

PRESS  
RELEASE



# INNOVAXIOM

## IDEAS, CONSTRUCTS AND COMMUNICATION IN SCIENCES







## IDEAS, CONSTRUCTS AND COMMUNICATION IN SCIENCES

ANIMATION OF **NEW IDEAS SESSIONS**  
DEDICATED TO SOLVING PROBLEMS  
AND MAKE **STRATEGIC DECISIONS**

**STATE OF THE ART**, TRENDS ANALYSIS  
AND **PROSPECTIVE**

VISUAL **IDENTITY**, DOCUMENTS  
CONCEPTION, **COMMUNITY**  
**MANAGEMENT**

DISSEMINATION OF **KNOWLEDGE** AND  
**SKILLS** DEVELOPMENT

FACILITATING **PARTNERSHIPS**  
BETWEEN **RESEARCH** AND **INDUSTRY**

VALORISATION OF **COLLECTIVE**  
**INTELLIGENCE**

Innovaxiom SAS - Paris  
Innovaxiom Corp - Boston

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



# SUMMARY



## 1 - THE COMPANY

IN BRIEF	9
FACT SHEET	10
WEBSITE AND SOCIAL MEDIA	11

## 2 - OUR SERVICES

### A - IDEAS AND CONSTRUCTS

NEW IDEAS SESSIONS	14
PROJECT STUDIES	15
PROTOTYPES	16
TECHNOLOGICAL MONITORING	17
PARTNERSHIP	18

### B - COMMUNICATION

CORPORATE IDENTITY	19
WEBSITES	20
VIDEOS	21
PHOTOREPORTS	22
EVENTS ORGANIZATION	23
PUBLIC RELATIONS	24
COMMUNITY MANAGEMENT	25
BRAND PROTECTION	26

### C - TRAINING COURSE

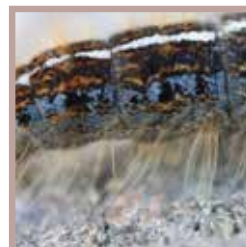
THE ART OF COMMUNICATION	27
CREATIVE THINKING	28
SOCIAL MEDIA	29
CRITICAL THINKING	30

## 3 - REFERENCES

OUR CUSTOMERS	34-39
OUR ACHIEVEMENTS	42-45
TESTIMONIALS	46-53



# 1 - THE COMPANY









# THE COMPAGNY

## IN BRIEF

### Our history

Innovaxiom was founded on 4 July 2007 in Paris as a joint-stock company which specializes in **SCIENCE AND TECHNOLOGY**.

The American subsidiary, Innovaxiom Corp, was launched on the 29 February 2012 in Boston.

By fostering new ideas and expertise in networking, Innovaxiom promotes business vision with **CREATIVE STRATEGIES**.

Innovaxiom provides **SCIENTIFIC NEWS AND INTERVIEWS**, as well as social trends analysis and market prospects.

Innovaxiom can identify and communicate a variety of ideas and concepts to a wider informed public.

Innovaxiom brings manufacturers and researchers together and allows them to **EXCHANGE THEIR KNOWLEDGE AND EXPERTISE TO FURTHER DEVELOP THEIR BUSINESS**.

Innovaxiom provides access to the best educational information in science and technology. The company hosts training for groups, concentrating on **NEW AND INNOVATIVE THINKING AND PRACTICE**.

Innovaxiom helps firms promote their success around the world by **ENHANCING THEIR LEADERSHIP AND STRENGTHENING THEIR IMAGE OF INNOVATIVE STRUCTURE**.

### Our values

"Have no fear of perfection – you'll never reach it!"  
Salvador Dali

Every business is unique, formed by the abilities, talents and the ambition of its employees.

Innovaxiom will help you to **GET THE BEST FROM YOUR POTENTIAL FOR GROWTH TO SUCCESSFULLY RISE ABOVE TECHNOLOGICAL CHALLENGES**, to gain you a leading position in the market place and maintain it.

With an eye on current scientific and technological events, Innovaxiom follows market evolution, analyses trends and **SUGGESTS OPPORTUNITIES FOR DEVELOPMENT** which are appropriate to your prospects for growth.

Because success in a project requires the mastering of all the elements of the project's make-up, the observation of all the different angles and points of view, and a complete understanding of the context surrounding the project. Innovaxiom offers you **SOLUTIONS WHICH ARE GLOBAL EXPERT AND UP TO DATE**.

By employing a **MULTIDISCIPLINARY SKILL BASE**, Innovaxiom strengthens and **ACCELERATES THE UNDERSTANDING** of every situation, **OPTIMISES THE SIGNIFICANCE AND DIRECTION OF FUTURE STRATEGIES** and guarantees that each phase of realisation put into action is effective.

Act now to benefit from the concepts and work methods that we at Innovaxiom have perfected. With respect for current environmental and social obligations, we offer you the assurance of **MAXIMISING YOUR EMPLOYEES' CAPABILITIES** and **FULLY SATISFYING YOUR CUSTOMERS' EXPECTATIONS**.

THE COMPANY



## THE COMPAGNY

### FACT SHEET

#### Legal Form:

Simplified joint-stock company (SAS)

**Capital:** 41 000 Euros

#### Main activity:

ideas, constructs and communication in sciences

#### Contact details:

##### Head office:

97 boulevard Saint-Michel - 75005 Paris

##### Office:

2 rue d'Auteuil - 75016 Paris

**Site Internet :** [www.innovaxiom.com](http://www.innovaxiom.com)

**E-mail :** [contact@innovaxiom.com](mailto:contact@innovaxiom.com)

**Tél :** +33 9 82 34 24 95

#### Registration with the Court of Commercial:

**Registration date:** 4 July 2007

**Identification N°:** 498 724 079 R.C.S. PARIS

**SIRET N°** 49872407900013

**INTERCOMMUNITY VAT N°:** FR17498724079

**NAF/APE Code :** 741G

**Publication :** Journal de la Gazette du Palais of the 21st of June, 2007

#### Directors:

##### President:

Laurence Honnorat, Strategy Manager

##### Associates:

Dr Jean-Louis Israël, Barrister of Paris

Mr Cyril Rigaud, Pilot, Scientific advisor

#### Accounting informations:

**Bank:** Société Générale

Agence Sorbonne Saint-Michel  
75005 Paris

#### Registered marks:

**Bulletin Officiel de la Propriété Industrielle**  
**BOPI 07/34 - VOL. I :**

National N°: 07 3 514 876

Registered: 18 July 2007 with: I.N.P.I. PARIS

Mark registered in colour - Classes 35, 41 et 42

National N°: 07 3 514 877

Registered: 18 July 2007 with: I.N.P.I. PARIS

Mark registered - Classes 35, 41 et 42.

**"Because you grow faster with innovation"**

#### To be remember

**Structure:** Simplified joint-stock company (SAS) with a capital of 41 000 €

**Principal activities:** ideas, constructs and communication in sciences

**Areas of intervention:** science and technology

**Created:** 4th July 2007

**Website :** [www.innovaxiom.com](http://www.innovaxiom.com)

THE COMPANY



## THE COMPAGNY

## INTERNET WEBSITES AND SOCIAL MEDIA

[www.innovaxiom.com](http://www.innovaxiom.com) is designed to support knowledge, experimentation and communication. Our aim is to encourage a mind-set that supports inquiry, debate, interaction and a willingness to move ideas forward.

Innovaxiom promotes:

- Strategy Building
- Communication
- Experimentation.

The website also offers you a direct access to:

[www.weneedyourbrain.com](http://www.weneedyourbrain.com), our scientific knowledge and ideas network.



[www.icemoment.com](http://www.icemoment.com) a presentation of photographs and images taken from all over the world. They can be used for exhibitions or for other ways of promoting your company. They can also be used to illustrate an article in print or online.



[www.outofatmosphere.com](http://www.outofatmosphere.com) our spatial exploration platform which gathers collective intelligence data.

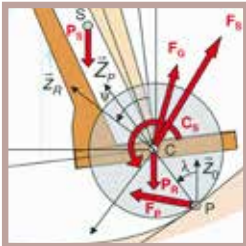
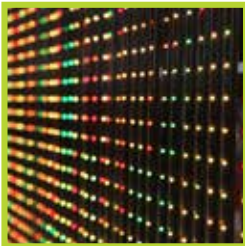
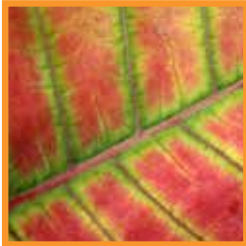


Innovaxiom selects and spreads scientific news. Make sure you subscribe to our Facebook, Twitter and Google+ accounts.

Innovaxiom also shares exclusive contents of scientific knowledge. Our YouTube channel "Ideas in Science" has over 2 million views from nearly one thousand videos.



# 2 - OUR SERVICES





## IDEAS AND CONSTRUCTS

### NEW IDEAS SESSIONS

#### The purpose

**CREATIVITY ALLOWS US TO ANALYSE AND EXPLORE ALL POSSIBILITIES.** We use knowledge, experience, culture, expertise and creativity resources to provide new and effective solutions.

#### Our contribution

We encourage creativity to be developed and implemented. We host **EMERGING IDEAS LECTURES DEDICATED TO SOLVING CONCRETE ISSUES.** Innovaxiom can organise teams, including employees, with a clear aim of improving discussion, debate and outcomes.

#### Our services

Our creative sessions are 3 hours long. During this process knowledge is gained which will help the individuals to overcome their problem and lead them to a final and concrete solution. If the problem is not well established at the beginning of the session, the first part of the lecture will consist of defining it. This step is called the '**TRIMMING**'.

The basic principles of creativity are explained so that they can be implemented within your project, your company or your business plan as soon as possible. Here the preparation stage can start. We will teach you how to apply the 'Aristotle method', the 'associative process', the 'six hats' technique, the 'analogy and dreamlike methods' etc...

