



# Innovation Portfolio 2024

Where passion leads to excellence



© ADVANS GROUP, 2025. All rights reserved.

This document and its content are the exclusive property of ADVANS GROUP and its subsidiaries. Any reproduction, distribution, or unauthorized use, in whole or in part, without the prior written consent of ADVANS GROUP is strictly prohibited.

If you encounter any errors, missing information, or any difficulty in interpreting the content of this report, we invite you to contact our communication department for assistance. You can reach them by email at [contact@advans-group.com](mailto:contact@advans-group.com). We are committed to responding to your inquiries as quickly as possible.





In 2024, we turned challenges into opportunities, strengthening our leadership through bold investment and constant innovation.

**Radomir JOVANOVIĆ**  
CEO — ADVANS GROUP

The year 2024 was marked by major economic challenges that affected all sectors, including ours. However, despite this complex context, we not only managed to stay on course but also transformed these challenges into real opportunities for growth and innovation. Innovation remains at the heart of our strategy, and I am particularly proud of our teams' achievements this year. Among the key moments, we made bold decisions that position us sustainably in high-potential markets.

First, our investments in Akidaia, a company specializing in electronic and cryptographic software solutions for access security, position us at the forefront of digital security, a key sector for the future. Then, our entry into the capital of Crystal Quantum Computing allows us to be directly involved in the quantum computing revolution, a technology that will profoundly transform our industry.

Our commitment to innovation is also reflected in our support for technology startups. This year, we supported two promising startups as part of our ADVANS Accelerator program, in partnership with Rise Partners. These collaborations illustrate our desire to enrich the innovation ecosystem, providing entrepreneurs with the necessary resources and expertise to accelerate their growth.



Internally, we have expanded our intrapreneurship approach with the deployment of our Into the Lab program to all our international subsidiaries. Now accessible beyond France, this initiative allows our talents, wherever they are, to propose and develop innovative projects by leveraging the company's resources. It is a powerful lever to encourage creativity and innovation at all levels of our organization.

Finally, our integrated approach, which combines our expertise in R&D and consulting, continues to provide us with a competitive advantage. By closely collaborating, these two divisions transform our technological advancements into pragmatic and tailor-made solutions for our clients, ensuring that we remain at the forefront of innovation while effectively meeting market needs.

The successes of this year are the result of a clear strategy and a constant commitment to innovation. We remain resolutely focused on the future, determined to anticipate technological trends and seize the opportunities that will shape tomorrow.

# L'équipe



## **Jean-François Béraud, Ph.D., PMP® - Innovation Director**

Jean-François Béraud has over 20 years' experience in managing innovation, projects and complex programs. Currently Innovation Director at ADVANS Group, he is responsible for identifying partnership and investment opportunities with startups, while supporting strategic initiatives for the group. Previously, he held key positions such as Senior Business Manager at AViSTO and Chief Technical Officer at Altran, where he managed large-scale projects and improved the productivity of technical teams. Jean-François holds a PhD in computer science with a specialization in graph theory, has been PMP® certified since 2003, and recently obtained a Master's degree in Innovation Management from the Ecole Polytechnique.

## **Pierre Romet, Ph.D. - Scientific Manager**

Pierre Romet, Scientific Manager at ADVANS LAB, is an embedded systems engineer with expertise in artificial intelligence applied to transport. He holds a PhD from the Université de Technologie de Belfort-Montbéliard, where he developed innovative solutions for the delivery of goods by drone and the optimization of autonomous vehicles. His experience also covers computer vision, mixed reality simulation, and the optimization of battery use in intelligent transport systems. Pierre is an active contributor in the academic field, with several publications, teaching experience, and a passion for technological innovation. He is recognized for his ability to integrate complex solutions in real-world environments, while collaborating effectively with multidisciplinary teams to achieve ambitious goals.





