

IMT's winning dual incubation strategy

The success story of the U.R.B.S. start-up, winner of the Le Monde Smart Cities Urban Innovation Award, illustrates IMT's involvement in entrepreneurship with local support in its schools' incubators and shared national and international programs.

The young start-up U.R.B.S., and its IMOPE solution, has just won the Le Monde Smart Cities Urban Innovation 2020 Award in the Energy category. It started up in the Mines Saint-Etienne incubator and has also benefited from Institut Mines-Télécom's national support program. The IMT graduate school incubation scheme is based on its schools' strong territorial integration, the backing of the excellent research work going on in the schools, a multidisciplinary approach that covers the major strategic transformations currently taking place, a human approach that takes into account hard and soft skills for personalized coaching, and finally, the ability to support the development of start-ups on both a national and international level.

IMOPE by U.R.B.S.: putting digital technology at the heart of the ecological transition

Despite the considerable progress made in recent years in making local data available, particularly for reliable diagnosis and monitoring of local territories, understanding and using that data remains a challenge. At fine scales (construction), it is a matter of manipulating, completing and cross-referencing raw data with other information to make it educational and accessible to everyone (operations staff and decision-makers). With this in mind, Urban Retrofit Business Services (U.R.B.S.) developed IMOPE, a digital platform that allows you to characterize monitor and manage building assets. The interface is in the form of a digital map to visualize a territory's relevant information at the scale of a building or an address. The public players in the housing and energy renovation sectors thus interrogate and manipulate the data to define action plans, speed up the implementation of measures and facilitate monitoring. Process time savings of 6 to 9 months have been reported by users.



U.R.B.S a Mines Saint-Etienne spin-off

IMOPE by U.R.B.S. is the result of several years of R&D carried out at Mines Saint-Etienne and now developed within the start-up. As part of their academic works, the co-founders, Jonathan Villot, Assistant Professor at Mines Saint-Etienne and Maximilien Brossard, an engineer from the same school, participated in a project with the city of Saint Etienne to support public stakeholders as well as in an experiment in the 13th arrondissement of the City of Paris with the Paris Climate Agency, ENEDIS and GRDF. Given the interest of other local authorities, the team founded the spin-off company in the Mines Saint-Etienne incubator to mature, market and spread innovation.

The Mines Saint-Etienne incubator offers scientific support dedicated to the technological maturation of innovation projects. It welcomes students, teacher-researchers or graduates at all stages, including before the creation of the start-up. It puts project leaders in contact with key players and entities dedicated to innovation and participates in regional development by opening up its technological platforms, workshops or laboratories to innovation leaders. Since its creation in 2004, 45 start-ups have been incubated.

An IMT challenge supported U.R.B.S in its growth, providing national and international experience.

The start-up was created in the fall of 2019, and the support they received from IMT helped them to achieve success and recognition so as to follow a rapid development plan. It was thus selected by the IMT along with a dozen other start-ups to take part in the Bercy-IMT Innovation Award, Vivatech 2019 and the CES in Las Vegas in 2020.

This entrepreneurial challenge led by IMT is based upon three-fold growth. It takes place over an eight-month period where teams are strengthened, following a set course, from their selection in Vivatech to the full support they need to participate in the CES. The IMT's network of incubators thus supports all the shoots in its ecosystem with strong technological and business support at both local and international levels.

Maximilien Brossard, co-founder of U.R.B.S. recalls: *"The support provided by IMT is a real differentiator due to its technological component. The Bercy-IMT Innovation Award is also great recognition for potential clients. The escalation format (file/Vivatech/Bercy/CES/Prize) allows us to hold the challenge for almost a year and therefore to guarantee the excellence of the selected candidates. It is also an opportunity to highlight the richness of the IMT ecosystem: its network, skills and infrastructure; synergies that we maintain and develop with its various stakeholders throughout the region: laboratories (Mines Saint-Etienne) as well as incubated companies (collaboration prospects with Unéole, incubated at IMT Lille Douai). IMT is a perfect example of successful transfer of value from the world of research to the global economy."*

First incubator network

IMT is the first network of public academic incubators. With 11 entrepreneurship support sites within the 8 IMT schools, it has a strong regional presence. The young start-ups benefit from local support and the expertise of each school and the national dynamics of IMT, which offers complementary measures such as an entrepreneurship challenge that leads to the CES or the loans of honor from the Fondation Mines-Télécom. **In total, each year more than 170 innovative projects benefit from personalized support within the IMT graduate schools' 11 incubators.**

Patrick Duvaut, Director of Innovation at IMT stresses: "The innovation managers at IMT graduate schools implement economic development policies in all French regions through the creation of innovative companies. Today, IMT, with its network of excellent incubators, is responsible for the creation of several thousand jobs across the country. From the idea to the market launch, our personalized support model has demonstrated its effectiveness with an 85% 5-year survival rate. »

About ITM- www.imt.fr

Under the supervision of the Ministry for the Economy, Industry and Technology, Institut Mines-Télécom is a public institution of higher education and research encompassing 8 graduate schools, 2 subsidiaries and a network of strategic partners and affiliates. Its activities in the engineering sciences and digital technology fields support the training of engineers and managers, partnership research, innovation and support for economic development. Constantly attentive to the economic world, IMT combines a strong academic and scientific legitimacy, a close relationship with companies and a strategic position on the major transformations of the 21st century: digital, industrial, energy, ecological, and educational. IMT is a founding member of the Alliance for the Industry of the Future and the creator along with TUM of the German-French Academy for the Industry of the Future. It has been awarded a double Carnot accreditation for the quality of its research partnerships. Every year, IMT trains more than 12,000 students, produces nearly 70 million research contracts and its incubators accommodate around 100 start-ups.

About the Ecole des Mines de Saint-Etienne....

- Top 250 engineering schools in the world and 2nd largest French engineering school outside of Paris (*Times Higher Education ranking*)
- 5 research and training centers
- €48M budget including €8M for research partnerships

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