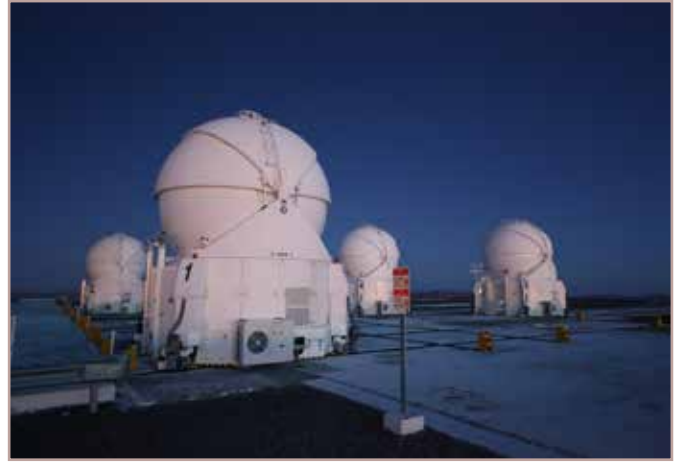
The next stage called the **DIVERGENCE** stage, will make the participant create a plethora of contents. Those ideas will be summed up, cut, crossed and superposed during the synthesis and **BUILDING STAGE.**

The lectures are intensive as interactions between the facilitator and the group are constant.

#### At the end of the action

The creativity session ends with a **PRESENTATION OF SOLUTIONS TO THE INITIAL PROBLEM.** The proposals will be the result of the work of each participant. The purpose of the session is to imagine new projects, concepts and solutions suggested by the participants.

A full illustrated report is produced during the session to summarise the suggested improvements. **THIS REPORT IS USED TO ANALYSE THE DIFFERENT STAGES THAT GAVE RISE TO THE OPERATIONAL SOLUTIONS.**



# IDEAS AND CONSTRUCTS

## PROJECT STUDIES

### The purpose

A project is not simply "something you're thinking of doing". A project relates to **COMPANY STRATEGY** and needs to be completed in the planned timescale and with all the **EXPECTED RESULTS**. At first it is the statement of a simple goal: the **VALIDATION PROCESS** consists in examining the relevance of the project, the financial case, its impact on the company and the resources required for successful completion.

### Our contribution

**Understanding the problem:** this phase initiates the project and brings together all the stakeholders to ensure a common understanding. A phase of dialogue unites everyone implicated in the development of the project. This workgroup will be the same throughout the duration of the project, and will respect the project's **COMPLETE CONFIDENTIALITY**.

**A phase of critical analysis:** does the project really allow the company to progress? Does not the envisaged product already exist elsewhere? Are there any legal or statutory obstacles to the project's application? This phase aims at appreciating the distance between the existing situation and the desired outcome, and the expected difficulties when progressing from the project's initial state to its final state.

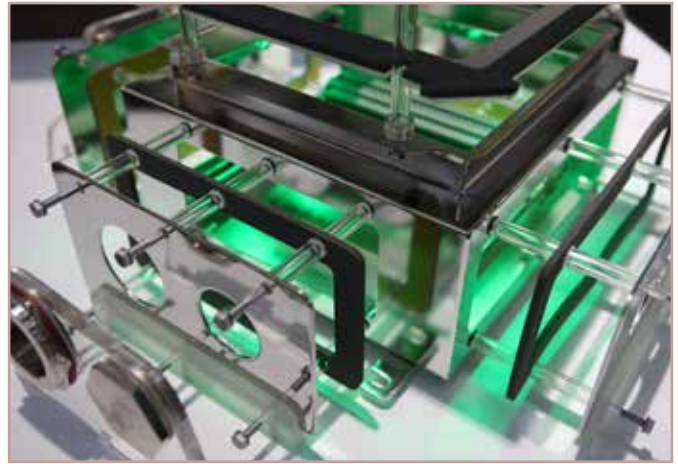
**The phase of investigation:** it is necessary at this point to ensure the viability of the project; the envisaged market for the product, its competitors, its technological and economic environment, and then to proceed on to the financial analysis, to define the investments and the risks, the necessary training, the outside support from which the project

and company can benefit. It is also necessary to define the project's boundaries in order to avoid heading in pointlessly complicated or expensive directions.

All possible obstacles must be envisaged at this point. Many projects (computing developments, command systems, etc.) require the distinction be made between functional analysis (tasks to be executed) and technical conception comparing all the possible ways of arriving at the final result. Combining all this ensures that the direction decided upon corresponds well to requirements.

### At the end of the action

When the project has been considered viable, it is necessary to determine the schedule; the intermediate stages, the points at which progress can be judged, in short, all the actions required at every stage in order to achieve the expected results in the foreseen timeframe. Close collaboration between the "actors" is indispensable at this juncture, so that each defined phase rests on realistic foundations. This stage undertakes an initiative nearing quality insurance, due to the implications of constantly having to optimize the conditions for working results and measure the criteria for the evolving practices of the company (new technologies, new procedures, and the required evolution in motivating personnel). This results in a "project dossier" which in a sense establishes the plan of action. This dossier is presented to everyone involved in the project and must receive their collective approval.



# IDEAS AND CONSTRUCTS

## PROTOTYPES

### The purpose

The aim is to produce a prototype that complements the initial specifications. The prototype can be produced as a single copy or can be used in the production of 'short runs'. The prototype will help validate technical parameters and test performances depending on configuration changes. Practical improvements can be easily made after a survey conducted with a panel of potential users. Owning a prototype is also a valuable asset to convince investors to participate in the product's industrial and commercial potential. The prototype can also be used internally for research.

### Our contribution

One of our jobs is to **ENHANCE THE SYNERGY BETWEEN TECHNOLOGICAL AND SCIENTIFIC KNOWLEDGE** and we thus provide specialised advice in various subjects at any one time.

For example, we offer advice in the following subjects: mechatronics, electronics, material science, energy, laser-optic measurement systems and artificial intelligence. Our structure is flexible and we have created, over many years, strong partnerships with competent and renowned experts and laboratories to create and produce unique and custom-made prototypes. **WE ARE DEDICATED TO USING THE NEWEST AND MOST ADAPTABLE TECHNOLOGIES TO HELP YOU BUILD YOUR PRODUCT.**

### Our services

Innovaxiom will make its experience and knowledge available in order to support new ideas and solutions applicable to your needs.

Initially Innovaxiom will provide a **FEASIBILITY AND FACILITIES STUDY**. Once the specifications are validated, a confidentiality agreement will be signed. If the prototype leads you to patent your ideas, Innovaxiom will consider the need to protect your ideas at this stage. Innovaxiom's team works in project mode. Each production stage is specified and followed up. Regular meetings are usually scheduled to ensure perfect coordination between partners until the prototype's delivery.

### At the end of the action

Once you have tested the prototype, we offer to carry out further research and organise meetings with a potential investor or investors to build a partnership and develop your project.





## IDEAS AND CONSTRUCTS

### TECHNOLOGICAL MONITORING

#### The purpose

With the globalization of markets, the way your products and services are positioned is a decisive factor for your success. Sustained growth depends on it. **OBSERVING AND ANTICIPATING TECHNOLOGICAL DEVELOPMENTS, EXPLOITING MULTIPLE USES** for your products, spotting your competitors' best practices and those introduced in other fields...in the long term, if carried out regularly, these activities will lead you to develop a strategy **GUARANTEEING TOP PERFORMANCE FOR YOUR COMPANY.**

#### Our contribution

Monitoring the competition means **COLLECTING, ANALYZING AND USING INFORMATION ABOUT COMPETITORS** in a given market. Before starting, we determine the skills and geographical implantation of the companies to be monitored. First of all, the competitor's paper and web documentation is analyzed...and, without going as far as industrial espionage (an extreme form of competitive intelligence), every piece of useful information is extracted (that demands a great deal of professionalism and expertise in these days when communication and information are everywhere).

Benchmarking is more short-term and consists of **EVALUATING HOW THE COMPETITION IS PERFORMING IN A PARTICULAR DOMAIN** and at the time of the analysis, It means **DETERMINING THE QUALITY OF PRODUCTS AND SERVICES, AND ALSO ORGANIZATION, METHODS AND PRACTICES.** The best examples can suggest new products or services for your company in line with your strategic goals. For both of these activities,

Innovaxiom possesses the requisite skills and tools for collecting data worldwide, and analyzing and interpreting data in a scientific and industrial context.

#### Our services

For both competitive intelligence (continuous or ad hoc) and benchmarking, Innovaxiom starts from a detailed action plan:

- definition of the market to be studied.
- **TARGET COMPETITOR COMPANIES.**
- **DATA COLLECTION FROM INTERNATIONAL SOURCES** (financial situation, partnerships and holdings, documentation, web, publications, social media, advertising, congresses and conferences, shows, events, competitions, patents, etc).
- **ANALYSIS OF THE DATA** collected and comparison of the practices; **RECOMMENDATIONS TO IMPROVE YOUR COMPANY'S PROFITABILITY AND MARKET POSITION.**
- creation of an **OPERATIONAL DASHBOARD** with planned actions and follow-up.

#### At the end of the action

Your company is aware of direct and indirect competition on the market and how other companies are organised. Your company will then be able to establish a plan of action to effectively take the lead and anticipate the market. Our purpose is to allow your company to win a significant proportion of the market share and be innovative.



# IDEAS AND CONSTRUCTS

## PARTNERSHIPS

### The purpose

A partnership can be defined as an association of several entities to **ACHIEVE A GOAL THAT IS INACCESSIBLE TO EACH ONE SEPARATELY**. It involves building a special relationship between the entities, bringing together their resources and their efforts in a way that is of benefit to both. The resources of one complement the other in various ways: technical resources and scientific resources; business and finance; coverage of geographical sectors; product and market presence, etc. Of course, governments the world over encourage all types of partnerships, as the community also benefits from the dynamism they generate.

### Our contribution

Research and development partnerships have taken on a particular form:

- **SMEs ARE RECOGNIZED AS A PRIMARY DRIVING FORCE FOR GROWTH AND INNOVATION**. However it is more difficult for them to find the skills they need than it is for major industrial groups. And whilst they know they need outside support, they are reluctant to ally themselves with larger structures.
- At the same time, research centers have an equal need to enhance their activity by **FINDING PRACTICAL APPLICATIONS**.
- In many countries the solution has seen the creation of local clusters of SMEs and research centers, some of which are also open to international partnerships.

Innovaxiom facilitates the interactions between those two world that are research and industry.

