

## **Yole Développement announces foundation of BLUMORPHO**

*BLUMORPHO will create value from innovation*



**Lyon, France – February 17, 2015:** Today [Yole Développement \(Yole\)](#), the market research, technology and strategy consulting company announces the founding of daughter company, [BLUMORPHO SAS](#).

*BLUMORPHO's mission is to create value from all forms of innovation.*

BLUMORPHO is developing businesses for its customers by building a dynamic marketplace and is active all along the innovation chain, from research to market.

The spin-off will undertake Yole Finance Innovation activities dedicated to supporting technology exploitation, young companies' maturation and intellectual property portfolio optimization.

*"BLUMORPHO is operating an innovative business model in marketing a portfolio of attractive technologies to serve industrial needs and demand", explains **Géraldine Andrieux Gustin, CEO & Co-founder of BLUMORPHO**. "We facilitate access to technologies and innovations with added value for industrial companies. Based on Yole's expertise, and our hands-on experience, we identify bankable challenges in different industries and we match them with relevant solutions and technologies to address those needs. As a trusted third party active throughout the ecosystem, BLUMORPHO supports successful innovation processes", she adds.*

The concept of this new business model has been tested and validated in the course of [COWIN, which was](#) initiated and led by Géraldine as Yole Finance's Senior Partner. Sponsored by the [European Commission](#), COWIN was dedicated to facilitating the commercial exploitation of results from European research projects on smart systems. From 2010 to 2014, COWIN generated about 25 million Euros' worth of investment opportunities in technology exploitation ([Press release – July 2014](#)).

*"The launch of BLUMORPHO is a natural continuation of COWIN. BLUMORPHO will contribute to maintaining COWIN's momentum by working in close collaboration with European technology owners engaged in driving their innovations to market," highlighted BLUMORPHO's CEO & Co-founder.*

BLUMORPHO provides different services including securing the perfect match between companies in industry and research and technology organizations. BLUMORPHO supports also start-ups in facilitating access to customers and strategic partners while defining their business model and strategic positioning. The company drives forward operational activities throughout maturation, including accessing funding. BLUMORPHO also addresses industrials' needs in identifying the key solutions, technical and financial resources for successful innovation.

*"In promoting valuable solutions to industrials with a concrete ambition to invest in innovation, BLUMORPHO will enlarge the scope of Yole's activities and coverage, with a butterfly effect of generating value for its customers", says Jean-Christophe Eloy, CEO & President, Yole.*

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**About Yole Développement – [www.yole.fr](http://www.yole.fr) / [www.i-micronews.com](http://www.i-micronews.com)**

Founded in 1998, Yole Développement (Yole) has grown to become a group of companies providing marketing, technology and strategy consulting, media in addition to corporate finance services. With a strong focus on emerging applications using silicon and/or micro manufacturing, Yole has expanded to include more than 50 collaborators worldwide covering MEMS, Compound Semi., LED, Image Sensors, Optoelectronics, Microfluidics & Medical, Photovoltaics, Advanced Packaging, Manufacturing and Power Electronics. We support industrial companies, investors and R&D organizations worldwide to help them understand markets and follow technology trends to develop their business.

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- @Micronews, weekly e-newsletter
- Technology Magazines dedicated to MEMS, Advanced Packaging, LED and Power Electronics
- Communication & webcasts services
- Events: Yole Seminars, Market Briefings

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