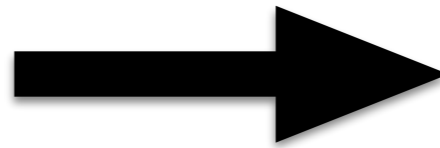


# Augmenter les chances de succès de sa startup

Christophe BAILLON  
@chbaillon



# Histoire d'une nouvelle approche du financement des startup



**C'est quoi une startup ?**

«Une startup est une organisation commerciale qui développe un nouveau produit dans un contexte d'extrême incertitude.» - Eric Ries

**Le Lean Startup, c'est quoi ?**

**Comment tester son marché ?**



**Dropbox**

Zappos  
•com







Se financer au démarrage, difficile...

# L'investissement lean

# Case study: Hexo+



# Proven Product Market Fit

Kickstarter = MVP to validate the Market

\$50K Goal in 30 mn

\$1,3M with 2614% Goal

2000+ Backers

10,000 interactions

1000+ Blogs

60 Distributors

Top 2 French Kickstarter

Top 13 Most Funded Technology

**HEXO+:** Your Autonomous Aerial Camera - Drone  
by Squadrone System

Home 1,092 | Updates 20 | Backers 2,336 | Comments

Palo Alto, CA | Camera Equipment

Funded! This project was successfully funded about 14 hours ago.

**HEXO+**

**2,336** backers  
**\$1,306,920** pledged of \$50,000 goal  
**0** seconds to go

Project by Squadrone System, Palo Alto, CA

First created · 6 backed  
Has not connected Facebook  
hexoplus.com

\$1.3M+ pre-sales in 30 days

# Se financer

Crowdfunding

Prêts d'honneur

Love money

Business angels

Aides à l'innovation (BPI, etc...)

Capital risque

Lean Investment

**Et vous, un projet de startup à financer ?**