### Our services

First of all, the company defines and validates its project and the external resources required.

Working from the profile of the ideal partner, we identify the real contenders from a precise evaluation of their potential to contribute to the project (resources, shared values, aptitude for the form of partnership...).

Finally, we present the project to the prospective partners, **UNDERLINING CLEARLY THE VIABILITY OF THE PROJECT AND THE MUTUAL BENEFITS**.

Sustained dialogue and a solid dossier are essential, whatever skills are required from the potential partner (financing, scientific know-how, familiarity with markets or communication media, etc). And of course **WE'LL ASSIST WITH FINDING AN APPROPRIATE LEGAL FRAMEWORK FOR THE PARTNERSHIP**, with a fair split of rewards and clear protection of intellectual property claims, whilst avoiding locking the parties into too rigid a relationship...

### At the end of the action

Your management team has a more serene approach to inevitable changes: they have been prepared to manage change and can see how to turn those challenges into opportunities.

SERVICES



## COMMUNICATION

## CORPORATE IDENTITY



### The purpose

The aim is to give your company a visual and acoustic identity which are coherent and represent it perfectly.

### Our contribution

We use **MULTI-SENSORIAL MARKETING TO STIMULATE EMOTIONS AND IMPULSES IN CUSTOMERS AND INCITE THEM TO PURCHASE.** Here we will concentrate on the senses of sight and hearing, which are particularly effective in terms of communication. Your strengths and weaknesses dictate how you perform in your markets. Our analysis reveals those strengths and weaknesses at all levels: management, R&D, manufacturing, human resources, finance, logistics, etc. We also take into account the economic, political and legal environment.

### Our services

#### Visual identity

Your brand's visual identity is created through your choice of graphics: logo, font, colors, designs, textures, brilliance, transparency, etc. Each of these attributes gives your brand part of its unique style, representing your "personality" and your activity. **OUR TEAMS PAY PARTICULAR ATTENTION TO THESE ATTRIBUTES TO ENSURE THAT YOUR GRAPHIC IDENTITY REFLECTS THE IMAGE YOU WANT TO CONVEY FOR YOUR COMPANY.**

#### The logo, the brand's "identity photo"

Our teams can create your logo for you. The logo is a major element of the brand's identity and needs

to be striking enough to be easily remembered. It is a graphical expression of the company culture. Like a coat of arms, it carries its designs, its colors and its motto. As it represents the company's values, it should be original, easily recognizable, readable and acceptable to the public from the moment it is created. Since one of its purposes is to reinforce the company's image, it is difficult to change as customers will need to be "re-educated". However a change of logo can translate a revival of the company or indicate a new direction. Innovaxiom often use this technique when a company wants to communicate a change of strategy.

#### Acoustic identity

Some companies make use of a musical theme that they include in every one of their advertisements. **THIS JINGLE IS AN ACOUSTIC SIGNATURE THAT COMPLEMENTS THE BRAND, THE LOGO AND THE TAG-LINE.** Our teams aim to create in the customer an aural "reflex" recall of your brand. It enhances both the recognition and the reputation of your company.

#### At the end of the action

Your company has a brand and tag-line that represent your business and values and the image you want to promote. They and any jingle we create contribute to customer brand-recognition and loyalty and hence to the prosperity of the company.

SERVICES



## COMMUNICATION

## WEBSITES



### The purpose

Your company website can no longer just be a showcase. It can remain a centre of institutional information, but must also advertise the company's products and services, provide a platform for exchange with customers, suppliers, partners, journalists, employees, etc and act as an on-line shop. **TO PROMOTE DELIVERY, WE WILL SET OUT TO DESIGN THE MOST UP TO DATE WEBSITE** which will be promoted via a large range of Social Networks (Facebook, LinkedIn, Twitter, Google+, Instagram...) Therefore, we will look to provide the best package we can offer for your project. We also have the capabilities to provide **COMMUNITY MANAGEMENT** and the product's marketing.

### Our contribution

We start by defining with you the profiles of various qualified visitors. For each profile we define the expected conversion: consultation of a product page, creation of a site account, subscription to a newsletter or RSS feed, document download, product order or purchase, etc. Then we address the navigation paths to achieve these conversions and the relevant calls-to action to guide the visitor through the site. **WE WILL CAREFULLY TAKE CARE OF YOUR WEBSITE'S DEVELOPMENT – CONTENTS, LAYOUT, VISIBILITY AND WILL MAKE THE EDITOR'S INTERFACE EASY TO USE. YOUR WEBSITE WILL BE RESPONSIVE AND ACCESSIBLE ON ANY DEVICE.**

### Our services

Innovaxiom precisely defines your needs by taking your project's evolution into account. A **CREATIVITY SESSION** is offered at this stage. In only three hours

we will help meet your specifications and make sure your team has explored all possible ideas. Once this analysis is over, Innovaxiom should be able to easily create your website by using the latest programming techniques. As a training organisation, Innovaxiom also offers to train your employees to maintain the website.

Innovaxiom is especially meticulous and mindful of the visuals of your website. We offer you a quality web design while respecting the visual identity of your company.

Your website's display will highlight the links to your social media pages. In this manner, your content will be easily shared and showcased.

### At the end of the action

**YOUR WEBSITE'S DISPLAY WILL HIGHLIGHT THE LINKS TO YOUR SOCIAL MEDIA PAGES. IN THIS MANNER, YOUR CONTENT WILL BE EASILY SHARED AND SHOWCASED.**



# COMMUNICATION

## VIDEOS

### The purpose

Broadcast video reports can be recorded in different formats depending on their use. Short broadcast videos will likely be used to present your company, a concept, to highlight a technical innovation, a project, an idea or to promote a new book or an oncoming conference. Longer broadcast videos are used to share a conference, a round table or a meeting. The recordings are made in France and abroad.

### Our contribution

Your videos will be embedded into your company's website and shared on all available social networks. Our contribution can be summed up in two words: dynamism and conviviality. **BROADCAST VIDEOS ARE THE MOST EFFICIENT WAY TO SHARE YOUR CONTENT AND REACH YOUR AUDIENCE ONLINE.** Our referencing team will ensure your videos are at the top of online searches.

### Our services

Innovaxiom helps define the format of your videos depending on their purpose, content and the audience you are targeting. Our team can help you write a few lines so that you can present your video. **INNOVAXIOM WILL WRITE DOWN A SHORT INTERVIEW, CREATED WITH THE PROJECT'S HOLDER, OR HELP YOU FORMULATE A CLEAR PRESENTATION.**

Innovaxiom has hi-tech filming equipment which can guarantee HD video footage and sound quality even whilst recording in harsh conditions.

**PHOTO REPORTS ARE AUTOMATICALLY ASSOCIATED WITH EACH RECORDING TO DIVERSIFY THE VISUALS OF YOUR VIDEO WHEN IT COMES TO EDITING.**

Editing is as important as the filming stage. When slides are used by a lecturer they are included in the video to allow the viewer a better understanding of the conference.

Once the video is ready to be posted, we will decide which social media platform you will post it too, depending on your personal preferences (educational, advertising...). **WE OFFER TO SHOWCASE YOUR VIDEOS BY REFERENCING, INDEXING AND SHARING** it on your chosen social media platforms.

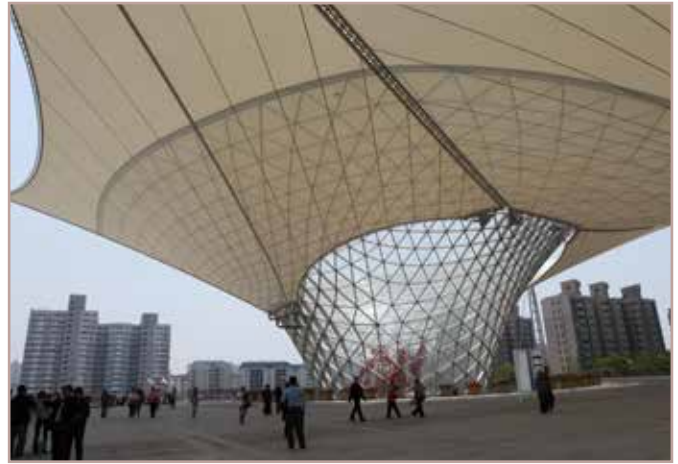
### At the end of the action

Innovaxiom looks to provide you with reliable information that will increase your knowledge, share ideas and participate with think tanks.

SERVICES



## COMMUNICATION PHOTOREPORTS



### The purpose

**TO PRODUCE A HIGH-QUALITY PHOTO GALLERY OF YOUR EVENT.** We also offer specific services of photo reporting in your work place (laboratory, industrial production areas etc..). Therefore, you will be able to promote your activities in print or online to increase brand awareness and gain an edge over the competition.

### Our contribution

Innovaxiom is the proud owner of multiple **TOP OF THE RANGE HD CAMERAS AND LENSES** which allow us to film in extreme conditions such as high luminosity, high speed shooting and macro.

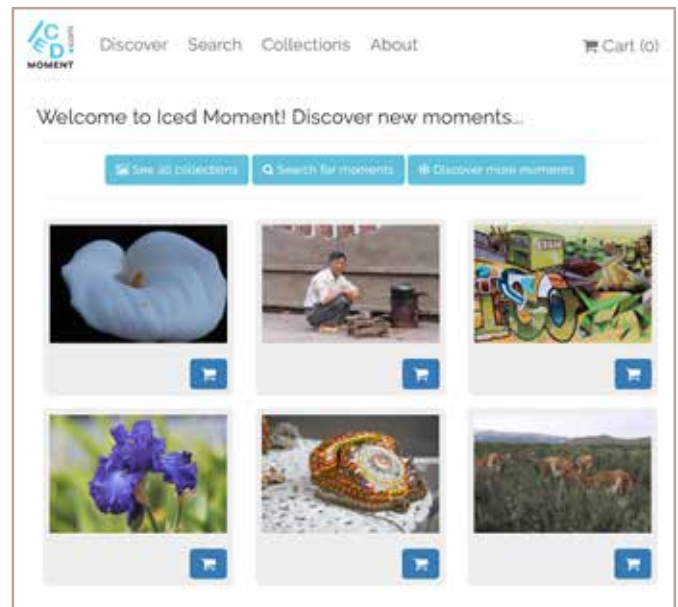
You can check out our work online at: [www.icedmoment.com](http://www.icedmoment.com). Innovaxiom also has a dedicated editing team to make sure your photos are up to touch.