### **Théophile Charlet, MSc - Venture Capital Analyst and M&A Project Manager**

Théophile Charlet is a venture capital analyst and M&A project manager with experience in financial analysis, investment strategy and mergers & acquisitions. Currently at ADVANS Group, he leads sourcing, top and bottom line analysis, and due diligence activities for M&A projects, while participating in the valuation of target companies in the indicative phase. At the same time, he acts as a venture capital analyst at ADVANS LAB, where he conducts due diligence and develops financial models. He also has experience in strategy consulting for the TMT sectors and credit analysis for SMEs. A graduate of engineering school, Théophile also holds an MSc in Quantitative Finance and is pursuing his Chartered Financial Analyst course, having already successfully passed the first two levels.

# Our investment process

The ADVANS Group's DNA is characterized by advanced technical expertise in three key areas: software development, electronic systems design and mechanical design. Environmental, Social and Governance (ESG) issues now play an important role in the investment process, along with companies' ability to innovate technologically, develop cutting-edge products and capture market share. This technological focus naturally guides ADVANS LAB's investment thesis.



Our investment strategy focuses exclusively on early-stage startups. As an investor and technology player, we identify emerging trends in AI, software, electronics and microelectronics. We particularly target high-potential deeptech innovations in their early stages of development. Our expertise as a technology innovation company enables us to effectively support these young companies in realizing their disruptive visions, from initial conception through to market launch.

**Radomir JOVANOVIC**, CEO — ADVANS GROUP



ADVANS LAB invests mainly at the seed stage, providing technical know-how at an early stage of development. The ADVANS LAB team firmly believes that investment in innovative technologies, coupled with a solid product strategy and a keen understanding of the market, is essential to ensure sustainable growth and healthy profitability.



# 1

## Sourcing: Identifying technological opportunities

The investment process begins with the identification of sectors and sub-sectors offering high technological potential, environmental and social sustainability, and promising market prospects. In this phase, emerging trends and technological innovations are analyzed, particularly in the following areas:

- **Healthcare**

A crucial sector for human well-being, it offers investment opportunities in cutting-edge medical technologies that can transform healthcare and meet growing demand on the global market.

- **Green technologies (cleantech)**

Interest in cleantech focuses on its ability to develop innovative products that reduce emissions and improve energy efficiency, thereby meeting growing demand in the industrial, transport and consumer sectors.

- **Security and privacy**

With cyberthreats on the increase, technologies focused on data security and privacy protection are paramount. ADVANS LAB seeks to invest in solutions that not only protect sensitive information, but also anticipate future threats.

- **IT**

This core sector of technological innovation offers investment opportunities in solutions that are transforming the digital future. The rapid evolution of software, cloud computing and artificial intelligence is boosting efficiency and connectivity on a global scale. Among these advances, quantum computing stands out for its revolutionary potential, opening up new perspectives in research, cryptography and optimization. ADVANS LAB identifies quantum computing as a key opportunity to shape the future of digital innovation.

This analysis enables us to prioritize opportunities that combine technological innovation, market potential and fit with ADVANS LAB's ESG criteria, while emphasizing the importance of product quality and market competitiveness.

## 2

### Due Diligence and Execution

Once an opportunity has been identified, the teams carry out in-depth due diligence to assess the technological viability, associated risks and market objectives of the target companies. The process includes:

- **Technological capacity assessment**

The soundness of the proposed technical innovations is analyzed, as well as their potential for evolution and their relevance to market needs. ADVANS LAB also examines the suitability of the founding team to bring the innovation to market.

- **Market analysis**

An in-depth study of target market segments is carried out, as well as of competition and growth opportunities. This assessment is essential for understanding product positioning and long-term profitability prospects.

- **Analysis of Product-Market Fit and Evolution**

A key aspect of due diligence is the assessment of Product-Market Fit. Attention is paid to how well the product or service meets a specific market need, and to what extent it is accepted by users. In addition, the company's ability to adapt and evolve its offering in response to market feedback and changes in the competitive environment is also analyzed. This flexibility is crucial to ensuring that the company can not only maintain its Product-Market Fit in the short term, but also improve it in the long term, thus guaranteeing sustained growth and commercial solidity.

