

EDHEC and Ring Capital launch *GENERATIONS Powered by EDHEC*, a startup investment fund to support social and environmental change

For immediate release

Paris, 19 October 2023 – EDHEC Business School and Ring Capital are proud to announce the creation of *GENERATIONS Powered by EDHEC*, an impact seed fund for socially- and environmentally-responsible startups. The fund will be co-managed by [Ring Capital](#), a private equity firm dedicated to supporting startups that impact our world through responsible commitments and actions. This initiative demonstrates EDHEC and Ring Capital's shared ambition to support entrepreneurial projects that drive social and environmental change.

EDHEC was among the first European business schools to focus on entrepreneurship, opening its first startup incubator in 2010. Today, EDHEC's incubators¹ launch 70 startups annually, more than half focusing on solving social and environmental challenges. As part of its ongoing commitment to responsible entrepreneurship, including introducing a unique [Responsible by Design](#) methodology for incubated companies, EDHEC is taking the next step and joining forces with Ring Capital to create *GENERATIONS Powered by EDHEC*. This seed investment fund will support a new generation of entrepreneurs passionate about combining financial performance and social commitment.

A partnership with impact

EDHEC chose Ring Capital to manage the *GENERATIONS Powered by EDHEC* fund because they represent the standard in impact investing. Ring Capital will contribute its expertise to identify, finance, and support entrepreneurs seeking innovative solutions to the world's most pressing challenges. EDHEC will also benefit from Ring Capital's impressive track record in identifying impact projects and its industry-leading operational support services. When combined with the strength of EDHEC's network, the *GENERATIONS Powered by EDHEC* fund offers a unique value proposition for impact entrepreneurs in their seed phase.

Research and entrepreneurship to benefit future generations

This new fund will be financed with up to 20 million Euros from the EDHEC Business School Foundation (EDHEC sold Scientific Beta² in January 2020) and school alumni. The fund's creation illustrates the strength of EDHEC's unique model, "Research for Business."

"In the face of pressing societal challenges, we are proud to invest the proceeds of our high-value-added research in supporting impact projects," said Emmanuel Métais, Dean of EDHEC Business School. *"Encouraging entrepreneurship is part of our DNA. By creating *GENERATIONS Powered by EDHEC*, we aim to support entrepreneurs who put all their energy into creating a sustainable transformation of the economy and society. In doing so, we create a virtuous circle: the value of our research allows us to nourish impact entrepreneurship, which will finance new solidarity projects for the EDHEC Foundation*

¹ EDHEC Entrepreneurs has startup incubators at Station F in Paris, the Jean Arnault Campus in Roubaix, and Sophia Antipolis in Nice (Tech Forward). These incubators have launched successful startups such as Yuka, 900.care, and Birds for Life.

² Backed by high-level research, Scientific Beta designs, produces and commercialises alternative indices of listed equities (smart beta) and tools for analysing performance and financial, social and environmental risks on these indices.

tomorrow. We are very pleased to be associated with Ring Capital, whose financial expertise and commitment to society are widely recognized."

The *GENERATIONS Powered by EDHEC* fund supports companies in their seed and development phases. It will be open to requests for funding from EDHEC graduates and institutional investors. The fund aims for a target size of 40 million euros. Fifty percent of all profits will be directed back to the EDHEC Business School Foundation to accelerate its ambitious scholarship programme.

To identify, finance and accompany startup companies, *GENERATIONS Powered by EDHEC* will have a dedicated team, including two investors from Ring Capital: Gaspard Martin (EDHEC 2018, ex-MAIF Avenir) and Sibylle Behaghel (EDHEC 2020, ex-50 Partners). The team will also include three experienced EDHEC venture partners: Sandra Armstrong (EDHEC 1993), Jean-François Drweski (EDHEC 2004), and Didier Kuhn (EDHEC 1992).

A unique investment model

GENERATIONS Powered by EDHEC is a unique fund mobilizing multiple generations - alumni, entrepreneurs, and investors – behind a common goal: transforming the entrepreneurial ecosystem to tackle significant societal challenges.

