

Meeting Minutes

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Date: January 6, 2017

Location: Consumer Electronic Show (CES2017), Las Vegas, NV

Participants - California:

- **Lee Ann Eager** (Fresno, California): President of Fresno County Economic Development Corporation (Fresno County EDC), Member of Economic Development Committees for the Governor of California,
- **Tom Andriola** (Oakland, California): Vice President, Chief Information Officer, Information Technology, University of California System at the Office of the President, Member of the Board of Directors of the Corporation for Education Network Initiatives in California (CENIC),
- **Gabriel Youtsey** (Davis, California), Chief Innovation Officer at University of California,
- **Brandon Weber** (Sacramento, California): CEO of The Urban Hive & I/O Labs Incubators/Accelerators, host of the Sacramento California Innovation Hub (iHub),
- **Hervé Auch-Roy** (San Diego / Sacramento, California): International Executive Advisor, Founder of West Coast Entrepreneurial Alliance initiative, and meeting organizer.

Participants - France:

- **Laurent Marting** (Caen, France): Regional Councilman of Normandy, Department Councilman of Orme Department,
- **Laurent Boisselet** (Colombelles, France): Fast Forward Normandy Accelerator (FFWD) Manager, AD Normandie Economic Development Agency,
- **Yvon Noel** (Caen, France): Director of Regional Digital Development at Regional Council of Normandy,
- **Magali Scelles** (Caen, France): Operation Director of the e-Secure Transaction (TES) cluster of Normandy,
- **Marie-Pierre Besnard** (Caen, France): CEO of SoNumerique (Smart Territories company with expertise in Strategy, Web Site structure for high visibility, and Virtual/Augmented Reality), Professor at University of Caen, PhD in Digital Humanities (Human Sciences applied to Virtual Reality) from University of Caen, also representing the "Le Dôme/Relais d'Sciences" science, technology and industry regional innovation center,
- **Frederique Alfonsi** (Caen, France): Assistant Director of International Relations at Technology University Institute of Caen (University of Caen), PhD in Economic Sciences from University of Paris 13, Smart City / Smart Territory economics expert, also representing the "Le Dôme/Relais d'Sciences" science, technology and industry regional innovation center.

Objective:

The objective of the meeting was for the representatives from California to meet with representatives from Normandy, and devise on next steps with regards to the California-Normandy collaboration project.

A visit to startup companies from Normandy exhibiting at the CES2017 was organized for the representatives from California as a token of Normandy's innovative ecosystem.

This meeting was tied to a series of meetings in northern California organized in the week following CES2017 for Marie-Pierre Besnard and Frederique Alfonsi, to meet with:

- Valley Vision EDC and AgStart Incubator/Accelerator (Sacramento)
- College of Business Administration at California State University Sacramento (Sacramento)
- California Association of Local Economic Development (CALED) (Sacramento)
- City of Sacramento Economic Development (Sacramento)
- Secretary Karen Ross at California Department of Food and Agriculture (CDFA Sacramento)
- The Urban Hive and I/O Labs (Sacramento)
- ChicoStart Incubator/Accelerator, California State University Chico, and City of Chico (Chico)
- University of California Davis Global Affairs, Programs, and Technology Transfer Office (Davis) (report to be released separately)

Discussion:

The California-Normandy collaboration project was initiated in January 2016 with the support of the California Governor's Office of Business and Economic Development (GO-Biz), the e-Secure Transactions (TES) cluster, and SoNumerique. The aim is at developing bilateral collaborations along Higher Education, Research, Entrepreneurship, Business Development, and Industrial and Cultural Tourism, towards economic development and jobs creation in both California and Normandy.

The California representatives were invited to meet with several startup companies from Normandy, exhibiting within the Eureka Park innovation area of the Consumer Electronic Show (CES2017):

- Inspear: Hearing protection and communication device for industrial and consumer market,
- 7 Medical: Automated medical patient records for cost effective healthcare follow-up,
- Keyveo: 3D design for Virtual/Augmented Reality,
- Twelve Solutions: Museums, Venues and Industrial indoor geolocalized multimedia guide system, D-Day partner of the World War 2 Foundation,
- Seaver: Connected girth for equine optimized training, sports and leisure horse riding.

The demonstration of SoNumerique's Smart Territory solutions is planned for the coming delegation from Normandy.

The decision to establish a Memorandum Of Understanding (MOU) between GO-Biz and the regional ecosystem of Normandy was made on July 6, 2016, and a draft of the MOU was submitted to the Regional Council of Normandy in September 2016. The document is currently under review.