- **Integration of ESG criteria**

The integration of ESG criteria is an important aspect of evaluation. ADVANS LAB ensures that companies contribute to the Sustainable Development Goals (SDGs), by identifying the specific objectives they address, such as resilient infrastructure, gender equality, and sustainable economic growth.

# 3

## Portfolio monitoring: Continuous performance monitoring

After the investment, ADVANS LAB teams closely monitor the companies' progress, focusing on the achievement of technological objectives and market performance:

- **Quarterly Performance Report**

Every three months, a monitoring document is produced detailing technological advances, product achievements and market traction, while including an ESG section to measure companies' sustainable practices.

- **Meetings with project leaders**

Regular meetings are organized with the founders of portfolio companies. These meetings provide an opportunity to review technological advances, challenges and development strategies. They also provide an opportunity to offer personalized support, adjust action plans if necessary, and ensure that the company remains aligned with its growth and market objectives.

- **Annual Seminar with Portfolio Startups**

Once a year, ADVANS LAB organizes a seminar bringing together all the startups in the portfolio. This event is designed to foster the sharing of experiences, encourage collaboration between the different companies, and offer training sessions on key topics such as technological innovation, product development and market strategies. The seminar is also an opportunity for startups to meet industry experts, potential investors and other strategic partners.

## 4

## Output: Enhancing Innovations and Creating Long-Term Value

As a private equity fund, ADVANS LAB is not subject to the short-term profitability pressures typical of traditional funds. This independence enables us to take a long-term view, focusing on sustainable value creation and supporting companies until they reach their full technological and commercial potential.

The approach is to support companies beyond the initial phases, giving them the time they need to refine their innovation, consolidate their market position and maximize their product-market fit. When preparing an exit, financial results are assessed, as well as the technological and strategic advances made. Exit strategies are adjusted according to market conditions, while maintaining optimal company valuation. This long-term approach ensures that value is maximized at the time of exit, by ensuring that each investment has reached an optimal stage of maturity.





## Chiffres clés



16

companies  
invested since the  
establishment of  
Advans Lab.



5

companies  
invested in 2024.



310K€

Amount invested  
in 2024.



119

No. of positions  
created ever.



2 580 000 €

Total investment  
portfolio.



1 025 000 €

First investment



3 866 000 €

Total exit amount



26M & 4W

Ratio of  
management to co-  
founders  
(13% of co-founders  
are women)

# Our portfolio



Our portfolio of startups embodies the innovative strength and bold vision at the heart of our mission. We are proud to support talented entrepreneurs who turn promising ideas into tangible successes, while shaping the future of industries. These collaborations reinforce our commitment to sustainable growth and technological excellence.

## Secure access to critical infrastructures, where every second counts.



**“** In a world of ever-increasing digital threats, we founded Akidaia to build strong security that's accessible to everyone, and protects what really matters.

**Gaël Lededantec**, CEO and co-founder  
AKIDAIA

Akidaia is a key player in the field of digital security and access management, with a clear mission: to protect critical infrastructures and industrial sites against internal and external threats. Their flagship solution, the minibox, offers a unique non-connected access control technology based on a decentralized, smartphone-based approach. As a result, companies can ensure that only authorized people access critical resources, at the right time, even on a sensitive or completely isolated site.

This start-up is particularly focused on sectors where security is paramount, such as energy, transport and public infrastructure. By combining flexible digital identifiers (badges, cards and mobile devices) with centralized management, Akidaia not only improves security, but also the operational efficiency of companies. With its expertise in cybersecurity and identity management, Akidaia is committed to transforming security standards in critical industries.

## A new-generation quantum computer for unrivalled future computing power.



“ By building a new-generation trapped-ion quantum computer in France, we are completing the spectrum of French quantum strategy.

**Quentin Bodart**, CEO and founder  
CRYSTAL QUANTUM COMPUTING

CRYSTAL QC stands out in the technological landscape as a pioneer in quantum computing with trapped-ion technology and a so-called "Rydberg" quantum gate. Quantum computers like CRYSTAL QC's are ideally suited to solving calculations involving large volumes of information. Thanks to the intrinsic speed advantage of the Rydberg gate over competing technologies, CRYSTAL QC aims to increase the quantum computing power available to future customers.