The fund will be open to EDHEC graduates and entrepreneurs who want to positively impact the global economy and society. Ring Capital will select projects based on their potential to innovate in environmental transition, health and well-being, responsible consumption, as well as equity and inclusion.

"We are witnessing the emergence of a new generation of entrepreneurs who are keen to propose solutions to the social and environmental challenges of our time," said Ring Capital co-founder Nicolas Celier. *"They are innovating and finding business models that enable them to align financial performance with impact performance. To achieve this, they must be supported by investors who understand the challenges. This is a unique opportunity for impact investors to identify and support these entrepreneurs, helping them to solve the biggest challenges facing the next generation. We're delighted to have been chosen by EDHEC, a school that stands out for its dynamism, commitment, and values to put our experience and ecosystem to work on this mission."*

A community dedicated to positive change

The *GENERATIONS Powered by EDHEC* fund will benefit from EDHEC's vast entrepreneurial ecosystem, which offers an impressive reservoir of knowledge and skills training in responsible entrepreneurship and innovation. EDHEC offers research in global entrepreneurship, degree programmes such as the MSc in Entrepreneurship and Innovation, entrepreneurial mentoring, workshops for key startup team members, and a network of experts that includes many EDHEC alumni and partners dedicated to environmental transition. In addition, entrepreneurs can immediately access the *Responsible by Design* methodology by EDHEC Entrepreneurs to build companies that meet sustainable economic, social, and environmental performance criteria from Day 1.

With this new fund, EDHEC aims to promote a "regenerative" business model that will positively impact society and the environment.

GENERATIONS Powered by EDHEC

- **Target size:** €40M
- **EDHEC participation:** €20M
- **Startups supported:** Pre-seed and Seed
- **Launch horizon:** 5 years
- **Number of projects financed:** 40

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About EDHEC Business School

EDHEC is an international business school with more than 110 nationalities represented on campuses in Lille, Nice, Paris and Singapore. With 50,000 alumni in 130 countries and learning partnerships with 290 institutions worldwide, EDHEC educates the leaders of tomorrow: men and women who are determined to solve the most pressing economic, social, technological, and environmental challenges of our time.

EDHEC's unique research model is rooted in public service: to society, to business, and to higher education. A hub of excellence, innovation and diversity, EDHEC's mission is to educate future generations in a world in constant transformation.

The School has developed a unique model founded on research of real practical use to society, companies and students. EDHEC is a centre of excellence, innovation, experience and diversity, focused on impacting future generations in a fast-transforming world. The School exists to make a positive impact on the world.

EDHEC by the numbers:

- 8,600 students in undergraduate and graduate 175 professors and researchers, 13 research centres
- 5 campuses and a digital platform devoted to 100%-online certificate and degree programmes: EDHEC Online
- EDHEC Entrepreneurs is the second-largest programme partner at Station F, the world's most extensive startup campus. The Jean Arnault Campus in Roubaix, in partnership with LVMH and the Institut des Vocations pour l'Emploi (LIVE), is dedicated to entrepreneurship, innovation, and inclusion.
- 23 undergraduate and graduate programmes: Bachelors (BBA and BSc), Masters in Management, Masters of Science (MSc), MBA (Full-time and Executive MBA), PhD (Finance)
- A multitude of continuing education options for managers, business leaders, and entrepreneurs offered through EDHEC Executive Education (certificates and degree programmes)

About Ring Capital

Ring Capital is dedicated to impact investing and offers financing and support to entrepreneurs focused on combatting significant social and environmental challenges. The company offers three investment options: Ring Altitude (€165m) supports mature, profitable companies as they scale up, notably through internationalization and external growth; Ring Mission (€66m) finances Series A start-ups; and Ring Foundation offers philanthropic opportunity to invest in and support tech associations dedicated to promoting inclusion in our society.

Founders Geoffroy Bragadir, a successful web entrepreneur (founder and ex-CEO of Empruntis), and Nicolas Celier, ex-partner of Alven Capital, are supported by an investment team of first-rate operational executives (ex-Criteo CTO, web marketing and data experts, etc.) and recognized investors. Ring Capital is further supported by a community of experts and mentors within Ring2Success, a support program dedicated to portfolio companies. To learn more, visit: <http://www.ringcp.com/>