

# Alcimed

**Innovation and New Business Consulting**



## *2019 Company Profile*

*"Explore and develop uncharted territories"*  
*A singular positioning*

### *5 areas of uncharted territories:*

*New Technologies / New Offers / New Geographies*  
*Possible Futures / New Ways to Innovate*

### *A unique and highly successful consulting model:*

- A focus on innovation and new business stakes
- A flexible and reactive approach without pre-established methodology
- A recognized know-how in field investigation
- A geographical, cultural and sectorial proximity with its customers

*A tailored approach, powered by 180 highly-skilled and passionate explorers,*  
driven by science / technology and business



## Key data

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### Who is Alcimed?

An innovation and new business consulting firm  
Created in 1993 by two women: Valérie Kniazeff, CEO, and Géraldine Börtlein, GM, both graduated from Ecole Centrale Paris

180 employees, a third of which have an international background

More than 30 languages spoken

A dual culture of science/technology and business

Based in France and worldwide through 8 offices:

- 3 in France: Paris (HQ), Lyon, Toulouse
- 3 in Europe: Cologne, Brussels, Lausanne
- 2 around the world: Princeton, Singapore

Board Member of ACI (#1 Association des Conseils en Innovation – Association of Consultants in Innovation)

Consultant for large industry players, SMEs, start-ups, investment funds and institutions

Explorers of the interfaces between different sectors which are innovation goldmines

10 sectors covered:

- Health - Pharmaceutical - Biotechnology
- Chemicals - Materials - Construction
- Cosmetics
- Energy - Environment
- Aeronautics - Space - Defence
- Agri-Food
- Mobility
- Information Technology
- Private Equity
- Public Sector

Turnover: EUR +20 million, a third of which is from its international affiliates

**Ambition: build a team of 1000 explorers, while learning and having fun every day**

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## Key data

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### Purpose

*Explore and develop uncharted territories*

#### *5 main areas of focus*

- **New technologies** (disruptive or incremental technologies, digital technologies, technologies key to the future) : to identify them and to decipher their impact on our clients' businesses by drawing up state of the art, by assessing technologies, by searching for partners, or imagining the Laboratory or the Factory of the Future.
- **New offers** (products, services, business models, distribution channels, usages, etc.) : to imagine and build new offers, face the market reality, differentiate from competitors, assess market potential, and drive business development to generate the first contracts or the first sales, until the initial turnover is actually generated.
- **New geographies**: to assist clients in their international growth. Since our creation we intervene in the BRICS (Brazil, Russia, India, China, South Africa), and many other countries such as Turkey, Mexico, Indonesia, Vietnam, South Korea, Azerbaijan, Mongolia, Pakistan, the Maghreb and sub-Saharan Africa, etc.
- **Possible futures**: to anticipate and get prepared to the possible futures, to their opportunities and their threats.: Laboratory, Factory, Hospital, Plane, Cockpit... of the Future; experience of the end customers: be it a patient, a consumer, or a passenger; the structural changes in a certain sector or in an ecosystem and the associated new business models; new skills and new jobs to develop in order to be better armed for those possible futures...
- **New ways to innovate**: we work on the key success factors of innovation, from very operational stakes, such as moderating creativity workshops, fostering remote collaboration, managing a community, up to more strategic stakes such as auditing and recommending improvements to an innovation process, co-building a more performing innovation process enrolling the different stakeholders, or driving open-innovation initiatives.

### History

Alcimed was founded in 1993 in an effort to explore the uncharted territories of biotechnology.

From the biotechs, Alcimed rapidly broadened its activity to the life sciences, where the company works today for most of the leading players in healthcare, food industry, and cosmetics, notably for each of the Top 10 players in the Pharmaceutical industry. Then, Alcimed gradually extended its explorations to include chemicals, materials, energy, environment, aeronautics-space-defence, and mobility.

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