### Our services

We carry out photo reports to promote your equipment, products, teams, premises and factories. **WE ALSO OPERATE DURING EVENTS, INAUGURATIONS OR FAIRS. WE ADAPT OUR SERVICES TO OUR CLIENTS' SPECIFIC NEEDS.** You can picture a scenario for your photo report to fit your design brief.

### At the end of the action

Innovaxiom delivers a private link to your photo report in less than 24 hours through our [www.icedmoment.com](http://www.icedmoment.com) website. **YOU WILL THEN BE ABLE TO SEE AND DOWNLOAD ANY OF YOUR PHOTOS IN HIGH-DEFINITION.**





# COMMUNICATION

## EVENT ORGANIZATION

### The purpose

An event is planned with a precise goal in mind. For it to be considered a real success, not only should that goal be reached, but the organization of the event should also be faultless: the result needs to contribute to the image that you want to project of your company and your products. Indirectly, through extensive, in-depth and lasting media coverage, the event will reach others who did not participate.

### Our contribution

Organizing an event is a specialist activity: every detail is important, so the assistance of a professional is indispensable. Innovaxiom helps you **GUARANTEE THE SUCCESS OF YOUR PROJECT** by managing the main activities: the aim of the event, its target public, publicity campaigns and management of the people involved. By planning down to the smallest detail, we reduce the risk of unforeseen events and having to improvise. Not least of all, Innovaxiom adds that touch of imagination that **MAKES AN EVENT MEMORABLE**. At the same time we keep a close eye on your budget: your investment is optimized for immediate results and longer-term returns.

### Our services

Innovaxiom helps you bring the event to life as you imagine it, putting the emphasis on the goals and expected results. Before the event, Innovaxiom defines exactly how the event will play out in the minutest detail. We follow a rigorous project plan.

Innovaxiom operates at different stages to:

- Target your audience
- Find a location for your event and book it for you
- Set up an adapted schedule
- Help organise your event, fully or partly (reception, restaurant services...)
- Promote your event online through social media
- Design posters and ensure you media coverage
- Record and broadcast your event
- Deliver a photo report of your event

After the event, Innovaxiom analyzes the results for you and helps you draw conclusions. Innovaxiom suggests how to extend this success, ensuring that there is a prolonged media echo and that your invitees, guests and partners remain loyal.





# COMMUNICATION

## PUBLIC RELATIONS

### The purpose

Building a steady, lasting relationship with the media - the printed word, TV, radio, both mass media and specialized - is a sure way to have access to **INFLUENTIAL VOICES WELL-PLACED TO PROMOTE YOUR PRODUCTS, EVENTS AND INNOVATIONS.**

### Our contribution

By producing **SHORT, REGULAR AND CLEAR PRESS RELEASES** that are directly usable by journalists, we make it easier for them to collect information and undertake research. We also put together more detailed press kits, which provide the opportunity to go into depth about a topic or a product and to discuss the industrial context or market positioning. Your company's unique selling propositions are of course featured in all these documents.

### Our services

Innovaxiom maintains very good relations with scientific, industrial and professional journalists. That means we can offer you media coverage that meets, and probably goes beyond, your expectations. Our services include writing press releases, which can be validated, if needed, by your communications department. We prepare press kits. When we organize press conferences or breakfast press briefings, we invite our principal contacts in the press. Most of them attend the majority of our events. Innovaxiom also proposes written interviews or videos. They are very much appreciated by journalists, who only have to note down the replies given by the company's directors.

The interviews can be put on line on your company website. In that way they become available very quickly to a very wide audience. This modern, interactive way of publishing information is increasingly being adopted by companies, which see in it a dynamic and innovative way of publicizing their products and business.

### At the end of the action

You have at your disposal written documents or videos that provide information directly to journalists. You can use these as the basis for press conferences or for email campaigns incorporating podcasts.





## COMMUNICATION

## COMMUNITY MANAGEMENT

### The purpose

Our target is to **SPREAD YOUR CONTENT**. We will help you use social media as a technological and competitive tool. We will also make your brand more visible on the Internet. This is the best way for you to stay up-to-date and manage the company's communication strategy.

### Our contribution

Community management does not only consist in posting daily articles, **AN EFFICIENT COMMUNITY MANAGER KNOWS HOW TO STAY TUNED, FOLLOW BUSINESS TRENDS AND OPINION LEADERS, TARGET THE AUDIENCE ACCURATELY AND ACT QUICKLY WITH AN ESTABLISHED STRATEGY**. Innovaxiom is specialised in science, research and industry.

### Our services

The first stage consists in defining which social media networks are most adaptable to your goal. We will help you choose between Google+, Facebook, Twitter, LinkedIn, Instagram, Pinterest, Snapchat, YouTube... One or several of them might fit your strategy depending on the context and your target audience.

Innovaxiom can manage your social media networks and post as often as you would like us to, ranging from daily to weekly. During special events, we propose a reinforced service to provide community management that will allow you to interact better with your audience.

We advise you to **FOLLOW RELEVANT AND RELIABLE ACCOUNTS** to keep up with trends and actuality in your area.

Finally, we regularly **ANALYSE THE IMPACT OF OUR COMMUNITY MANAGEMENT** activities so that if issues were to arise, we can readapt our strategy as soon as possible to solve them.

### At the end of the action

You will publish the most up to date technological and competitive news, share content and influence your targets. Your brand or your event will be as visible as possible. You will have access to instant news about technological advances and the positions of your competitors.



# COMMUNICATION

## BRAND PROTECTION

### The purpose

A brand builds a company's reputation. The brand will make the company known through their clients and through a wider audience. Whatever products or services the company provides, the clients will instinctively remember the values conveyed by the brand. Therefore, **THE BRAND MUST BE EASY TO REMEMBER AND ILLUSTRATE THE COMPANY'S VALUES.** The brand must be understandable by anyone coming from any country.

Considering globalisation, the brand must be well protected to avoid copyright infringement or misuse.

### Our contribution

As brand is crucial to a company and its different branches, an external expertise is absolutely required. **IN ORDER TO BE PROTECTED A BRAND HAS TO RESPECT A FEW CRITERIA. WE HELP YOU CHOOSE THE RIGHT COPYRIGHT.** By example, a common French word won't fit the French legislation and the brand would not be protected. Other rules apply for foreign countries in terms of selling products safely and avoiding counterfeiting.

### Our services

First, we define what the values of the company are and how to spread them around the world depending on how the client wishes it to be communicated. Visuals and corporate guidelines will be visualised, setting a plan of action.

Innovaxiom will conduct all necessary approaches to make sure the chosen brand does not already exist and is able to be registered and protected in the targeted territories.

A brand is also part of a company's assets as they can be bought and sold. Innovaxiom also provides advice if you make the decision to buy or sell.

### At the end of the action

The company and its products will have its values made easily identifiable and part of your brand, this will make sure you are easily recognisable to your audience. Furthermore, our copyright policy will ensure that your company is safe against anybody trying to steal and misuse your identity and brand.



## TRAINING

# THE ART OF THE COMMUNICATION

### The purpose

The training aims to teach you **HOW TO PRESENT YOURSELF, LAY OUT A RESEARCH PROJECT, SPEAK OF ONE'S AREA OF EXPERTISE, SHOWCASE ONE'S COMPANY ACTIVITIES**, its know-how, its projects, its products... And make it sound attractive and interesting. The training is one-day long.

### Our contribution

We propose to **IMPROVE THE QUALITY OF YOUR WRITTEN AND ORAL STATEMENTS**. You will be able to use the right tools and methods to be more relevant, evoking and efficient. This training is divided into three stages: **REDACTION, CONCEPTION AND PRESENTATION**. During a training exercise, we film the participants to help them **IMPROVE THEIR POSTURE AND ELOCUTION**.

### Our services

We come to your work place to train your staff during a single day. The training is divided in three parts:

- **"DRAFTING THE PROJECT."** This consists of teaching you how to prioritise the information, organising the speech, evaluating how long you should speak for, and finding the right vocabulary and oratory style you should use.
- **"HOW TO EDIT YOUR PRESENTATION."** Teaching you how to use Powerpoint and Keynote to establish a style guide, balance the design of each slide and add animated pages.
- **"ORAL PRESENTATION."** Here we look to improve the form and content of your speech to make communication easier. Thanks to the filmed

training exercise, the participants will work on the tone of their voice, their posture, their hand gesture, etc...

### At the end of the action

The participant will use all the tools and methods supplied to make their speech as clear and persuasive as possible. The speech will be published in text and sent to the participant.





## TRAINING

## CREATIVE THINKING

### The purpose

The training is aimed to teach **HOW TO HOST AN EMERGING IDEA LECTURE AND PUT IN PLACE AN INNOVATION COMMITTEE** in a company or research structure. This practice session is one-day long.

### Our contribution

Through this training, we propose that you discover and use different tools to boost each participant's creativity in a working group. **THE TRAINING INCLUDES A FILMED EXERCISE** to put what you have learned into practice. Those sessions are particularly tailored for directors, design office's managers, technical managers and innovators.

### Our services

Innovaxiom will come to the work place for one day to teach small groups of 6 to 8. The training is divided in three parts:

- "Definition and functions of creativity", which enables you to familiarize with the concept of creativity (which is often misused) and understand the mechanisms of the creative brain.
- "Conduct and playing rules", during which we describe the conduct of a creativity session with providing example. The standard conduct of a creativity session is divided in three parts: warm-up, divergence and convergence.
- "The tool box" allows the participants to stimulate innovative ideas through a group on a given theme.

Each participant takes part in a filmed role-play creativity session around a given theme and with the advice of our team. The group then watches the recordings and directly makes comments to evaluate and improve the performances.

### At the end of the action

You will have access to all our **TOOLS AND METHODS TO HOST A CREATIVITY SESSION** which will **BRING NEW IDEAS INTO THE GROUP AND ENCOURAGE YOUR COLLABORATORS TO INNOVATE**. Good practice is indispensable to develop good fluidity and fluency throughout your project.

