



# FRENCH-SWEDISH INNOVATION FORUM

PAN-EUROPEAN COLLABORATIONS - THE VISIONS OF A SCALE UP CONTINENT

MAY 21<sup>ST</sup> 2019

## ON STAGE



Florian Bercault – *President and Co-founder - Estimeo*

Graduate of Sciences Po and HEC Paris, Florian started his career at a platform of participative investment incubated by ENGIE. This passage through digital and inclusive finance drove him to co-develop new evaluation methods of companies, especially startups, for investors.

At the same time, Florian taught social finance at Sciences Po and is lecturing economy and risk management at the International School of data processing science (EISTI).

Involved on different sectors, Florian is vice-president of the young financial executive's club, member of the Advisory Board of Orange Business Services, vice-president of French-British Connections, and member of the Preventive Risk Management Review editorial board. He regularly publishes in national and specialized medias.

**Estimeo** is a rating platform for startups and estimates your innovative projects' potential using a 100% automated predictive algorithm.



Elsa Bernadotte – *Co-founder & COO - Karma*

Elsa is the Co-Founder and COO of Karma. Elsa is passionate about creating a motivated high-growth organization to galvanize the first zero food waste generation. Karma now has 55 employees globally, who have the collective goal to lead the way to a truly circular economy and ultimately solve global food waste.

Prior to founding Karma, Elsa, a serial entrepreneur, founded Pop Fruits a healthy ice-cream alternative where she spearheaded operations in four markets. Elsa sold the company and soon thereafter founded Karma. Elsa has featured on the *Forbes*'30 under 30' list, *Ledarna's* 'Top 75 Female Leaders in Sweden 2018' and *Dagens Industri's* '40 hottest serial entrepreneurs under 40'. A Swedish native, Elsa moved to London in 2019 in order to launch Karma in the UK. Karma's London office has grown to 13 employees in two short months.

The Karma app allows users to buy high-quality, heavily-discounted food directly from local food retailers, therefore reducing food waste and boosting the profits of independent food retailers. Current initiatives on food waste, simply look to incinerate this waste, or to compost it, therefore not offering a long-term, sustainable solution to the issue. Since launching, Karma's 520,000 users have diverted an average of 284 tons of edible food from landfill and **reduced CO<sub>2</sub> levels caused by food waste by 426 tons.**

After a successful launch in London, Karma is embracing the world of gastronomy and launching with over 100 partners in the 2nd and 9th arrondissements in the French capital, Paris.



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Franck Bouétard - *CEO - Ericsson France*

Ericsson Regional Head for France, Algeria, Tunisia, Belgium and Luxembourg, as well as Head of Orange global account and Altice global account.

Franck Bouétard graduated from Ecole Nationale Supérieure des Télécommunications (Télécom Paris Tech) and holds a degree as MSc in Telecommunications.

He started his career in 1989 at Arthur Andersen Consulting, and then moved to Elf Aquitaine in London before joining Ungermann-Bass back in France. In 1993, he started working for Alcatel, where he held various positions until October 1999, when he joined Ericsson France as Vice President of Marketing and Product Support.

Ever since, Franck Bouétard has held various positions within Ericsson group, serving as General Manager of Services and Vice President of Operations (France), Group Vice President & General Manager Consulting and Systems Integration (Sweden), President & CEO of Ericsson France.

**Ericsson** is one of the leading providers of Information and Communication Technology (ICT) to service providers, with about 40% of the world's mobile traffic carried through our networks. We enable the full value of connectivity by creating game-changing technology and services that are easy to use, adopt and scale, making our customers successful in a fully connected world.

Ericsson is driving 5G standardization to today's commercialization and has been a key player in making 5G networks a commercial reality.



Tobias Böcker - *Co-founder - mojo diagnostics*

Tobias Böcker is a healthcare consultant turned entrepreneur who exited his first start-up in 2013. During his MBA in France, he joined mojo diagnostics as an advisor and, in 2017, as co-founder. Having focused on product-market-fit and business modelling in the early days, he now covers fundraising, communications and commercialization for the company.

**mojo diagnostics:** Sperm count in men has declined by >50% since the 1970s. mojo diagnostics uses computer vision and machine learning to automate and standardize sperm analysis for laboratories with the ultimate objective to make male fertility care effective, affordable and accessible for 900M men worldwide.



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Paul Christophe- *Principal- Korelya Capital*

Paul is Principal at Korelya where he is focused on the Nordics. He leads investments and seats at some portfolio startups boards (Team Vitality, Chefclub, Memrise) and funds' advisory boards (Heartcore Capital, Inventure). Paul has six years of experience in the public and private sectors. He started as a consultant in management with Capgemini before joining several ministers' private offices where he was in charge of social and digital policies.

**Korelya Capital** is a venture capital firm founded in 2017 and based in Paris. Korelya invests in European technology funds and start-ups with the ambition to create unicorns in Europe. Backed by Asian LPs, Korelya Capital supports its start-ups portfolio in their growth in Asia.



