



IRIS INNOVATION DAY 2014  
Thursday June 5<sup>th</sup>

Accelerating Innovation with  & 

Press release

Paris, June 5<sup>th</sup>, 2014

## 2014 Iris Innovation Day presents the most innovative start-ups having joined the Iris Capital portfolio this year

Celebrating the 2<sup>nd</sup> annual **Iris Innovation Day**, on June 5, 2014, **Iris Capital**, the pan-European venture capital investor specialized in the digital economy, drew nearly 100 guests to the auditorium of Cité de l'Architecture & du Patrimoine at Trocadéro in Paris.

Dedicated to innovative start-ups recently included in **Iris Capital's portfolio\***, this event highlights their founders as well as experts and prestigious speakers from the digital ecosystem through various presentations and round-table discussions. For this 2014 edition, the **Orange-Publicis Groupe venture fund initiative**, which aims to accelerate companies' growth through innovation, put the light on three major themes: the future channels of e-commerce; IT architectures as challenged by the Internet of Things; and the monetization of mobile apps.

Over the course of this dedicated day to digital world developments, a wide range of presentations and workshops were organized. This year, they were led by CEOs of Iris Capital's recent high-profile, French and international investments, in the likes of Christian Henschel of **Adjust**, Yona Schtern of **Beyond the Rack**, Geoffroy de Becdelievre of **Marco & Vasco**, Ivan Retzignac of **MedicAnimal**, Frédéric Potter of **Netatmo**, Duncan McCall of **PlaceIQ**, Fabrice Bonan of **Talend** and Henry Fong of **Yodo1**.

The managing **partners** of **Iris Capital**, **Pierre de Fouquet** and **Antoine Garrigues**, said, "*Based on our experience in 2013, we made this 2014 Iris Innovation Day a unique opportunity for leaders of companies we support to share their experience with experts from the digital ecosystem and investors, and to discuss among themselves their vision and entrepreneurial practices.*"

\* For further detailed information on portfolio companies, please go to [www.iriscapital.com](http://www.iriscapital.com)  
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### About Iris Capital

Iris Capital is a pan-European venture capital fund manager specializing in digital economy. Since its inception in 1986, the Iris Capital team has invested more than €1 billion in more than 230 companies. Iris Capital targets opportunities in service or technology companies, seeking growth capital in order to realize their strategy. It provides active support to its portfolio companies on the basis of its strong sector specialization and experience, and has offices in Paris, Düsseldorf, San Francisco, Montreal, Riyadh, Dubai, Beijing and Tokyo. In 2012 Iris Capital entered into a strategic partnership with Orange and Publicis to manage their joint venture capital initiative. [www.iriscapital.com](http://www.iriscapital.com)

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