SERVICES



## TRAINING

## SOCIAL MEDIA

### The purpose

We aim to ensure that this training allows you to **DEVELOP A BETTER UNDERSTANDING OF SOCIAL MEDIA AND THE ABILITY TO BUILD A PERSONALISED STRATEGY.**

### Our contribution

In addition to providing an excellent knowledge of digital communication, we also specialise in Community Management.

### Our services

*"The two most important things in any company do not appear in its balance sheet: its reputation and its people."* Henry Ford

Today **MORE THAN EVER, COMPANIES' WEALTH IS IMMATERIAL.** To efficiently take part in the digital ecosystem, companies must build a strong communication plan compatible with the company's strategy.

We suggest you watch online activities on Facebook, Google, Instagram, Twitter, Wordpress, LinkedIn, Snapchat, Pinterest and YouTube (we provide data mapping on social media platforms looking at target actors and opinion leaders.)

We analyse which social media use is the best for you in accordance with a few criteria: publication, sharing, networking, geo-tracking, editorial line...

We explore gathering techniques, other websites' content, social networking accounts, RSS feeds, meta-engines and think tank activities so that we can share it with you. We also always make sure that the news we publish is reliable.

This training is partly dedicated to building up and developing your online profile.

The concepts of **E-REPUTATION** and **DIGITAL IDENTITY** theft will also be discussed.

### At the end of the action

You will be able to generate a range of **DIGITAL COMMUNICATION TOOLS WHICH WILL MEASURE PERFORMANCE AND HELP YOU TO ADAPT AN OPTIMAL STRATEGY.** You will also be ready to create and spread an online profile that will match your expectations.





# TRAINING

## CRITICAL THINKING

### The purpose

The aim of the training is to **IMPROVE YOUR REASONING AND DATA RESEARCH**; be initiated into **COGNITIVE BIAS**; take into account others' influence on our thinking; learn **HOW TO AVOID OUR OWN PSYCHE'S TRAPS**.

### Our contribution

Two speakers host this training. One is a mathematician and researcher in cognitive thoughts, the other is a specialist of fake news, irrationality in beliefs and social influence.

They provide theoretical presentations and explain with practical experiments and illustrate their examples with videos. The participants are also offered to participate in short exercises.

### Our services

This training is delivered to a group of 8 to 10 and is one day long. The lecture is divided in two parts:

#### 1. OTHER'S INFLUENCE AND IRRATIONAL BELIEFS:

- Influence and manipulation, definition and how to hold out against it
- How the Internet encourages the emergence and the diffusion of fake beliefs
- Reciprocal influences within a group

#### 2. RATIONALITY:

- The two ways of thinking
- Perception of randomness and probabilities
- Decision making using approximation

### At the end of the action

You will have an increased understanding in the mechanisms involved in **DECISION MAKING**.

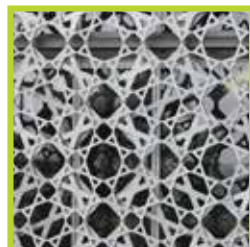








# 3 - OUR REFERENCES





## REFERENCES

### OUR COSTUMERS

#### CNRS

CNRS is a public research institution. As a pluridisciplinary organization, it covers all scientific disciplines, including the humanities and social sciences, biological sciences, nuclear and particle physics, information sciences, engineering and systems, physics, mathematical sciences, chemistry, Earth sciences and astronomy, ecology and the environment.

[www.cnrs.fr](http://www.cnrs.fr)



#### OROS

OROS designs and manufactures noise and vibration signal analyzers, dedicated solutions and offers related services. It masters the latest technology of data acquisition, digital signal processing as well as user interface software.

[www.orosfrance.fr](http://www.orosfrance.fr)



#### CimBéton

Cimbéton is involved in the dissemination of technical advances in the fields of cement, road hydraulic binders and concretes for all the sectors of construction, public works, building engineering and civil engineering.

[www.cimbeton.fr](http://www.cimbeton.fr)



#### CEA

The French Alternative Energies and Atomic Energy Commission (CEA) is a key player in research, development and innovation in four main areas: defence and security, nuclear and renewable energies, technological research for industry, fundamental research in the physical sciences and life sciences.

[www.cea.fr](http://www.cea.fr)



#### Airbus

Airbus is an international pioneer in the aerospace industry. We are a leader in designing, manufacturing and delivering aerospace products, services and solutions to customers on a global scale. We aim for a better-connected, safer and more prosperous world.

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



#### CNAM

Today a leading higher education and research institution, the CNAM was founded by Abbé Grégoire in 1794 in order to "perfect national industry". Supervised by the Ministry of Higher Education, today the CNAM fulfils three missions: lifelong learning, research, and diffusion of technical and scientific culture.

[www.cnam.fr](http://www.cnam.fr)



#### Cetim

Technical Centre for Mechanical Industry was created in 1965, upon request from mechanical industry companies in order to provide companies with means and competences to improve their competitiveness, take part in standardisation, establish a relationship between scientific research and industry, promote technical progress, provide assistance to improve performance and guarantee quality.

[www.cetim.fr](http://www.cetim.fr)





## REFERENCES

### OUR COSTUMERS

#### EARTO

EARTO is a non-profit international association established in Brussels. The mission of EARTO is to promote and defend the interests of RTOs in Europe. It's also to help EARTO members to improve their operational practices and business performance. EARTO provides information and advice to make the best use of European R&D and innovation programme.

[www.earto.org](http://www.earto.org)



#### Novance

The company's business is to design and market renewable products based on vegetable oils and fats, offering industrial companies and end users solutions that combine technological performance and respect for the environment.

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



#### Lafarge

As the new leader in this new world, LafargeHolcim addresses these major trends by providing what really matters: spaces to live and learn, places to rest and work, infrastructure that facilitates mobility, and innovations that maintain energy supplies. These are the main missions of building materials, particularly those of cement, aggregates, and concrete solutions.

[www.lafarge.fr](http://www.lafarge.fr)



#### RATP

The RATP Group (French: Groupe RATP), also known as the Régie Autonome des Transports Parisiens (English: Autonomous Operator of Parisian Transports) is a state-owned public transport operator headquartered in Paris, France. Formed in 1948, the group has its origins as the public transport operator for the city of Paris.

[www.ratp.fr](http://www.ratp.fr)



#### ESIEE

ESIEE Paris, the school of technological innovation of the Paris Ile de France Chamber of Commerce and Industry, offers engineering degree courses in different fields. In addition to proven technical skills, the engineers also acquire a well-founded sense of management.

[www.esiee.fr](http://www.esiee.fr)



#### ONERA

ONERA (Office National d'Etudes et Recherches Aérospatiales) is the French national aerospace research center. It has been founded to direct and conduct aeronautical research, to support the commercialization of this research by national and European industry, to construct and operate the associated experimental facilities and to supply industry with high-level technical analyses and other services. Onera performs technical analyses for the government and trains researchers and engineers.

[www.onera.fr](http://www.onera.fr)



#### Dirickx

Created in 1921, the DIRICKX Group is the international specialist in perimeter protection for sites, with a wide range of products and services for boundaries, entrances, access control and management, and security.

[www.dirickx.fr](http://www.dirickx.fr)



## REFERENCES



# REFERENCES

## OUR COSTUMERS

### E2-Cad

E2-CAD focuses its activities on providing a high level of expertise for its clients and helps them to develop their products. E2-CAD is specialised in simultaneous engineering capacities and project management.

[www.2-cad.com](http://www.2-cad.com)



### European Astrobiology Campus

The European Astrobiology Campus is an initiative of European higher education institutions, enterprises and other bodies. It aims to provide multidisciplinary, high class training to European students and foster communication between them.

[www.astrobiology-campus.eu](http://www.astrobiology-campus.eu)



### Synchrotron Soleil

High-technology facility, SOLEIL is both an electromagnetic radiation source covering a wide range of energies (from the infrared to the x-rays) and a research laboratory at the cutting edge of experimental techniques dedicated to matter analysis down to the atomic scale, as well as a service platform open to all scientific and industrial communities.

[www.synchrotron-soleil.fr](http://www.synchrotron-soleil.fr)



### COST

COST is an EU-funded programme that enables researchers to set up their interdisciplinary research networks in Europe and beyond. We provide funds for organising conferences, meetings, training schools, short scientific exchanges or other networking activities in a wide range of scientific topics. By creating open spaces where people and ideas can grow, we unlock the full potential of science.

[www.cost.eu](http://www.cost.eu)



### Planète Mars

Planète Mars is a site dedicated to 360° space observation in Ardeche, between Puy-En-Velay and Valence.

[www.planetemars.org](http://www.planetemars.org)

### Ferme des étoiles

A Ciel Ouvert (Open Sky) association creates and spreads educational content. This association produces the 'Festival International du Ciel et de l'Espace (International Festival of Sky and Space)', the 'Marathon des Sciences (Science Marathon)' and the 'festival Astro-Jeunes (Astro-Youth Festival)'.

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



### Association Française d'Astronomie

The French Astronomical Association (AFA) is dedicated to spreading knowledge and teaching people freedom of thought and how to think for themselves.

[www.afastronomie.fr](http://www.afastronomie.fr)



## REFERENCES



# REFERENCES

## OUR CUSTOMERS

### Polytec France

Polytec is the market leader for non-contact, laser based vibration and velocity measurement instrumentation. Our innovative solutions allow our customers to maintain their own technical leadership across many fields.

[www.polytec.fr](http://www.polytec.fr)



### Groupe Renault

Renault, Dacia, Renault Samsung Motors, Alpine and LADA. With their complementary positions and geographic strategies, the five brands of our Group are appealing to a growing number of customers around the world. Renault is the Group's global brand.

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



### Réseau CTI

The Industrial Technical Centre (CTI) Network is a unique entity which possesses a broad scale of knowledge about the industry sector. The CTI Network helps companies everyday innovating and enhances their competitiveness.

