

## Wiktik, the totally free professional classifieds website, raises capital of 420,000 euros The success story of a Sophia Antipolis-based start-up

**Launched in August 2011, Wiktik already has over 220,000 unique visitors, 11,000 adverts posted, 30,000 active members and 12,000 companies referenced with a monthly growth of 30%. This increase in capital will enable it to launch new services and develop a mobile application to be available in autumn 2012.**

**Nice-Sophia Antipolis, 15th November 2011** - Wiktik raises €420,000 from 2CInvest, PACA Investissement/Turenne Capital and VBA. At this time, the company is also formalising the equity of its technical partner, Jocelyn Fournier (ex CTO at Cadence, Doctissimo / Lagardère). A detailed look at the success of a start-up that has been based in the French Riviera region since 2009 and which relocated to Sophia Antipolis in 2011 due to the support of Team Côte d'Azur.

### **A success related to the choice to establish the company on the French Riviera.**

Founded by Chantal Bourratière (ex HRD, AGM: Ajilon, Sidetrade, Edencorp) and Frédéric Bourratière (ex Marketing Director and Operations Director: UBS, Capco, Edencorp), Wiktik based itself in Sophia Antipolis, "because it is THE French technology park, an obvious added value for any company that sees itself as innovative, particularly when you are marketing a service in the web industry", says Chantal Bourratière.

The company was able to base itself in this region due to the assistance of Team Côte d'Azur. Logistical assistance, but also:

- financial, helping to look for public funding and establish relationships with private investors, business angels and venture capitalists.
- human, by identifying the Technical Director and now partner Jocelyn Fournier (Ex: CTO at Doctissimo / Lagardère).
- business, through meetings with global business leaders.
- technical, by involving specialists in the mobile technology sector

*"Every year, the Côte d'Azur invests millions of Euros in growing and supporting young companies. This is an international centre where innovative visionaries like to be based. This dynamic, this closeness is unique in the world. All the elements are here for the success of your project."*

Chantal Bourratière, President of Wiktik

Wiktik can therefore take full advantage of the Côte d'Azur's innovative ecosystem. Firstly, by finding the skills needed for its development: "Here we find the best in training and education with Polytech, Epitech, Supinfo and Nice University providing engineers who are perfectly suited to our business, but also EDHEC, SKEMA and the IAE which train young people in the new sales and marketing jobs", says Chantal Bourratière. Then by establishing partnerships, "with all the best research in the field of artificial intelligence and mobility, particularly due to INRIA, Polytech, Central Paris... Competitiveness and sharing are central to the region's concerns."

#### **Wiktik: a free solution that meets professionals' requirements**

Wiktik differentiates itself because it is unique, free and easy to use. Created from resolutely innovative technology, the site helps all professionals find a solution to their needs simply by posting their adverts in categories that include training, employment, service, financing and professional property. You post an advert depending on what you need and you receive customised responses from professionals. It is simple, quick and 100 % free whether you are posting an advert or responding to one.

PRESS RELEASE

## An increase in capital that will enable Wiktik to continue to develop and innovate

"Innovation is central to our business. In practical terms, ensuring that the information distributed to each user of our service is, each time they visit our platform, more relevant and in line with expectations", explains Chantal Bourratière. To do so, Wiktik updates the matching algorithms developed to put professionals in contact with one another.

*This 420,000-euro increase in capital will enable Wiktik to recruit so that it can continue its development in France, launch new services and develop a new mobile application to be available in autumn 2012."*

Frédéric Bourratière, co-founder and CEO of Wiktik.

The next big challenge is the development of a mobile application for autumn 2012; an application which will enable professionals to find solutions to their needs anytime, anywhere. This application will respect the new order of SoLoMo (Social Local Mobile).

### THE COTE D'AZUR: A STRONG INTERNATIONAL COMMUNITY DEDICATED TO MOBILE TECHNOLOGY

- **Over 30,000 highly qualified individuals**
- **A scientific centre** (CREMANT\*, CNRS, INRIA, Orange Labs) backed by an important microelectronics industry (Texas Instruments, Infineon Technologies, Intel, ST-Ericsson, Gemalto, ASK, ARM) and young innovative companies (Insight SiP, 3Roam, Trusted Labs).
- **7 engineering schools** including the Ecole Polytech'Nice Sophia, the engineering program at Nice-Sophia Antipolis University or even Eurecom which in 2012 will be brought together on the future STIC Campus (foundation stone laid in December 2009).
- **International standards bodies:** the ETSI (European Telecommunications Standards Institute) and the W3C (World Wide Web Consortium).
- **A world-wide competitiveness cluster (SCS)** covering the entire value chain from silicon to its uses and coordinating many research projects.
- **Collaborative R&D platforms** for pooling skills and tools.
- Strong assistance and support for innovation through the PACA-Est, TELECOM ParisTech EURECOM, the Sophia Antipolis Foundation, Antipolis Innovation Campus **incubators**.

\* Low Energy

\*\* Shared laboratory between Nice-Sophia Antipolis University, the CNRS and Orange Labs

*Team Côte d'Azur is the Côte d'Azur's economic promotion agency, created by the Alpes-Maritimes Departmental Council and the Nice Côte d'Azur Chamber of Commerce and Industry. The purpose of Team Côte d'Azur is to promote the region on international markets and help new, French or foreign companies establish offices in the area. Team Côte d'Azur gives investors access to a comprehensive range of services so they can discover the Côte d'Azur, a **leading, innovative and international region** and ensure the best success for their teams based here. Today, the Côte d'Azur and the **Sophia Antipolis technology park** are promoted internationally by Team Côte d'Azur as the leading location for R&D investments for foreign companies. The agency also promotes the **Eco-Valley** as a new location for decision-making centres and green industries. Finally, in 2011, the future **AromaGrasse** and **Bastide Rouge** (Cannes) business parks will be subject to action plans involving natural industries and the multimedia sector respectively.*

[www.investincotedazur.com](http://www.investincotedazur.com)

*Wiktik is professional classifieds website which is and will remain totally free! Our concept is based on a simple idea, to allow every professional to find the solution to his needs, quickly and free of charge: training, employment, service or professional property.*

Visit [www.wiktik.com](http://www.wiktik.com). Follow us on [Twitter](#) and [Facebook](#)

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