and engineering departments and its experience as an operator attentive to customer needs, EDF provides competitive solutions that reconcile economic development and climate preservation.

***"It's natural for EDF to support the development of esports, since electricity is essential to playing video games. It's also a way for us to show that EDF is a company that innovates and can reach out to a young target audience. This approach is perfectly complementary to our historic commitment to sports."***

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## Founding partners



## FDJ

FDJ is the 4th-largest lottery worldwide with €15.1 billion bets in 2017. It offers its 26.1 million clients responsible, secure lottery games and sports betting for the general public. FDJ represents 2,180 employees, a proximity network of 30,800 local points of sale and a digital channel that has attracted 1.8 million clients. FDJ organizes esports tournaments to diversify its offer and attract new generations of players.

***"The partnership between FDJ and LEVEL 256 seeks a common goal: to develop a strong esports community of amateurs and professionals in France, and make Paris the European esports capital. LEVEL 256 lets FDJ maximize opportunities to collaborate and develop innovative initiatives with startups, and more broadly with the entire esports ecosystem."***

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## Institutional Partners



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## Media Partner





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**Sources :**

Forbes, Goldman Sachs, SELL,  
Médiamétrie - Frances Esports, Esports Earnings