# Candidature de l'entrepreneur à Incubateur HEC x Station F Avril 2017

*Veuillez répondre à chaque question au mieux de votre capacité pour nous permettre d'évaluer efficacement votre entreprise. Vous n'êtes pas tenu de compléter cette candidature en une seule fois. Vous pouvez l'enregistrer et y revenir à tout moment.*

# Présentation de l'entreprise / Company Overview

**Quel est le nom de votre startup / Company name ?**

fTag - food Allergies

**Décrivez votre startup en une phrase / Describe your company in one sentence**

Information on products with an allergenic or intolerance effect should be given to enable consumers, to make informed choices which are tailored and safe for them.

**Un lien vers votre site / A link towards your website***Vous pouvez aussi mentionner une page facebook, un compte twitter... si vous n'avez pas encore de site / Feel free to link to a facebook page, a twitter account...*

<http://ft.ag/#hec>

**Un lien vers une vidéo de 2mn présentant votre startup / A link towards a 2mn video presenting your startup***Vous pouvez mettre la vidéo en privé mais ne pas la protéger par un mot de passe / If you choose to make videos private please no passwords*

<https://youtu.be/zxQ_O6mTsf8>

**Merci d'ajouter votre pitch deck / Please upload your pitch deck***Optionnel mais cela est un vrai plus pour votre candidature. Pas plus de 20 slides / Optional but can add a lot of value to your application. No more than 20 slides*

20170220\_fTag\_en.pdf

# Contact principal / Main contact

**Nom / Lastname**

TONNELIER

**Prénom / Firstname**

Laurent

**Email**

laurent.tonnelier@ft.ag

**Téléphone / Mobile**

0033674721575

**Profile Linkedin**

https://fr.linkedin.com/in/tonnelier

# Equipe / Team

**Votre équipe se compose de ... / Your team is made of...***Prénom, Nom de l'ensemble des associés en précisant le nom et l'année du programme suivi à HEC si applicable / First name, last name of all co-founders. Please provide the name and year of the HEC program you are currently enrolled in or have graduated from (if applicable)*

- Laurent TONNELIER\*, 47, CEO / mobiLead, Microsoft, Oracle US, CNES, Essilor / MIAGe and DEA BdD;

- Bruno LAI, 50, COO / Oracle, MicroStrategy, Business Objects, SG / DESS CTCI;

- Anaëlle LEBAS, 47, CTO / HP, B&D, Fatwire, OpenMarket, Oracle / DEA BdD;

- Xavier PAQUET, 33, CMO / Bolton, William Saurin, Pierre Martinet / Agri-Food ISARA and EM Lyon.

**En quoi vous ou votre équipe êtes les plus à même de mener ce projet ? / What makes you and your team the best to make this project happen?**

The Smart Identifiers' technology that lies beneath the fTag solution is highly technical. It requires a deep knowledge of databases technologies and applications. Not only our core team knows about databases but also knows how to leverage it into a usable product, as we did at Oracle.

The team includes sales professionals and experienced Business developers.

Laurent TONNELIER has been involved in ongoing product and business development, international lecturing and speaking engagements including: PACK&GIFT Paris, DRUPA Düsseldorf, LUXPACK Monaco, ALL4PACK Paris, ATF-FLEXO La Rochelle, ETIQ&PACK Paris, INTERPACK Düsseldorf, SMART PACKAGING Bonn…

\* Laurent TONNELIER and Catherine DIEMER already enrolled the "Créer et développer une startup technologique" online course.

**Qui sont vos mentors actuels ? / Who are your current mentors?**

- Catherine DIEMER\*, 57, Business dev / APEC, Oracle / ESIEA and MBA IAE.

**Some advisors:**

- Christian BONIN, Marketing

- Louis MERCIER, Finance

- Laurent ALLARD, HEC.

