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News Release

Kontest raises €600,000 from 3T Capital and Olivier Mathiot

Initially incubated at the Télécom SudParis and Télécom Ecole de Management business incubator, Kontest announces the completion of its first fund-raising round, for an amount of €600,000 from 3T Capital, Olivier Mathiot, co-founder of Price Minister, Gérald Sauvageon, Head of Publishing at Google France and from influential business angels in the digital world.

As the European leader in automatic creation of promotional games, Kontest is now setting out to conquer marketing performance by harnessing the power of all the data collected on line.

Kontest, the leader in automated promotional games

Founded in 2010 by a couple of entrepreneurs, Sylvain Weber (CEO) and Jacinthe Busson (COO), Kontest soon became the leader on its market by developing a promotional game creation platform that is the only one of its kind. The solution provides brands with an opportunity to develop their communities by automating the creation of a wide range of entertaining game experiences that can draw the attention of web users and develop customer loyalty. Since its beginnings, the solution has been focused on performance and provides powerful data-collection tools that increase companies' marketing intelligence. In 3 years of activity, over 5 million fans have thus been converted into qualified contacts, thanks to the relevance and ongoing optimization of the systems the company provides. Clients of this young company include such well-known communication agencies as Publicis, Havas and Lagardère, along with world-renowned brands, such as Michelin, TomTom and Microsoft.

An ambition: boost game performance thanks to data

Initially incubated at the Télécom SudParis and Télécom Ecole de Management business incubator, the startup now has some fifteen employees and boasts double-digit annual growth driven by ambitious and innovative projects. After facilitating the creation, publication and R.O.I. measurement of digital marketing campaigns, Kontest intends to take things even further today: *"Our ambition is to exceed the performances of bespoke games by exploiting the potential of automation. We want to be capable of predicting player behavior, targeting the right audiences and maximizing the performances of the games in real time. We like pushing back the boundaries of our ecosystem and giving our customers the edge. The leitmotif for Kontest is that the world just doesn't wait."* Sylvain WEBER, Co-founder and CEO, Kontest.

"Finalizing this first round of financing marks a new stage in the development of Kontest. We are going to be recruiting new R&D talents with a view to anticipating market needs. We will also be speeding up our commercial development by rolling out our efforts internationally. It is by remaining authentic, pioneering and insatiable that we intend to handle this next stage in our development. This is only the beginning!"

Jacinthe BUSSON, Co-founder and COO, Kontest

"Data collection has existed for as long as internet has existed, but what we need is to qualify potential e-purchasers rather than mere promotion hunters who may like taking part in games, but are then highly volatile. Kontest is the only one of its kind in that the solution is positioned right at the crossroads between data collection and expertise. In my opinion, this is the best way of collecting data through games."

Olivier MATHIOT, Co-founder, Marketing and Communication Director, PriceMinister

“We believe that when games are endowed with the right technological tools, they can provide a high-performance means of gaining and keeping customers for brands, with genuine campaign efficiency measurements. The Kontest team was quick to realize this, demonstrating its relevance a little more each day thanks to the quality of its offering. We are delighted to throw our support behind the energy and ambition of the team.”

Gilles DEBUCHY, Managing Partner, 3T Capital

About Kontest

Kontest is a turnkey platform for creating and publishing promotional games for brands. It enables its clients to be autonomous and responsive in creating and rolling out competitions on Facebook, internet, mobiles and tablets. Today the platform offers a large number of game mechanisms and a whole host of functions for brands to raise their profile, engage with and recruit customers. Founded in 2010 by Sylvain WEBER and Jacinthe BUSSON, the startup meets the needs of agency and key account marketing professionals, as well as smaller operations seeking to develop their prospects base. <http://kontestapp.com>

About Telecom Technologies Transfert (3T Capital)

3T Capital is an independent venture capital firm and partner of the Institut Mines-Télécom, specializing in the funding of technology transfer and the launch of innovative businesses in the information and communication technology sector, starting from the phases of initiation and start-up. Its main shareholders are the European Investment Fund, through the framework program for innovation and competitiveness of the European Union, CDC Entreprises, within the framework of the FSI France Investissement program, and the Institut Mines-Télécom. 3T is run by experienced entrepreneurs with a track record of the launch, development and sale of technology companies. <http://www.3tcapital.com>



À propos Olivier MATHIOT

Olivier Mathiot is the co-founder of PriceMinister, the internet marketplace launched in 2001 then sold to the Japanese group Rakuten in 2010. He is now Marketing and Communication Director of PriceMinister-Rakuten. PriceMinister currently employs 250 people in France. Olivier Mathiot is also a Business Angel accompanying some fifteen or so innovative start-ups. In 2012, he was one of the spokespeople of the *Pigeons* protest movement and then took part in the Assises de l'Entrepreneuriat organized by the government. At the end of 2013 he was appointed Co-Chair of the *France Digitale* Association which seeks to foster the emergence of digital champions on an international scale from among French start-ups. Prior to 2000 he worked in advertising, as a Brand Director then Sales Director at advertising agencies CLM/BBDO and DDB, in charge of consumer goods brands. Olivier Mathiot is a graduate of HEC, where he majored in marketing.

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