David Cvach - *French Ambassador to Sweden*

David Cvach is the ambassador of France to Sweden since June 2017. From August 2015 to May 2017, David Cvach was the Adviser of the French President for North Africa and Middle East.

David Cvach was the Deputy to the Head of the Policy Planning Staff in the French Ministry for Foreign Affairs (01/07/2013 to 31/07/2015).

Prior to that, he was the Counselor at the French Embassy in the United States (2009-2013), covering Middle East and North Africa issues.

Prior to this assignment, he was the Second Counselor at the French Embassy in Iran (2006-2009) and the Deputy Head of Mission at the French Embassy in Armenia (1997-2000).

He also served as Desk Officer for Iraq (2005-2006), Algeria (2003-2005) and Germany (1996-1997) at the French Ministry for Foreign Affairs.

David Cvach was born in 1973. He holds a degree of the Institute of Political Studies in Paris and the National School of Administration (ENA).



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Luka Crnkovic-Friis - *CEO - Peltarion and AI-expert*

Luka's background is in engineering with a specialization in artificial intelligence, primarily deep learning. He founded Peltarion in 2004 together with Måns Erlandson. They were convinced then as we are now that artificial intelligence is the next industrial revolution - it will change everything. Not a single business will remain unaffected. However, for true democratization and mass adoption the key is having good tools. It was not the steam engine itself that led to the exponential changes, but the machine tooling that allowed many companies build affordable, reliable steam engines. The same goes for artificial intelligence.

Today more and more companies are curiously approaching AI and discovering its endless possibilities. There's a growing sense of its revolutionary and global impact - and Luka's mission in life is putting its power in the hands of the many.

**Peltarion** provides an operational AI platform for producing real-world AI applications at scale and at speed. It's user-friendly, intuitive and end-to-end.



Erwan Derlyn - *Community Lead - French Tech Nordics*

Erwan Derlyn is an independent growth marketing consultant based in Stockholm, where he helps startups to accelerate their growth agenda and scale. Previously, he was part of the growth teams at iZettle and Hem.com.

Erwan is also Community Lead for the French Tech in the Nordics, a global initiative that supports and promotes French entrepreneurship around the world, and a columnist for France's leading innovation magazine: FrenchWeb.



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*Gïta Paterson President - Swedish Chamber of Commerce in France*

Gïta Paterson has a key role in Franco-Swedish economic and trade relations. She has, since 2001 been the President of the Swedish Chamber of Commerce in France and contributed to its dynamic development.

Gïta Paterson is a lawyer and works for FTPA in the field of international business law, specialized in Swedish investments and Swedish entrepreneurship in France. She was also a commercial advisor at the Swedish Embassy in France and was the first woman appointed by the Swedish Government as Swedish Trade Commissioner to lead the Swedish Trade Council in France for 7 years. Committed to European cooperation, the influence of women and the promotion of Franco-Swedish business, Gita Paterson participated in the campaign for Sweden's entry into the EU in 1995. Finally, as President of the Svensk-Franska Språkfonden Foundation, she has contributed to the promotion of the French language and a better understanding of French business culture in the Swedish business community.



*Joseph Pinto - Global Chief Operating Officer - AXA Investment Managers*

Joseph joined AXA Investment Managers (AXA IM) in January 2007 as Head of South Europe and Middle East. In December 2011 he became Global Head of Markets & Investment Strategy Department and was appointed to the Management Board. In March 2014, Joseph became AXA Investment Manager's Global Chief Operating Officer.

Before joining AXA IM, Joseph was Deputy CEO and member of the board of directors of Banque Privée Fideuram Wargny from 2001 to 2006. While there, he created and implemented the bank's sales development strategy.

He started his career in New York with Crédit Lyonnais' securitization business before moving to London to work at Lehman Brothers' Corporate Finance division. From 1998 to 2001, Joseph was Project Manager at McKinsey & Cie in Paris.

Joseph graduated from the Ecole Centrale Paris (a French engineering school) and holds an MBA from Columbia University.

**AXA Investment Managers** is an active, long-term, global, multi-asset investor, a part of the AXA Group, a world leader in financial protection and wealth management.

AXA Investment Managers (AXA IM) and Stockholm-based Fintech company, Dreams, have entered into a strategic partnership to offer millennials an innovative range of investment services through the Dreams mobile platform.

To further support the development of Dreams, AXA IM is taking a 10% stake in Dreams' capital, while Joseph Pinto joins the Dreams' Board of Directors.



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Ulrika Renstad - *Business Development for Global Listings Services - Nasdaq*

Ulrika is the Nordic Head of Business Development and is based in Stockholm. Prior to joining Nasdaq Ulrika held positions in corporate finance and in business development in the financial sector.

Ulrika holds a MSc in Business Administration and Economics International Business Program (MBA) from Gothenburg School of Economics, and a CEFA, and speaks four languages.

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