

## **PARIS INN GROUP REVEALS ITS FIRST TWO INCUBATED PROJECTS: OPTIONIZR AND CLAPNCLIP**

**Paris, 12th September 2016 – Paris Inn Group is pleased to present OPTIONIZR and CLAPNCLIP, the two start-ups selected at the Paris InnOvation Trophy 2016. Through this incubator programme, Paris Inn Group aims to build new, innovative offers with these fledgling start-ups that will immediately address tomorrow's issues and challenges in the hospitality and tourism sector.**

**OPTIONIZR**



First of all, Paris Inn Group wishes to congratulate all the participants. The originality of the initiatives and the quality of the projects submitted suggest that a good number of them are solutions for the future that will gain a foothold on the market.

During this first edition of the Paris InnOvation Trophy, over thirty start-ups active in the hospitality and tourism sector expressed their interest in joining the nursery. Seven were short-listed to present their projects to a jury made up of experts in innovation, entrepreneurs and investors specialising in the hotel sector. After due deliberation, the jury selected OPTIONIZR and CLAPNCLIP. Behind these names are two major projects.

We have all experienced the hesitation before confirming a purchase on-line, with a fear of seeing the price rise or the product being sold out. **OPTIONIZR** enables on-line merchants and players in the tourism sector to offer purchase options for their products and services while granting consumers a reflection period before finalising their purchase. More than just a technical solution, OPTIONIZR provides a comprehensive range of marketing and revenue management tools enabling tourism professionals to optimise their conversion rates and ancillary revenue streams while providing optimal service to their customers. The members of the jury felt that this concept, with its very broad field of application, was extremely pertinent.

More than just happy memories, travellers' videos can represent genuine added value for professionals in the tourism sector. Acting on this analysis, **ClapNClip** offers these professionals the possibility to provide their customers with editing facilities via a dedicated site for their videos shot during their stay. In exchange, customers expressly authorise the hotelier, tour or cruise operator to re-use this abundant, authentic and pertinent video content on their Internet site and social networks. For tourism professionals, CLAPNCLIP represents a video production solution that meets

the growing need for content and which places the experience of the stay at the heart of their digital communication and transforms the guest or customer into an ambassador.

Accommodated from July in the Paris Inn Group nursery for a period of between 6 months and 2 years, these two young companies will be provided with an extremely favourable environment: fully-equipped co-working space in the heart of the 8th *arrondissement* in Paris, tailored support from the experienced and multi-skilled Paris Inn Group teams (entrepreneurship, finance, legal, web marketing, communication, hotel managers, and more) and preferential access to Paris Inn Group's network comprising a community of bankers, lawyers, hedge funds, experts in the creation of companies and suppliers.

Another major advantage of this incubation programme is that the two winners will work on concrete application scenarios and implement pilot schemes in the 32 hotels managed by Paris Inn Group.

Premises, advice and support, emulation; all the conditions are in place to ensure CLAPNCLIP and OPTIONIZR can develop, grow and strengthen prior to market launch. Paris Inn Group will keep you informed about these two projects over the coming months.

#### About the ParisInnOvation Trophy jury:

The selection committee for this competition brought together 2 members of the Paris Inn Group Executive Committee, represented by Grégory POURRIN, CEO, and Séverine BUFFARD, Assistant Managing Director, and Paris Inn Group partners who are experts in innovation, entrepreneurs and investors specialising in the hospitality sector:

- Jean-Luc BOGROS, Founder and CEO of [Capago International](#), through his pragmatic and necessarily international vision of the market, participated in the analysis of the projects presented,
- André LENQUETTE, Managing Director of [Pramex International](#), provided the candidates with his expertise in Corporate Finance and comprehensive analysis in international development and strategy.
- Pedro NOVO, Export Finance Director at [Bpifrance](#), shared his vision of the internationalisation that is today considered a significant growth driver,
- Bertrand PULLES, Co-founder and Associate Director at [Extendam](#) and, over the years, a Business Angel, offered his extensive expertise in entrepreneurship and web marketing.

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#### About Paris Inn Group :

Paris Inn Group is both investor and operator of 32 \*\*\*\* and \*\*\*\*\* hotels, situated for the most part in Paris. It employs 1000 people dedicated to helping the group achieve an outstanding level of performance (92% annual occupancy rate), a RevPAR above its benchmark of 15 to 25% and an average gross operating income of 50% of annual turnover. In 2014, Paris Inn Group created the first Sino-French hotel sector joint venture with China's biggest operator, Plateno Group. The partners' aim is to establish 150 five-star hotels together under the "Maison Albar" brand. Paris Inn Group currently has an annual turnover of €80m. More information at [www.paris-inn-group.com](http://www.paris-inn-group.com).