This will open up new applications in a wide range of fields, such as pharmacological R&D, cryptography and industry. As quantum computers improve the efficiency of industrial processes, a reduction in the environmental impact of the activities concerned is expected, for the same volume. CRYSTAL QC, thanks to its team of experts in quantum physics, is committed to leading the next great technological revolution by bringing quantum computing within the reach of forward-thinking companies to give them a major strategic advantage.



## Mastering the last mile to reduce carbon footprint.



“ Every kilometer counts in building a sustainable future-it's our mission to make logistics greener and more efficient.

**Béatrice Leduby**, CEO and founder of DEKI

DEKI is emerging as a future leader in the development of digital solutions dedicated to optimizing the last mile and reducing companies' carbon footprint. The startup offers a comprehensive platform that meets the critical needs of companies seeking to transform their logistics operations in an efficient and sustainable way. Through its Transport Management System (TMS) for optimization and impact management, DEKI makes it possible to plan and execute deliveries with greater efficiency, maximizing the use of available resources and reducing the impact of these deliveries.

In addition, DEKI offers an Impact and Optimization API that integrates easily with existing systems, providing powerful tools for calculation and analysis. This API enables companies to adjust their operations to maximize environmental and economic gains. Finally, DEKI's impact measurement barometer provides precise indicators to assess the effectiveness of sustainability strategies implemented, guaranteeing total transparency on progress made. Thanks to this integrated approach, DEKI helps companies achieve their sustainability objectives while improving their logistics performance. DEKI's innovation lies in its ability to perform these optimization calculations in real time and per delivery (vs. the averages currently used on the market).

## Delivery that respects restaurateurs, delivery drivers and gourmets.



**“** We want every delivery to be equitable: fair for restaurateurs, rewarding for delivery drivers, and accessible for gourmets.

**Raphaël Pousse**, CEO and co-founder of DELICITY

DELICITY has positioned itself as the first fair delivery platform, with the mission of transforming the traditional meal delivery model into a fairer system for all involved. The startup is committed to offering an alternative to traditional platforms, enabling restaurateurs to deliver to their customers without incurring exorbitant commissions, while guaranteeing better remuneration for delivery drivers. This approach aims to create an ecosystem where each stakeholder benefits from a more balanced and sustainable relationship.

In addition to offering a high-quality delivery service at a competitive price for consumers, DELICITY places fairness at the heart of its business model. The platform strives to make meal delivery more accessible, while respecting the interests of restaurateurs and delivery drivers alike. By adopting this equitable approach, DELICITY is reinventing the online culinary experience, promoting fair business practices and offering gourmets a service that is both responsible and affordable.

## Remote industrial inspection, efficient and durable.



**I** believe that industrial inspections should no longer be a constraint. With Inspecto, we free companies from physical limitations and propel them towards a more efficient and sustainable future.

**Christophe Renaud**, CEO and co-founder INSPECTO

Inspecto DQI is quality management software designed for manufacturers with exacting requirements. It digitizes the monitoring of quality activities through a SaaS-based solution, available on PCs, smartphones and tablets. With Inspecto, inspections, controls and audits are 100% digitized, avoiding the use of paper, Excel files and numerous emails. Non-conformities (NC), notifications, report writing and project documentation are tracked in rigorous workflows, guaranteeing real-time information sharing between the various stakeholders and compliance with ISO 9001 - 18001 - 45001 - 19443 standards, among others.

Inspecto DQI also incorporates remote inspection functions, which avoid the need for an inspector to travel to the site, and artificial intelligence for defect detection. Its use within the company is a formidable performance gas pedal, reducing operating costs and carbon footprints, and enabling efficient, transparent collaboration between all members of the supply chain.

## Intelligent monitoring of chronic diseases, for continuous, personalized care.

METYOS



By integrating technology at the heart of homecare, we pave the way for proactive, personalized management of chronic diseases, while making patients' lives easier and safer.