**Combien de temps allez-vous dédier au projet ? / How much time will you dedicate to the project?
ex: 100% de mon temps / e.g 100% of my time**

100% of my time

**Serez-vous disponible à plein temps sur Paris pendant le programme ? / Will you be available full time in Paris ?**

Oui / Yes

Non / No

**De combien de postes de travail aurez-vous besoin lors de votre entrée dans l'incubateur ? / How many workstation will you need when you join the incubator?**

3

# Offre / Offer

**Quel est le constat de départ de votre entreprise ? / What is the problem you are trying to solve?***Quel est le problème, à quel besoin répondez-vous ? / Which needs are you trying to meet?*

Food allergy is a growing public health concern. With the number of people who have food allergies increasing at a significant rate, this potentially fatal condition is a growing public health issue. Anyone, at any age, can develop a food allergy, but the impact on children is especially severe. There is no cure or standard treatment to prevent food allergy reactions. Strict avoidance of problem foods is the only way to stay safe.

A recent European Union (EU)'s 1169/2011 regulation, commonly referred to as INCO (Information to Consumers), makes mandatory for brands to provide consumers with clearer information about the food products. Information on products with an allergenic or intolerance effect should be given to enable consumers, to make informed choices which are tailored and safe for them. The purpose of the legislation is to help consumers make well-informed choices about the food they consume while eating at a restaurant or at home.

Allergies are the result of a reaction that starts in the immune system. For instance, if you have an allergy to eggs, your immune system identifies a protein found in eggs as an allergen. Your immune system reacts by producing antibodies called Immunoglobulin E (IgE).

Unfortunately the INCO regulation is limited to very few elements and is not based on the medical IgE.

The fTag solution bridges the gap between the food industry and patients.

**Quelle est votre solution et à qui s'adresse-t-elle ? / What is your solution and who do you target?***Que proposez-vous exactement ? Qui sont vos différentes cibles ? / What do you propose exactly ? Who are your customers?*

Eating can pose a significant risk to people affected by food allergy.

Although nearly any food is capable of causing an allergic reaction, 14 foods account for the majority of all food allergy reactions. These foods are Cereals (containing gluten), Crustaceans, Eggs, Fish, Peanuts, Soybeans, Milk (including lactose), Nuts, Celery, Mustard, Sesame seeds, Sulphur dioxide and sulphites, Lupin and Molluscs.

- Dining in restaurants is especially challenging for individuals with food allergies who must constantly guard themselves against accidental exposure, especially in a venue where food is being prepared by individuals who are unfamiliar with food allergies.

- At home, most packaging are not easily readable. Furthermore, they do not provide any tailored information to the end user, as it is printed only.

- On the one hand, fTag eases Restaurants, and Brand owners in the packaging industry, to be fully compliant with the INCO regulation; and well beyond legal obligations.

- On the other hand, fTag provides to end users, consumers or patients, a convenient, personalized, reliable, and thrusted information, tailored and filtered to their personal profile;

We aim to revolutionize the packaging in Food industries to deliver the "voice of the brand" using fTag Smart Identifiers – a convenient, personalized, reliable, and thrusted solution based on medical IgE.

**Quel est le modèle économique envisagé ? / What is the business model you are considering?**

- On the one hand, as a B2B approach, fTag provides to Restaurants, and Brand owners in the packaging industry, software tools and services in order to be fully compliant with the INCO regulation; and far beyond legal obligations.

- On the other hand, as a B2C approach, fTag provides to end users, consumers or patients, a convenient, personalized, reliable, and thrusted information, tailored and filtered to their personal profile; using their Smartphone and/or a personalized Card.

- The more end users will use our free mobile software and order their personalized Card, the more Restaurants and Brand owners will be in favor of using our solution.

- The more Restaurants and Brand owners will use our solution, the more end users will use our free mobile software and/or order a personalized Card.

In order to break down the barriers and initiate the virtuous cycle of fTag producers and fTag consumers:
- The fTag solution may be used to enrich Menus in Restaurants or Labels on Packaging;
- The fTag mobile software may be used to translate any profile into any selected language while travelling.

# Marché / Market

**Quel est le potentiel du marché ? / What is the market potential?***Taille du marché, maturité du marché par rapport à votre solution, barrières à l'entrée potentielles... / Market size, entry barriers, maturity of the market towards your solution...*

The impact of food allergies is both a challenge and opportunity for the food industries.