[www.reseau-cti.com](http://www.reseau-cti.com)



### CentraleSupélec

CentraleSupélec is an internationally-reputed Higher Education and Research Institution. Its excellence lies in its combination of fundamental and applied sciences for innovation with societal impact. For almost two centuries, CentraleSupélec's top engineers have been practicing their skills and knowledge for the development of corporate institutions and public organizations.

[www.centralesupelec.fr](http://www.centralesupelec.fr)



### Supmeca

The Supmeca engineers are specialists of industrial systems, transport, production and energy management. A versatile profile coupled with a strong scientific culture gives them access to a wide range of positions in diversified industries such as: aeronautics, transportation, energy, luxury, services.

[www.Supmeca.fr](http://www.Supmeca.fr)



### Thésame

Thésame is a resource centre for mechatronics, industrial management and innovation. Thésame brings together companies, provides training and researches innovative mechatronics.

[www.thesame-innovation.com](http://www.thesame-innovation.com)



### Valeo

Valeo is a global automotive supplier and partner to all automakers worldwide. As a technology company, we provide innovative products, systems, and solutions that reduce automobile CO<sub>2</sub> emissions, improve vehicle performance, and develop intuitive driving.

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



## REFERENCES



# REFERENCES

## OUR COSTUMERS

### Fives Group

Fives, an industrial engineering Group, designs and supplies machines, process equipment and production lines for the world's largest industrial groups including the aluminium, steel, glass, automotive, aerospace, logistics, cement and energy sectors.

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



### IAP

The IAP is a multi-disciplinary laboratory, working at the forefront of both astrophysics and theoretical physics. The principal areas of research at the IAP are the formation of planetary systems and extra solar planetary research, stellar physics, galactic evolution, large-scale structure, observational cosmology, physics of the primordial Universe, and high energy physics.

[www.iap.fr](http://www.iap.fr)



### Mensa

Mensa, the high IQ society, provides a forum for intellectual exchange among its members. There are members in more than 100 countries around the world.

[www.mensa.org](http://www.mensa.org)



### Labex GREAM

The Experimental Research Group dedicated to analysing Music Playing named GREAM is a scientific project. The group thinks and analyses music as an act which occurs in the intersubjective and social public area.

[www.gream.unistra.fr](http://www.gream.unistra.fr)



### IHP

Located in the heart of the 5th arrondissement of Paris, the Henri Poincaré Institute is one of the oldest and most dynamic international structures dedicated to mathematics and theoretical physics.

[www.ihp.fr](http://www.ihp.fr)



### ISEN

The Institut supérieur de l'électronique et du numérique - Higher Institute for Electronics and Digital Training - is a group composed of four French higher education establishments. They propose a high level engineering program in information and communication technologies, Micro & Nanotechnologies and Innovative Design.

[www.isen.fr](http://www.isen.fr)



### Ifremer

Ifremer is a French institute that undertakes research and expert assessments to advance knowledge on the oceans and their resources, monitor the marine environment and foster the sustainable development of maritime activities. To carry out its missions, Ifremer designs and implements tools for observation, experimentation and monitoring and manages oceanographic databases.

[www.ifremer.fr](http://www.ifremer.fr)





## REFERENCES

### OUR COSTUMERS

#### IHES

The Institut des Hautes Études Scientifiques (IHES) is an advanced research institute in mathematics, theoretical physics and all related sciences. The Institute offers exceptional scientists a place where they can devote entirely to their research, without any obligation of teaching or administrative tasks.

[www.ihes.fr](http://www.ihes.fr)



#### Yncrea

Yncrea brings together the HEI, ISA and ISEN engineering schools. The strengths of these humanist schools are, proximity with businesses, innovation, digital technologies, educational agility and international exposure.

[www.yncrea.fr](http://www.yncrea.fr)



#### Bärchen

Bärchen offers courses spread over 9 categories within banking and financial markets, products and techniques. All of these courses respect our method of preparation and training. Bärchen integrate the profiles of all participants to take into account the objectives and starting level of each person.

[www.barchen.fr](http://www.barchen.fr)



#### Ecole Sofia

Knowledge, training, respect, thought, communication, work and intellectual fulfilment are keys to education in the Sofia school. The institution offers students the necessary tools to become free-thinking intellectuals.

[www.ecole-sofia.ch](http://www.ecole-sofia.ch)



#### Cnes

Founded in 1961, the Centre National d'Études Spatiales (CNES) is the government agency responsible for shaping and implementing France's space policy in Europe. Its task is to invent the space systems of the future, bring space technologies to maturity and guarantee France's independent access to space.

[www.cnes.fr](http://www.cnes.fr)



#### Palais de la découverte

The Palais de la découverte contains permanent exhibits for mathematics, physics, astronomy, chemistry, geology, and biology, featuring interactive experiments with commentaries by lecturers. It includes a Zeiss planetarium with 15-metre dome.

[www.palais-decouverte.fr](http://www.palais-decouverte.fr)



#### Université de Sophia Antipolis

The Université Nice Sophia Antipolis (UNS) is a multi-disciplinary University. Founded in 1965, it has establishments throughout the Alpes Maritimes in Nice, Cannes, Menton and Grasse, and is a key player in the Sophia Antipolis technological cluster.

[www.unice.fr](http://www.unice.fr)







# 4 - OUR ACHIEVEMENTS





## REFERENCES

## OUR ACHIEVEMENTS

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JULY 2011

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IDEAS - SOCIAL MEDIA

ESIEE

SINCE SEPTEMBER 2011

MARKET STUDY  
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DIRICKX

JUIN 2009

NEW IDEAS SESSIONS  
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NOVANCE

JANUARY 2009

PRESS RELEASE  
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FONDATION LOUIS DE BROGLIE

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BRIDGES AND FOOTBRIDGES»

LAFARGE

JANUARY 2009

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**GEORGES LOCHAK**  
**HUBERT REEVES**  
**ANDRÉE EHRESMANN**  
**JACQUES RIGUET**

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GUADALAJARA - CHILI  
ESA  
SEPTEMBER 2016

MEETING GREAM  
EXPERIMENTAL RESEARCH  
GROUP ON THE MUSICAL ACT  
UNIVERSITÉ DE STRASBOURG  
DECEMBER 2014

TECHNICAL STUDY  
FOR A PROTOTYPE  
PYREFLECTOMETER  
CEA CADARACHE  
NOV. 2016 TO MARCH 2017

CORPORATE IDENTITY  
WEBSITE  
INTERVIEWS  
PHOTOREPORT  
VIDEO PRODUCTION  
SOCIAL MEDIA  
TRAININGS  
EUROPEAN ASTROBIOLOGY  
CAMPUS  
FROM NOVEMBER 2014 TO  
DECEMBER 2017

FILM TRIBUTE TO ANDRÉ  
BRAHIC  
CIEL ET ESPACE  
AUGUST 2016

STRATEGY OF  
COMMUNICATION,  
CORPORATE IDENTITY,  
WEBSITE, INAUGURATION  
OF THE OBSERVATORY,  
PHOTOREPORT, VIDEOS  
PLANÈTE MARS  
JANUARY 2015 - AUGUST 2016

INAUGURATION OF IoT CHAIR  
ISEN  
NOVEMBER 2016

TRAININGS  
BARCHEN  
SINCE FEBRUARY 2015



## REFERENCES

## OUR ACHIEVEMENTS

ORGANIZATION OF  
«MATINALES DES IDÉES»  
DURING THE PUBLIC WEEK OF  
THE INNOVATION  
CNES  
NOVEMBER 2016

MEETING SEA AND SPACE  
PHOTOREPORT, VIDEOS ET  
COMMUNITY MANAGEMENT  
OUTOF THERE  
JUNE 2016

THE INTERNATIONAL  
SYMPOSIUM ON EDUCATION  
IN ASTRONOMY AND  
ASTROBIOLOGY  
UTRECHT UNIVERSITY  
JULY 2017

ASTROBIOLOGY :  
THE 2ND RENCONTRES DU  
VIETNAM  
COST (EUROPEAN  
COOPERATION IN SCIENCE  
& TECHNOLOGY)  
DECEMBER 2016

FIRST EUROPEAN  
ASYMMETRIC SYMPOSIUM  
WEBSITE AND COMMUNITY  
MANAGEMENT - UNIVERSITÉ  
SOPHIA ANTIPOLIS  
MAY 2017

MEETING  
WENEEDYOURBRAIN  
ECOLE SOFIA LAUSANNE  
APRIL 2017

VIDEOS AND COMMUNITY  
MANAGEMENT  
CIEL ET ESPACE - CITÉ DES  
SCIENCES ET DE L'INDUSTRIE  
NOVEMBER 2016

ROUND TABLE - BRAINERS  
SALON DU BOURGET  
CNES  
JUNE 2017

INTERVIEWS, VIDÉOS, PHOTOS  
DE PERSONNALITÉS SCIENTI-  
FIQUES  
GROUPE YNCREA  
FEBRUARY TO JULY 2017

MEETING  
WENEEDYOURBRAIN  
MENZA BELGIQUE  
NOVEMBER 2016

INAUGURATION ICEDMOMENT  
INNOVAXIOM CORP  
OCTOBER 2016

RENCONTRES  
EXOBILOGIQUES POUR  
DOCTORANTS  
CNRS  
SINCE 2013

NEW IDEAS SESSIONS A  
GROUPE FIVES  
PARIS MILAN  
FIVES ENVIRONNEMENT  
SOLIOS CARBONE  
DEPUIS SEPTEMBRE 2013

INNOVATION DAY  
WENEEDYOURBRAIN  
CNES  
FEBRUARY 2017

VIDEO, PHOTOREPORT AND  
COMMUNITY MANAGEMENT  
MEETING COYHAIQUE - CHILI  
INTERNATIONAL ASTRONOMI-  
CAL UNION  
NOVEMBER 2017

INAUGURATION  
WENEEDYOURBRAIN  
INNOVAXIOM CORP  
SEPTEMBER 2016



## REFERENCES

## TESTIMONIALS

"Of all the aspects I know of Innovaxiom, I would sum up the company in a few words: dynamic, reactive, relevant, effective and good spirited. I am particularly aware of Innovaxiom's broadcast services, scientific interviews and conferences films, which are developing a strong bond between the research, industry and communication industries."