**Alexandre Boulanger**, CEO and co-founder METYOS

METYOS is an innovative company dedicated to preventing chronic diseases and improving treatment management. Their flagship solution is a wearable patch capable of measuring molecular biomarkers in real time, enabling continuous monitoring of health status. The device is accompanied by a self-monitoring application and a remote monitoring platform for physicians.

Aimed primarily at nephrologists and cardiologists, METYOS' first product improves the management of patients suffering from dyskalemia, a complication that particularly affects renal failure patients, but also dialysis patients, hypertensives and heart failure patients, with continuous monitoring of their potassium levels. The solution thus aims to reduce hospitalization, mortality and co-morbidities by preventing serious events and enabling patients to converse about life-saving treatments.

## The world's first voice data governance platform



**ff** We tell more secrets than we write. Every conversation is a gold mine, every word a nugget. We accompany the gold diggers and fight the looters.

**Brij Srivastava**, CEO and co-founder  
NIJTA

NIJTA is a Lille-based startup specializing in voice data governance and audio cybersecurity. Their solutions make it possible to anonymize biometric data and the personal information contained in this data, and thus to store, share and use it without infringing regulations relating to personal data. Its solutions also help prevent voice identity theft, such as voice deepfakes or vishing attempts, which represent a growing threat.

Offered as SaaS or on-premise software, NIJTA's solutions operate using artificial intelligence-based technology and are capable of handling over a hundred languages. What's more, NIJTA's main customers come from a wide variety of sectors, including banking, media, healthcare and call centers, and benefit from real-time anonymization, guaranteeing compliance and optimization of voice data.



## Exploit your restaurant's full potential with a digital solution that enriches the customer experience.



“ Our repeated experience with restaurateurs has convinced us that simplifying operational management and boosting the customer experience is in fact the winning recipe for focusing on what really matters: delighting customers.

**Pierre Marciniak**, CEO and co-founder  
OWNEAT

OWNEAT is at the heart of the digitalization of France's fast-growing catering industry. Faced with the challenges of the sector, notably the shortage of manpower, OWNEAT offers a digital platform that simplifies order-taking and payments, while increasing the average basket and improving the customer experience. With no download or account creation required, the solution integrates easily into existing restaurant operations.

OWNEAT stands out by optimizing table rotation, saving consumers time and increasing tips. Its business strategy targets independent restaurateurs first, then chains, with a model based on an affordable monthly subscription and commissions on transactions.

## Rediscover the pleasure of hearing in noise with smart, elegant glasses.



“ When you can finally hear clearly without feeling different, that's when technology really makes the difference. With Pulse Frames, we combine style, comfort and performance to give people back the pleasure of listening.

**Manuel and Thibaud**, co-founders  
PULSE AUDITION

PULSE AUDITION improves speech perception in noisy environments with its innovative "Pulse Frames" hearing glasses. Using artificial intelligence, these glasses offer a discreet and effective solution for people with mild to moderate hearing loss, while avoiding the stigma of traditional hearing aids. They combine aesthetics and performance, enhancing users' quality of life.

PULSE AUDITION's strategy is based on partnerships with opticians, enabling customized lenses and a better customer experience. The startup is targeting adults aged 40 to 75, a market that is still under-exploited, with the ambition of revolutionizing the hearing sector by combining fashion, technology and performance.

## Predict failures at 36 months and eliminate critical interruptions with SeADvance.

SeADvance



“ At SeADvance, we don't just predict failures, we eradicate or mitigate them before they become a problem. With a 36 month lead, our industrial and military customers finally have total control over their critical equipment.

**Fabrice Ravignon**, CEO and founder  
SEADVANCE

SeADvance, a French deeptech start-up born of military and nuclear needs, introduces a new generation of predictive maintenance for electromechanical equipment. Backed by artificial intelligence customized to the equipment, SeADvance provides breakdown predictions for up to 24/36 months (well beyond the current standard of 10 days), so that you no longer have to suffer the breakdown of equipment critical to the plant's availability or safety.

