

FUNDRAISING: A NEW INDICATOR IDENTIFIES ADVANCED START-UPS

SNCF Développement, along with Sidetrade, unveils the « advancement score », a new key indicator of investments in start-ups. Indeed, while fundraising figures are widely accessible, nothing allowed the identification of the most advanced start-ups up until now.

Among 1, 500 French start-ups from Sidetrade's Cloud, this new tool identifies those who drew big investments quicker than their competitors. Start-ups are graded from -5 to +6. The higher the score, the faster the start-up won the investor's trust compared to the average of start-ups created the same year. Investors now have an **impartial selection criterion** at their disposal, allowing them to align their targeting with their investment objectives.

The first edition of the advancement score identifies 35 high performers with a four to six years advance on their development. Four of them reached the maximum score: **Eren Renewable Energy, Blade, Nouvelle Vague and Vivet Therapeutics**.

"These organizations are usually run by experienced founders: serial entrepreneurs, seasoned executives... They are at times unknown but are worth following very closely", Cyril Garnier, CEO of SNCF Développement, explains.

The study also analyses the 2017 French Tech ecosystem's fundraisings outcomes. In total, there were 789 deals representing €8.2bn.

"The study shows that you can reach a full and comprehensive understanding of a field and its progression with smart use of data and Sidetrade's evolved algorithms", François Bancelhon concludes, Sidetrade's Chief Innovation Officer.

Find the study (available in English and French) with its methodology note here: <http://www.sncf-developpement.fr/actualites/score-precocite-startups-15721>.

CONTACTS

SNCF DÉVELOPPEMENT: GUILLAUME VANNESTE / guillaume.vanneste@sncf.fr / +33 (0)6 09 14 10 47

SIDETRADE: CHRISTELLE DHRIF / cdhrif@sidetrade.com / +33 (0)1 46 84 14 49

About SNCF Développement

A subsidiary of SNCF Group, SNCF Développement supports and promotes economic development and entrepreneurship in French local territories. 540 entrepreneurs are supported, including 230 start-ups, and more than 1, 400 jobs are created with €9.5m invested. Key partner of SNCF accelerators: Programme Air by SNCF Réseau, ACT-574 by OUI.sncf. Further information: www.sncf-developpement.fr. Twitter: [@SNCFDev](https://twitter.com/SNCFDev).

About Sidetrade

Sidetrade (Euronext Growth : ALBFR.PA) is the most compelling A.I. Software Company shaping the future of Customer Engagement and empowering Marketing, Sales and Finance people to grow sales and accelerate cash. Seamlessly integrated with existing CRM and ERP, Sidetrade leverages Artificial Intelligence to disclose untapped new business opportunities, increase upsell, reduce churn, predict customer payments and accelerate cash flow generation. Over 1,500 companies, of all sizes and sectors, in 80 countries, employ AI Sidetrade solutions for sustainable growth. Further information: <http://uk.sidetrade.com/>. Twitter: [@Sidetrade](https://twitter.com/Sidetrade).

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