Food allergy is a serious medical condition affecting up to 15 million people in the United States, including 1 in 13 children. More than 17 million people in Europe suffer from food allergy; of these, 3.5 million are younger than 25 years. The number of people who have a food allergy is growing. According to a study released in 2013 by the Centers for Disease Control and Prevention, food allergy rates among children increased approximately 50 percent between 1997 and 2011. Reactions can range from mild to severe, including the potentially life-threatening condition known as anaphylaxis. Every three minutes, a food allergy reaction sends someone to the emergency department – more than 200,000 emergency department visits per year in the US.

Eating away from home can pose a significant risk to people affected by food allergy. Research suggests that more than half of fatal food allergy reactions are triggered by food consumed outside the home. Findings from a 2015 study suggest that restaurants may be underestimating the severity of food allergies.

In the US only, the revenue lost from food allergy families avoiding restaurant dining is estimated at $45 million each week – more than $2 billion annually.

- On the one hand, as B2B, fTag eases Restaurants, and Brand owners in the packaging industry, to be fully compliant with the regulation;

- On the other hand, as a B2C approach, fTag to end users, consumers or patients, a convenient, personalized, reliable, and thrusted information.

**Quelles sont les solutions existantes ? / What are the alternatives to your solution?***Parlez-nous de vos concurrents et de leurs avantages concurrentiels. Quelles sont les solutions alternatives à ce que vous proposez. Quelles sont les imperfections ou insatisfactions constatées dans les offres existantes? / Who are your competitors and what is their competitive advantage? What are the imperfections and instatisfactions you have noticed?*

The European Union (EU)'s 1169/2011 regulation, commonly referred to as INCO (Information to Consumers), makes mandatory for brands to provide consumers with clearer information about the food products. Unfortunately the INCO regulation is limited to very few elements and is not based on the medical IgE.

- Most solutions are printed solutions.

- In most Consumer Goods Packages (CPG), only the print has a legal value.

- Some mobile solutions, connected to a remote server, have no legal value;

- If tailored, the profile is stored remotely connected to a distant server with none or few privacy;

- Those solutions, are not based on any medical IgE database;

- Designed for INCO only, none are able to support more allergens (mango, kiwi, peach, nor tomato);

- Existing solutions are designed for Food allergy only; none are able to manage any allergy in Cosmetics or Pharmaceuticals.

Only McDonald’s offers a real INCO compliance to its consumers, on each and every product, using either a Smartphone or an information point of Sale, in 5 languages.

The fTag solution may be a perfect fit to McDonald’s existing solution:

- enhancing its existing 28 food elements to 460;

- providing a better way to manage privacy.

**Quel est votre avantage clé ? / What is your competitive advantage?***Parlez-nous de votre différenciation, de ce qui vous rend unique, de ce qui vous permettra de devenir leader sur votre marché / Explain your company differentiation. Tell us what makes you unique. What will enable you to become the market leader?*

- fTag benefits from an international patent portfolio owned by mobiLead, managed by France Brevets.

- Unlike alternatives software solutions, the fTag solution was designed from the ground up to support readability, localization and privacy;

- Its advanced codification is designed to be used locally without any network required;

- This unique features bring to the code the same legal value as the printed text on the pack;

- Not only the fTag solution may function in an offline mode, but also in an online mode if needed;

*-* Unlike any other solution, the fTag database is based on the medical IgE with more than 460 elements;

- Only the fTag mobile App reached such a level of privacy where the profil is not stored, neither online nor in the mobile application;

- The fTag mobile application is multilingual by design.

- The fTag solution was designed for Food allergy but not limited to.

- We are able to manage any allergy in Food, Cosmetics and Pharmaceuticals industries;

- We are able to manage any kind of diet.

An individual's diet is the sum of food and drink that he or she habitually consumes. People's dietary choices are often affected by a variety of factors, including ethical and religious beliefs, or clinical needs.