SeADvance stands out for two major innovations: (i) the elimination of breakdowns deemed critical over the next 24 or 36 months (by anticipating maintenance actions), and (ii) the systematic availability of the right spares on the day before a breakdown and in the right place for the rest of the breakdowns. For the equipment supervised by SeADvance, breakdown is no longer a contingency, and there is no longer any unscheduled maintenance. SeADvance is designed for high-stake sectors such as transport, utilities, nuclear and defense.

Brand-name, like-new eyewear at discounted, eco-friendly prices.

**SEECLY** ●●



“ At Seeclly, we're revolutionizing the way you buy eyewear: top brands, reconditioned to perfection, at rock-bottom prices, all while taking care of the planet. Why pay more for new?

**Pauline Marmoyer**, CEO and founder of SEECLY

SEECLY is Europe's first marketplace dedicated to the purchase and resale of second-hand eyewear, offering a sustainable and cost-effective alternative to new glasses. Each pair is inspected, reconditioned and adapted to the buyer's visual needs, including lens replacement and compliance with the strictest optical standards.

Thanks to a strategic partnership with Krys, SEECLY offers a wide range of brand-name eyewear at discounted prices, while benefiting from the expertise of an optical leader. Together, they extend the life of eyewear, reducing the ecological footprint of the optical industry while guaranteeing quality and customer service.

## Accelerate your generative AI with innovative technology at up to 20 times lower cost.



**ff** We've created something truly radical: imagine AI computing costs reduced by a factor of 20, while consuming less energy. It's more than a technological breakthrough; it's a revolution in the way you manage your data.

**Gilles Hamou**, CEO and co-founder  
UPmem

UPmem is revolutionizing generative Artificial Intelligence computing by developing a technology that overcomes traditional “memory wall” limitations. Their innovative solution integrates processors directly into DRAM chips, enabling a significant increase in performance while reducing energy consumption and costs. This technology offers processing costs up to 20 times lower than GPU-based reference solutions. It is compatible with DDR/DIMM standards, making it easy to integrate into existing infrastructures.

UPmem's target market includes computer servers, a rapidly expanding sector with growing demand for solutions capable of handling ever-larger volumes of data. This also applies to the smartphone market, which aims to integrate AI computations that are currently outsourced to cloud services. UPmem's business model focuses on selling chips in collaboration with DRAM manufacturers. The company also emphasizes a strong intellectual property strategy to protect its innovations. With a first-generation silicon chip already commercialized, UPmem is positioning itself as a potential leader in next-generation data processing. By offering a solution that combines performance, energy efficiency, and seamless integration, UPmem is preparing to transform modern IT infrastructures.



Transform your audiovisual content  
with a platform that automates, enriches  
and monetizes in real time.



“ We turn every moment of an event into a memorable one, while modernizing the distribution and monetization of digital media.

**Cristian et Thomas**, co-founders WILDMOKA

Based in Sophia Antipolis, Wildmoka specializes in the automation, enrichment and monetization of audiovisual content. Its cloud platform, Digital Media Factory, enables broadcasters to create and distribute videos in real time or slightly delayed, meeting fans' expectations for personalization and immediacy. Tools such as Moments Share and Moments Replay automatically capture key moments in live events and maximize engagement on social networks.

Acquired by Backlight, backed by a \$200 million investment, Wildmoka's customers include France Télévisions, Canal+ and beIN Sports. Present on three continents, the company continues to expand its global influence in the digital media industry through strategic partnerships.



The digital version of this document complies with the Web Content Accessibility Guidelines (WCAG 2.2) and is ISO 14289-1 certified. Its ergonomics enable people with motor disabilities to navigate through the PDF using keyboard commands. Accessible to the visually impaired, it has been marked out so that it can be transcribed vocally by screen readers, in its entirety, from any computer medium.



**ADVANS GROUP** | [www.advans-group.com](http://www.advans-group.com)

Marketing and Communication Direction  
191 Avenue Aristide Briand, 94230 Cachan