

IT-Translation announces five new investments and confirms its leadership in funding deep-tech start-ups right from the start.

Four ‘booster’ investments and a new round of fundraising – a total of 2,250,000 euros – for five start-ups in IT-Translation’s portfolio.

Paris – 10 October 2017 – IT-Translation, the first-stage investor in deep-tech start-ups spun off from French research in digital technology, announced two successful exits from its portfolio at the beginning of the summer, when Niland and C-Radar respectively joined Spotify and Sidetrade. Now, at the start of October, IT-Translation announces five new investments aimed at ‘boosting’ the development of promising start-ups or supporting a new phase in their growth.

The leading investment fund for deep-tech start-ups in a wide range of markets

For the IT-Translation team, these ‘booster’ investments (funding which takes place in the months following the creation of a start-up) are a decisive stage in proving the viability of attractive projects. The fundraising rounds, meanwhile, are the culmination of IT-Translation’s work with the founders to convert their technology into products or services (finding the right uses for it and the best combination of products and markets) and to lead the researchers into the world of business. Following the business model that it has developed, IT-Translation contributes to this funding.

As Sophie Pellat, partner and director for joint start-ups at IT-Translation, explains, *“Following our model of co-founding and investing at a very early stage, we support the founders to help them convert their technologies into products or services. The start-ups in our portfolio operate today in markets as varied as music and entertainment, medical technology, greentech, gaming, big data, the Internet of Things and more. What do they have in common? A solid scientific basis, a high technology content and an approach to development for a product and market.”*

Five investments in four sectors : sound, music, collaboration and energy

- **HyVibe**, a spin-off from IRCAM – www.hyvibe.audio
HyVibe’s goal is to develop and bring to market radical innovations based on the “Application to music of the Active Control of Vibrations”. With this technology, any object can be transformed into a loudspeaker producing a high-quality sound for the human ear, thus making it possible to add sound to everyday objects (such as toys, robots, smartphones, tablets or cars) by using their acoustic properties, with no need for loudspeakers. Hyvibe will very shortly launch its first product, a system for guitar players which will expand the range of uses of their acoustic guitars: making the guitar its own amplifier, directly producing sound effects and adding a digital connection. This innovation, the first for many years in the guitar world, has already been given an enthusiastic welcome in its pre-test phase by the guitar-playing community.
Funds raised (‘booster’): 300,000 euros
Intended use of funding: to enable the launch of the brand and to prepare the introduction of its first product.
- **SYOS**, a spin-off from IRCAM – www.syos.co/en/
SYOS’ ambition is to ‘disrupt’ the role of the musical instrument-maker by reinventing the entire chain of design, manufacture, delivery and customer relationships, thanks to science and digital technology: thus, SYOS offers every musician the possibility to buy an instrument online, which is made to order, designed with them and optimised for their use, printed in 3D and delivered to their home. SYOS’ first product is a saxophone mouthpiece (80% of the sound is produced by the mouthpiece), which will quickly be followed by mouthpieces for clarinets and trumpets. SYOS draws on its work based on a scientific approach to the acoustics of musical instruments. Its team is currently the only one in the world which can design a mouthpiece in relation to a description of the sounds it will produce, an ability due as much to the rare skills the team possesses as the novel approach it has taken in a sector where science has so far had very little impact.
Funds raised (‘booster’): 300,000 euros
Intended use of funding: to complete the R&D phase for the first product, to begin the development of new products and to enable a rapid increase in sales and the international growth of the business.

mars:hello! – <http://mars-hello.com/>

mars:hello! provides the Operation Networks solution, a software solution to share information from sources of all types in the context of complex projects. Operation Networks allows the simple modelling of exchanges between all the parties involved, the deployment of the infrastructure to support these exchanges, controlled access to information throughout the project and for the model to evolve as conditions change. Today, mars:hello! has brought its solution to its first area of the market, the space sector.

Funds raised ('booster'): 300,000 euros

Intended use of funding: to integrate a dedicated 'solution manager' for the space and aerospace sector, to design templates for specific professions and to publish online the corresponding support materials.

- **Power Design Technologies**, a spin-off from the Laplace Laboratory (CNRS, INP Toulouse, UPS) – www.powerdesign.tech

Power Design Technologies has developed and brought to market the first computer-aided engineering platform for the design of electrical power converters. Its PowerForge software helps engineers to produce systems for the conversion of electrical energy which use less raw material as they are lighter and more compact, and which consume less electrical power, since they are more efficient.

The first design tool specifically dedicated to power electronics, PowerForge positions itself as the benchmark solution to support and make more widely available the development of so-called 'multi-level' technology. This technology will make it possible to cut by half the mass, volume and power consumption of converters.

The stakes are all the more critical as all modern electrical systems include one or more electrical power converters.

Funds raised ('booster'): 600,000 euros

Intended use of funding: to grow the business in markets linked to photovoltaic energy and its storage, and to electric vehicles (powertrains and rapid charging points). Power Design Technologies is currently seeking new business in Europe, before turning next to industries in North America and Asia.

- **MailClark**, a spin-off from the digital agency Novius – <https://mailclark.ai/>

MailClark provides the connection between enterprise chat tools (such as Slack or Microsoft Teams) and external communication tools like email, Twitter and Facebook. The only French service in the top 20 most popular bots listed in Slack's App Directory, MailClark was also one of the first 20 bots to join Microsoft Teams' Bots Gallery.

Established at the end of 2014 as Clubble SA, the start-up has consolidated its position in the market for bots, following its first round of fundraising.

Funds raised: 750,000 euros

Intended use of funding: to allow MailClark to continue its growth in the chatbot market, by focusing on the acquisition of new users.

About IT-Translation

IT-Translation is an investor and co-founder of deep-tech start-ups spun off from French public and private research in digital technology. What makes this model so original? Intervening right from the start, IT-Translation deploys its resources, both financial (the IT-Translation Investment fund) and human, to 'translate' technologies into products and services, and to lead researchers/entrepreneurs into the business world. <http://it-translation.fr/en/>

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