



PITCH@PÔLE IS A PROGRAMME THAT ALLOWS START-UPS AND ENTREPRENEURS TO PITCH THEIR IDEAS FOR DIGITAL SERVICES AND SOLUTIONS TO THE FRENCH PES ONCE OR TWICE A MONTH. A NUMBER OF PROJECTS ARE THEN SELECTED AND PILOTED FOR THREE MONTHS WHILE BEING FUNDED BY THE FRENCH PES. IF SUCCESSFUL, THE FRENCH PES WILL BUY THE LICENCE FOR THE SERVICE

## Pitch@Pôle

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### FRANCE

The main challenge addressed by the practice is the quantity of proposals for new digital services received almost daily by French PES directors. It is difficult for the French PES to evaluate all of them as well as giving feedback to all. Pitch@Pôle provides people external to the French PES with a chance to present their ideas for new digital services and solutions for the French PES. More recently thematic areas were created within the Pitch@Pôle programme to streamline proposals. This also makes it easier for experts on the topic to be invited to provide feedback on the proposals submitted.

Name of the PES	French PES (Pôle emploi)
Scope of measure	National
When was the practice implemented?	2017 – ongoing
What was the driver for introducing the practice? Was it internal or external?	<p>The external driver was that many people were contacting the French PES to suggest new ideas for services that they want to develop for the French PES. The Pitch@Pôle programme allows for the presentation and evaluation of these ideas on a once or twice monthly basis on pre-advertised dates so that PES directors can evaluate all project ideas at the same time in a structured way, making the process more efficient.</p> <p>The internal driver for the programme is the French PES' innovation strategy - Pitch@Pôle is part of the Open Innovation pillar of this strategy.</p>
Which organisation was involved in its implementation?	French PES
Which groups were targeted by the practice?	People that have ideas for digital solutions (start-ups, big companies or individuals). The indirect target group are the jobseekers that can benefit from the use of more efficient and innovative digital services.
What were the practice's main objectives?	The objective is to allow people that have ideas for innovative digital services to develop them and become service providers for the French PES.
What activities were carried out?	<ul style="list-style-type: none"> <li>► Pitch@Pôle sessions are organised every month. In order to participate, start-ups and entrepreneurs submit a short two-minute video to present their service or idea. For each 'Pitch' six candidates are invited to the French PES headquarters in Paris to present a ten-minute pitch to the PES directors as well as participate in a 10-minute question and answer session. The French PES selects the two best proposals for a three-month pilot of the services/ideas being proposed.</li> <li>► The successful candidates of Pitch@Pôle get a proof of concept (POC) and can use the French PES' data to test if the services they present are efficient for the clients of the PES.</li> <li>► After the pilot period, if the French PES decides that the service would be useful for its clients, it can buy the licence for the service.</li> </ul>
What resources and other relevant organisational aspects were involved?	<p>In the first year the French PES organised one Pitch@Pôle session every month. Now one or two Pitch@Pôle sessions are organised every month. The Pitch@Pôle sessions take place in the French PES headquarters in Paris.</p> <p>As of December 2018, a website will be launched, and all video service ideas sent by candidates will be available on it.</p>
What were the source(s) of funding?	Funded by the French PES

What were the outputs of the practice: people reached and products?	<p>The outputs for the Pitch@Pôle programme include the following:</p> <ul style="list-style-type: none"> <li>▶ 337 candidates have applied for the Pitch@Pôle</li> <li>▶ 116 candidates were invited to go to Paris to present their project idea in person, with 102 candidates actually going to Paris.</li> <li>▶ 30 % of the candidates that presented their ideas in person won a POC (proof of concept)</li> <li>▶ 60 % of the candidates that won a POC got another contract with the French PES to provide the service.</li> </ul>
What outcomes have been identified?	<p>The French PES' Pitch@Pôle programme provides a forum for the presentation of ideas for new digital PES services and solutions. New innovative services have been presented and are used by the French PES (e.g. Glazedigital, Tokywoky, Empowerment Lab etc.).</p>
What are the lessons learnt and success factors?	<p>The lessons learnt include:</p> <ul style="list-style-type: none"> <li>▶ Thematic areas have now been introduced into the Pitch@Pôle so that experts on the topic can also participate and provide feedback.</li> <li>▶ The dates of the Pitch@Pôle sessions are shared one month in advance to allow French PES directors from regional and local offices to attend the sessions held at the French PES headquarters in Paris or to send someone on their behalf.</li> </ul> <p>The success factors include:</p> <ul style="list-style-type: none"> <li>▶ Everyone who has an idea for a new service is given a chance to present his/her ideas.</li> <li>▶ The data of the French PES are made available for the winners of the Pitch@Pôle so that they can test whether their project would be viable for PES users.</li> </ul>



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