Connected Packaging and Labels opportunities based on the xTag technologies (including fTag), may impact several vertical markets: Food Products, Wines and Spirits, Beauty Products, Pharmaceuticals and Healthcare, Luxury Accessories, and Tobacco Products.

There are also a number of other interesting and valuable applications: Consumer Engagement and Mobile Marketing, Track and Trace, Mass Serialization, Brand Protection and Product Authentication.

# Plan d'action / Roadmap

**Quelles ont été les actions réalisées jusqu'à présent ? / Which actions have you completed so far?**

- Leveraged MOBILEAD's Patents and Prototypes;

- Prepared FTAG incorporation, within MOBILEAD;

- Engaged few Medical Doctors and Allergy Specialists; Initiated Medical Certification (DMD);

- Supported INCO 14 allergens (IgE);

- Provided a Web App in 5 languages; provided an Androïd App in 5 languages;

- Initiated a partnership with HP, DOMINO and ORACLE;

- Initiated contacts DANONE, YOPLAIT, L'OREAL, BIOGARAN and SANOFI.

**Quelles sont les grandes étapes futures de votre développement ? / What is your roadmap ?**

- Join HEC Incubator;

- Finalize FTAG incorporation, leaving MOBILEAD;

- Engage more Medical Doctors and Allergy Specialists; Finalize Medical Certification (DMD);

- Extend INCO 14 allergens to 460 allergens (IgE)

- Provide an iPhone App in 5 languages;

- Strengthen our partnership with HP, DOMINO and ORACLE;

- Finalize with DANONE, YOPLAIT, L'OREAL, BIOGARAN and SANOFI;

- Hire Sales and Software Devs.

# Financement / Financing

**De combien avez-vous besoin pour réaliser votre projet ? How much do you need to make your project happen?**

120,000

**Combien avez-vous déjà pu sécuriser ? / How much have you already raised?**

Not yet

**Quel est votre chiffre d'affaires aujourd'hui? / How much is your current turnover?**

0

**Combien de temps avez-vous devant vous sans pouvoir vous payer ? / How much time do you have in front of you without needing to pay yourself?**

6 months

# L'Incubateur HEC / The HEC Incubator

**Que recherchez-vous à l'incubateur HEC ? / What are you looking for at the HEC Incubator?**

The more you know the more you dare

After several years of Research & Development, Prototypes, and Proof of Concept, our unique vision is now coming to fruition into a specific food Allergies software solution: fTag.

Joining the HEC incubator is a rare opportunity for some technical innovations to find their market through challenged business opportunities; a unique opportunity to achieve in few months, the goals that would have been reached in years.

It is key for any company, especially those based on technical innovations, to be as creative on the business side as on the technical side. A Minimum Viable Product (MVP) is nothing if not related to a Minimum Viable Business (MVB).

**Comment participerez-vous à la dynamique collective de l'incubateur ? / How will you participate to the collective dynamic of the incubator?**

The more you share, the more you grow

Because of our commitment to promoting standards and best practices, our technical expertise, we are actively involved in norms at ISO / AFNOR (the French standards agency), including the newly created TC307 Blockchain / Distributed Ledger Technology;

As a France Brevets selected partner, an investment fund dedicated to international patent licensing, we hold several patents that may directly be used by fTag solution; We may be able to share our deep knowledge of patent and patent licensing in the software industry;

As a former ORACLE Corporation Product Manager based in Redwood Shores, USA; I may be able to share my experience in the software industry while based in the San Francisco bay area.

**Connaissez-vous une entreprise que vous aimeriez nous recommander pour intégrer avec vous l'incubateur HEC ? / Do you know of anyone applying to the HEC incubator that you would recommend to us?***Optionnel mais cela montrerait une grande ouverture de votre part. (Ex: Blablabar, jepostule@blablabar.com) / Optional but this will show how open you are (e.g. Aircnc, IApply@aircnc.com)*

*laurent.tonnelier@ft.ag*

**Un dernier mot à nous communiquer ? / Any last word?**

It is time to leverage a large portfolio of patents, patent applications and prototypes into profitable products and services.