**STEPHANE DUGOWSON - SENIOR LECTURER - SUPMÉCA**

"Thanks to their high level of expertise in innovation and development, Innovaxiom enabled a quick development of communication projects for our group. In the past, our scientific popularisation projects were time-consuming and difficult however due to Innovaxiom's expertise advice and skills this is not the case anymore!"

**ANNE LAROQUETTE - CONSTRUCTION COMMUNICATIONS MANAGER GROUP COMMUNICATIONS - LAFARGE**

"I want to share our satisfaction with Innovaxiom for their quality work. Innovaxiom is perfectly characterised by its professionalism, its dynamism and its innovative aspects."

**ROGER OHAYON - PROFESSOR, HEAD OF MECHANICS DEPARTMENT - CNAM**

"Innovaxiom performance for Dirickx group was entirely satisfactory as they developed a state of the art report and found the cost of the latest products in defined areas. I would like to highlight Innovaxiom's creativity sessions. They aroused interest in our company. Our R&D services, communication, marketing, technological watch and production departments all participated in the sessions which boosted our creativity and allowed multiple business ideas to emerge."

**LIQUN FENG - FORMER TECHNICAL DIRECTOR - DIRICKX GROUP - FOUNDER OF FENG TECHNOLOGIES**

"The great originality of Innovaxiom is to organise information days and round tables on specific and technical topics. Those days are future-oriented and caustic. The audience hails from all over the world and is open to discovering new perspectives."

**FRANÇOIS-XAVIER LENOIR - INDEPENDENT JOURNALIST**

"Dynamism, creativity and corporate spirit are part of Innovaxiom's DNA. This SME is an ideal partner to help spur innovation in great groups of people thanks to their high levels of flexibility and great reactivity."

**JEAN BOTTI - CHIEF TECHNICAL OFFICER MEMBER OF THE EXECUTIVE COMMITTEE - AIRBUS**

"The convivial spirit of our discussions, your great ability to listen and your presence are signs of passion of your work as well as your will to do well in order to satisfy your clients and partners. The research of new ideas is not to be opposed to professionalism: on the contrary, it is one of its major component!"

**YANN BARBAUX - INNOVATION WORKS DIRECTOR - AIRBUS**

"Innovaxiom organised our seminar "Life Origins" with a very appreciated professionalism and good spirit. She promoted and prepared the event. The quality of the participants reception highly contributed to our success. Innovaxiom has another significant added value: the broadcast and the quick editing and uploading of the conferences."

**VINCENT MINIER - ASTROPHYSICIST - CEA**



## REFERENCES

## TESTIMONIALS

"During "Life Origins" seminars organised by Innovaxiom in April 2011, I was immediately struck by their professionalism, their efficiency, their reactivity in any circumstance, their willingness and their kindness. Being myself, I was organising an international congress of 500 people (Origins 2011, Montpellier), therefore I asked Innovaxiom to provide a photo and video report of this event. Innovaxiom's performance brought the event some great social exposure by putting almost instantly the event content online. During the congress, everyone appreciated the efficiency of this young and dynamic company. I only had positive feedbacks and my colleagues communicated me their admiration for the work delivered."

**MURIEL GARGAUD - HEAD OF RESEARCH DEPARTMENT - ASTROPHYSICS LABORATORY OF BORDEAUX**

"To me, Innovaxiom represents the most innovative and dynamic example of an educational company. In science or in arts, through conferences or online recorded talks, Innovaxiom made a collective bank of knowledge. The company offers a lively and exciting image of academic research, their theoretical parameters and their societal impact. An adventure which is surely just starting..."

**MORENO ANDREATA - MUSIC MATHEMATICIAN - HEAD OF RESEARCH DEPARTMENT OF CNRS**

"Innovaxiom's team is readily available and discrete, it is efficient to organise and delivers results fast. I always noticed and observed more and better than I expected from their services. The team is delightful, reactive and creative. Their productions and contributions are showing a real know-how. The satisfactory of seeing the result always comes with the pleasure of having worked together."

**MICHEL VISO - HEAD OF EXOBIOLGY - CNES**

"Since 2013 Innovaxiom and its CEO Laurence Honnorat provided the CLE (logical categories and co) seminars with access to more exposure. I organised those seminars and spread my work on stochastic varieties through them. Those seminars also allowed me to highlight my co-workers like Stephan Dugowson, Olivia Caramello and more recently Camell Kachour. Thanks to Laurence Honnorat, her kindness and her availability I and Stephan Dugowson have been able to interview renowned mathematicians. A real opportunity. This is the reason why I consider Innovaxiom as an essential partner for our seminars and for myself as a mathematician."

**ANATOLE KHÉLIF - MATHEMATICIAN RESEARCHER**

"The rise of online education is one of the greatest events of our age in terms of the spreading of knowledge. In any place on our planet, even where education is lacking, people have access to the best specialists' lectures on many academic topics. For this semination of knowledge to take place it requires recording of live conferences with perfection as well as flawless editing. I want to pay tribute to Laurence Honnorat, Innovaxiom CEO, for filming and uploading, very quickly, numerous recordings of the world's most popular conferences and congresses. I, myself, go on her channel to keep up with the newest technological and scientific developments."

**HUBERT REEVES - ASTROPHYSICIST - HUMANITY AND BIODIVERSITY**



## REFERENCES

## TESTIMONIALS

"Innovaxiom's professionalism is impressive. It allows organisers to rely on them for concrete and essential aspects of the preparation, organisation and advertising of the event. At each step, from the project's making to the online release of the films, Innovaxiom is a real partner. They bring dynamism and know-how while interacting with scientists and offering solutions to encountered issues. The authentic interest they have in science and technology, the skill and the enjoyable personality of the staff make me highly recommend Innovaxiom."

**VINCENT BONTEMPS - HISTORY OF SCIENCE PHILOSOPHER - CEA**

"I enjoyed myself a lot when I participated in a round table on innovative mathematics organised by Innovaxiom: simplicity, quality and in-depth expertise. Also, I had the opportunity to meet Jean-Marie Souriau with no delay and in a very professional way. Efficiency, professionalism and quality are the words that describe best this company."

**PATRICK IGLESIAS-ZEMMOUR - MATHEMATICIAN - RESEARCHER - CNRS**

"As part of the 'technics of scientific oral and written communication' lectures for second year's students of Supelec, the Innovaxiom training has fully satisfied us. The students have particularly enjoyed the filmed drills in an atmosphere conducive to learning and exchanging ideas. They were very satisfied with this interactive and creative experience. Innovaxiom met the challenge brilliantly, when they participated in the Technological Innovation and Project Management Masters. The creativity workshop was led with professionalism and imagination. It was highly praised by the audience! Therefore, Innovaxiom became one of our partners and hosted a similar lecture to bio-sciences' expert scientists."

**KRYS MARKOWSKI - PROFESSOR OF INNOVATION AND PROJECT MANAGEMENT - ESIEE GROUP PARIS**

"When I asked Innovaxiom to organise a conference gathering Industrials, university researchers and administration members, I already had heard of their implication in the science, technological and innovation industry. I immediately appreciated their dynamism, their meticulousness and the quality of their team which is committed from A to Z in a project. Challenges don't affray Innovaxiom, which possesses already strong basis and the network of a powerful group. I wouldn't hesitate a single second to call them for their services in the future."

**FLORENT DEUX - RESEARCH APPLICATIONS MANAGER - POLYTEC FRANCE**

"It was a pleasure to work with Innovaxiom: a high work ethic, dynamic team, some very good advice and very professional work..."

**KADIJA TAFFAH - ASSOCIATION MANAGER - EARTO**

"It has been five years since Innovaxiom is a regular partner and an effective support for the organisation of our public events. Innovaxiom is very appreciated for its work, which is a mix between coolness and professionalism."

**PIERRE-FRANÇOIS MOURIAUX - PRESIDENT OF SPACE STORIES ASSOCIATION**





## REFERENCES

## TESTIMONIALS

"We share the same company spirit as Innovaxiom: passion for innovation, extreme satisfaction of the client, quick action, pro-activity and an absolute conviction of the effectiveness of a good network! After this said, I don't see any reason not to share our experiences, and work together!"

**ANDRÉ MONTAUD - CEO - THÉSAME**

"Innovaxiom's roundtables are always giving us the ability to exchange ideas on very specific topics developed by researchers, mathematicians, pilots, steelworkers, writers. All in a very simple and happy atmosphere, with a great shared sense of humour which generates automatic energy for new projects!"

**CLAUDE-SAMUEL LEVINE - MUSIC COMPOSER**

"Each time I have had the opportunity to work with Innovaxiom's partners, they were perfectly reactive, effective and professional. However, the most extraordinary thing about Innovaxiom is their capacity to overtake any hurdle. Projects always face unforeseeable material or human setbacks. In this case, you can count on Innovaxiom's team to make ideal solutions, which you would never would have found without them. To me, this is one of the greatest quality of Innovaxiom."

**NICOLAS GAUVRIT - COGNITIVE SCIENCES RESEARCHER**

"Innovaxiom combines a consistency in its quality of scientific news and has a capacity to negotiate that inspires respect. Innovaxiom's team are determined, efficient and passionate people, with who we can talk about science, communication or extravehicular travel in space. They provide the link between technological precision and the art for human relationships."

**MICHEL TOGNINI - ASTRONAUT**

"Talking about Innovaxiom evokes me to think about science and technics and how it wouldn't be serving the interest of all without a dose of enthusiasm. In other words, I am convinced passion and genius, commitment and rigour summarize Innovaxiom's spirit."

**JACQUES ARNOULD - ETHICS EXPERT - CNES**

"Innovaxiom exercised a great professionalism when they broadcasted multiple interviews and displayed a high level of scientific and technical knowledge. Their speed of delivery and Laurence Honnorat's scientific network contributed to make our partnership interesting, efficient and fruitful."

**MICHEL BOUVET - YNCRÉA CEO**

"We have spent so much time with Innovaxiom in the last ten last years. Innovaxiom helped influence Métallo Corner – a metallic materials expert company – to believe we could take part in the adventure of research in science, technology and technical-legal industries from any area, to push the limits of what we don't know yet. We particularly appreciate how Innovaxiom evolved through the years. "Out of Atmosphere" and the "We need your brain" projects represent a great asset for this farsighted company. Congratulations and happy birthday!"