In order to move forward with the execution of the MOU, the following was required to be identified:

- The target industry:
 - Identified as Agriculture and Technological Agriculture (AgTech).
- The target program in California:
 - Identified as Central Valley AgPLUS Consortium (CVAgPLUS),
- The target program in Normandy:
 - Identified as Agri'Up (Agriculture and AgTech entrepreneurship program).
- The target stakeholders in California:
 - Identified as Fresno State Office of Community and Economic Development (Fresno), California Department of Food and Agriculture (Sacramento), Chico State Center for Economic Development (Chico), Tuolumne County Economic Development Authority (Sonora), Valley Vision (Sacramento), The PowerInn Alliance (Sacramento), The Urban Hive and I/O Labs incubators/accelerators (Sacramento), Fresno County EDC (Fresno), California Central Valley EDC (8 Counties), University of California Davis (UC Davis), and the Chico area economic development ecosystem (ChicoStart, CSU Chico, City of Chico).
- The target stakeholders in Normandy:
 - Identified as the e-Secure Transactions (TES) cluster, the University of Caen, Le Village by CA incubator/accelerator network (supported by Credit Agricole Bank), AGRIAL Food and Agriculture industrial group, the "Le Dôme/Relais d'Science" science, technology and industry regional innovation center, and the Regional Council of Normandy.
- The California-Normandy liaison:
 - Identified as the West Coast Entrepreneurial Alliance initiative in California, and the e-Secure Transactions (TES) cluster and SoNumerique in Normandy.



SoNumerique's team was brought early in the project for their expertise in helping organizations define their strategy, and the ability of SoNumerique's team to develop processes and tools in support of this strategy for an affordable and efficient gateway between California and Normandy.

Next steps:

• Financing:

Seed funding of the project has been done privately so far and has reached its limits. Financing the liaison and outreach activity remains the gating item to allow moving forward, and has even become a critical issue.

Both sides (California and Normandy) agreed to explore ways to fund the liaison and outreach activity in order to allow the following operations in support of:

- Exploring and identifying opportunities in universities for student exchange and entrepreneurship programs,
- Exploring and identifying opportunities with innovation centers for workshops and conferences,
- Exploring and identifying opportunities in research centers for technology transfer and licensing opportunities,
- Exploring and identifying opportunities for startups immersion,
- Advising on landing sites in companies' offices,
- Coaching to startups and SME,
- Business development for companies looking for commercial partners,
- Identifying visiting companies and providing support to organizing delegations,
- Organizing the participation to trade shows and expos related to the target industries,
- Cross-promoting economic development areas for the related industries,
- Coordinating the administration of delegations and companies (visas),

• Anchors (California and Normandy):

Another remaining issue is the location of the liaison office (anchor) in California; traveling from and to southern California makes it difficult to manage the project and has contributed to drain the private seed funds in California.

The Sacramento area is envisioned to host the main office and center of the project for the following reasons:

- Sacramento is the capital of the state of California, and the home of its government; as such, it is perceived as the pivot of the state's economic development from abroad,
- Through the California Innovation Hubs (iHubs) and regional Economic Development Organizations (EDO), the entire state of California may be reached from the Sacramento area,
- The Sacramento International Airport (SMF) allows reaching out to any major cities in the USA and Mexico, facilitating business development for companies,
- Travelers may fly in from Europe to San Francisco International (SFO) and take the SFO-SMF Shuttle, or take a connecting flight in one of the major US hubs,
- Only a couple of hours drive time away, the Sacramento area positions itself as an extension to Silicon Valley's pool of resources (investors, entrepreneurs and highly skilled employees),
- Close proximity to world renown tourist attractions (Yosemite, Lake Tahoe, Gold Country) makes it well suited for Industrial Tourism where CEOs chose their office location during their vacation.

A secondary office location is envisioned in the Chico area to help reach out to northern areas of the state of California for agriculture and AgTech.

While the Normandy anchor was identified as the e-Secure Transactions (TES) cluster, the contribution so far and expertise of SoNumerique requires that funding of the liaison office in Normandy also benefits this key partner for its value added to the project moving forward.

• Delegation from Normandy:

A delegation of elected officials, TES cluster members, university and companies representatives from Normandy is planned for April or May 2017 time frame; the Normandy companies and California sites selection process is planned to start as early as February 2017.

• Smart Digital Territory:

Part of the implementation of the strategy will be the definition and deployment of the smart digital territory that encompasses a communication platform, linked web sites for global visibility and virtual/augmented reality for the promotion of distant locations. SoNumerique will be at the heart of its definition, design and deployment.

Two networks have been identified that may be linked to help in the deployment: CalREN in California, and Renater in Normandy.



In addition, the agreement signed on September 22, 2016, ("California Department of Technology and City of Sacramento Connect to CENIC, the Premier Research and Education Digital Network" - <http://cenic.org/news/item/cdt-city-of-sac-connect>) between CENIC, the California Department of Technology and the City of Sacramento, in conjunction of locating the liaison's main office in the Sacramento area, will help in the definition and the deployment of the California-Normandy project's Smart Digital Territory.