**ALEXANDRE FLEURENTIN - METALLO CORNER'S CEO**



## REFERENCES

## TESTIMONIALS

"'Innovation' is the word everyone keeps saying. For many, it is more of a 'buzz-word', a key-word, a sesame. To Innovaxiom, it is a purpose for which we gather many talents: creative craziness, scientific rigour and strategic mastery... If we want to surpass speeches and guarantee great success, we call the professionals!"

**ROGER MANSUY - MATHEMATICS TEACHER - LOUIS LE GRAND HIGH SCHOOL**

"Innovaxiom's teams master two essential dimensions of innovation applied to markets of high technological contents: creativity and high understanding of technologies and related industrial process. This allows to easily gather teams and guide them to relevant and new solutions. All this made with commitment and passion."

**MARC Aouston - STRATEGY & MARKETING DIRECTOR - FIVES**

"Innovaxiom represents a universe of possibilities and imagination. The men and women of this company are at the forefront in multiple areas of science and technology. They explain it through magic, comics or shows. With Innovaxiom, it is possible to understand Thomas Pesquet's missions while considering colonizing near-planetary thanks to space light speed space travels. But the main asset of this company is to know how to link science such as physics and mathematics with human sciences like law, philosophy as well as shows. With Innovaxiom, nothing is impossible. Your imagination is the limit."

**LOUIS JANICOT - ESSEC'S LAW EXPERT**

"Gradisca is an artistic crew, which is militantly acting for disabled and hospitalised patients We jumped onto the bandwagon when Innovaxiom was created 10 years ago, and whilst we specialise in different areas, I want to highlight a few qualities of Innovaxiom. They are: generous, respectful, professional and in constant pursuit of excellence, open to share with others, dedicated to ethics, curious, hold solidarity... And last but not least: committed. These are the values we share and that gathers us. Good luck and long live the 'Innovaxiom adventure!'"

**GEORGES NIKOLAÏDIS - GRADISCA CEO**

"Innovaxiom puts the most sophisticated science and the most renowned actors' speeches within everybody's grasp. This company focuses on representing the diversity of themes, sensitivities and scientists' perspectives to meet a vast spectrum of audiences' interests. Innovaxiom always acts with rigour and quality. Innovaxiom opens a window to anyone wishing to expand their knowledge and looks to reveal what the future may look like. This is a splendid initiative."

**FRANCIS ALBAREDE - GEOCHEMISTRY TEACHER AT ENS LYON**

"Facetious savants and visionary entertainers find their way to the table. An open table, Innovaxiom invites everyone to the banquet of the future. This is a multidisciplinary intelligence festival. Transcultural sensibilities exchange their production secrets. Around the table, they think one move ahead. All the time. With a smile. Innovaxiom irrigates and stimulates. With a perpetual wonder for the world's strangeness, Laurence Honnorat repels the mystery, making people imagine the future and moving them forward to success."

**CHRISITAN GATARD - SOCIOLOGIST, ESSAYIST AND PROSPECTIVIST**



## REFERENCES

## TESTIMONIALS

"Contacts and exchanges with Innovaxiom have always been fruitful sources of inspiration for ideas and clarification. I think this is directly linked to the personality and the exceptional talent of Laurence Honnorat, founder and CEO of Innovaxiom."

**GUY PIGNOLET - SENIOR SPACE EDUCATOR - REUNION ISLAND SPACE INITIATIVE**

"Bringing citizens and science closer together is a major necessity today since science offers enlightenment through indispensable knowledge which can lead humanity to make the correct political choices for our planet. Through projects such as "We need your brain" and "Out of Atmosphere", Innovaxiom works to deliver the reconciliation that we all need." check

**AURÉLIEN ALVAREZ - MATHEMATICIAN TEACHER AND RESEARCHER AT ORLÉANS UNIVERSITY**

"Innovaxiom provides the latest scientific discoveries within the scientific community and makes it all incredibly accessible. If I had to sum up their actions in three words, it would be: professionalism, simplicity and sharing."

**OLIVIER WITASSE - CHIEF SCIENTIST - EUROPEAN SPACE AGENCY**

"Spreading ideas and knowledge: here is Innovaxiom's purpose. To succeed, its CEO travels the world, interviews scientists, films conferences, organises meetings, finds inspiration in literature; with a great sense for the aesthetic and arts. You will meet her without a doubt with her backpack in a natural history museum, in a science-fiction festival, in one of le Palais de la Découverte's conferences. From her very compact bag, a telephoto lens, a mini-camera and soon a Lavalier microphone will come out. Laurence Honnorat will capture a rare moment with great wit and will share it generously. Keep on track as she will lead you to knowledge or even better, to the lust of knowing."

**BÉNÉDICTE LECLERCQ - CONFERENCE MANAGER - UNIVERSSCIENCES**

"To be informed, to share, to understand, to meet, to stimulate others or oneself, to realise and achieve, Innovaxiom has achieved this and become a visible and unescapable actor in innovation. Its position and its initiatives form two major motors of innovation: knowledge –particularly in science- and creativity. Happy birthday to Innovaxiom!"

**GILLES GAREL - HEAD OF THE INNOVATION MANAGEMENT DEPARTMENT - CNAM - POLYTECHNIQUE'S TEACHER**

"Enthusiasm, skills, efficiency and respect: those are the qualities that Innovaxiom has been executing and shares with a vast audience for over a decade. A must!"

**MATTHIEU GOUNELLE – MNHN PARIS TEACHER AND RESEARCHER**

"Innovaxiom follows astronauts and engineers to the heart of the Atacama's desert, the Very Large Telescope site in Chile. These kinds of investments allow for a greater understanding of the professional lives of these astronauts and engineers. This is an essential asset for bringing success to Innovaxiom's missions."

**PIERRE KERVELLA - ASTROPHYSICIST - CNRS PARIS AND ESO CHILE**



## REFERENCES

## TESTIMONIALS

"I had an excellent interaction with Innovaxiom during the ENS-Ulm seminar – organised by Innovaxiom – on "Life Originality", gathering scientists and philosophers. As speaker, I was impressed by the high quality of the organisation there, the film's editing of the interventions and the development of a related website. Innovaxiom demonstrated a real professionalism in organising and a great will to operate in a multidisciplinary framework. Their approach is quite rare and very welcomed."

**LAURENT NAHON - SYNCHROTRON SOLEIL MANAGER**

"10 years, what a nice anniversary! We already can establish a summary of the work done and look forward tomorrow. Innovaxiom's summary is impressive: they have a vast diversity of the topics addressed, a high quality of the work. Innovaxiom's archives are a very precious working tool and will soon become irreplaceable in several areas such as history of science. So, thank you for what has already been accomplished and all the best for the future."

**JEAN BÉNABOU - MATHEMATICIAN**

"Laurence Honnorat created a company that is a spitting image of her: unique, stimulating, dazzling and enriching. Innovaxiom is an ideas catalyst based on science and good will; a company capable of guiding any innovative project; a company able to showcase knowledge of any kind thanks to an unconventional address book."

**OLIVIER GECHTER - PROJECTS MANAGER - AREVA**

"We are living an astonishing age in human history. The tremendous development of fundamental knowledge evolution leads to a real human mutation. Instantaneous communication and social networks have completely transformed relationships between intelligent beings on planet Earth. This quick evolution of collective thinking is sometimes hard to follow. But it remains indispensable to emancipate oneself from ambient paradigms, to create and innovate in a constructive state of mind for the future. Innovaxiom helps innovation, the discovery of new ideas in a collective framework, participation in experiences' and diverse cultures' crossing, creativity. Innovaxiom is willing to take risks in order to tackle constructive challenges. Innovaxiom also actively participates in the great adventure of the universe. Since its very first moments, the universe has been evolving in a rising complexity and we are part of this evolution. I personally found this state of mind through the communication actions of Innovaxiom. It is rare to conciliate with such joy to find a simultaneous vision of fundamental research and applied technological research. Innovaxiom is ten years old. Long live Innovaxiom!"

**SYLVIE VAUCLAIR - ASTROPHYSICIST**

"Meeting Innovaxiom's founder was immediately thrilling and allowed me to instantly reach a professional and effective environment. Discussions, caring listening, enlightening ideas, networking, actions, multiple connections, techs and means very quickly put in place, with elegant simplicity. This is not a dream but a reality experienced with Innovaxiom! Thank you and long live the collective intelligence that you inspire in everyone, that enriches our planet and hopefully in the future the other planets of the solar system!"

**CATHY SPECHT - ARTIST**



## REFERENCES

## TESTIMONIALS

"Innovaxiom is a very dynamic company that is resolutely modern and has the ability to link scientists, creatives, the business community and wider society. It plays a relevant mediation role between groups, I can only describe them as creative and I believe that they are more than necessary within the scientific industry. The company also helps with identifying and formulating societal needs through education."

**PURIFICACIÓN LOPEZ GARCIA - MICROBIOLOGIST AND HEAD OF RESEARCH - CNRS**

"I am always eager to know what Innovaxiom is going to do next as we share some common interests: knowledge and the future. In these two topics, Innovaxiom's team are in my opinion, visionaries. Not only for having understood the importance of discoveries and scientific questioning but also for having shared a conception of the men and women behind those discoveries and allowing their voices to be heard by a much wider audience."

**ALAIN CIROU - AFA AND 'CIEL ET ESPACE' NEWSPAPER CEO**

"Shaping our future today requires many more qualities than just anticipation and vision. Innovaxiom helps to develop new ideas and then challenges them to prove that they hold a strong conviction before applying and spreading them. Furthermore, Innovaxiom helps you to discover that you already carry the seeds of original and innovative ideas within you and that with their help these ideas can come alive."

**JEAN-CHRISTOPHE - NOVAQUARK CEO**

"We have been working with Innovaxiom for several years and appreciate the professionalism, the entrepreneurship, their state of mind and the privileged contacts that Innovaxiom has brought to us."

**BICH-LIEN DOAN - RESEARCH AND INDUSTRY ASSISTANT DIRECTOR- CENTRALE SUPELEC**



# Innovaxiom