

Meta

L'ORÉAL
FRANCE

META LAUNCHES A STARTUP ACCELERATION PROGRAM DEDICATED TO CREATIVITY IN THE METAVERSE IN PARTNERSHIP WITH L'ORÉAL GROUPE IN FRANCE

With program based at STATION F, Meta, in partnership with L'Oréal Groupe in France, wants to encourage the development of a creative and inclusive metaverse ecosystem, by supporting French entrepreneurship. Applications are open until November 20th 2022.

Paris, October 24th 2022 – Meta is partnering with L'Oréal Groupe in France to launch the first startup acceleration program dedicated to creativity in the metaverse. Located at STATION F, in Paris, with the support of Incubateur HEC Paris, this initiative aims to support and empower startups that will build an inclusive and creative Metaverse and Web3 ecosystem.

This program will support 5 entrepreneurial startups, in accelerated phase of development, from January to June 2023. A jury of experts from Meta and L'Oréal will select participants with a strong dimension of inclusivity and diversity in their projects. The applications are open until November 20th 2022.

The selected group will include projects from 3D production to AR/VR/MR technologies, avatar creation and their portability, user experience, token economy, and other topics related to Web3 subjects.

The acceleration program will include interactions and conferences at STATION F, where startups will have access to all the resources of the world's largest startup campus (investor community, perks, workshops...) and a dedicated workspace. Meta AI researchers and L'Oréal experts will also offer mentorship.

Laurent Solly, Vice President Southern Europe Meta: “We are proud to associate ourselves to L'Oréal thanks to this ambitious project which aims to support the French startup ecosystem, that will have a key role in the building of a shared, creative and inclusive metaverse. ”

Asmita Dubey, Chief Digital & Marketing Officer L'Oréal: “Creators are at the heart of the Metaverse. The program aims to support & empower the ecosystem that will build it, and that can pave the way to go beyond story telling – to a brand story living, in accordance with our values – to be inclusive, diverse, sustainable by design.”

To apply for the program – click [here](#)

About Meta

Meta builds technologies that help people connect, find communities, and grow businesses. When Facebook launched in 2004, it changed the way people connect. Apps like Messenger, Instagram and WhatsApp further empowered billions around the world. Now, Meta is moving beyond 2D screens toward immersive experiences like augmented and virtual reality to help build the next evolution in social technology.

About L'Oréal in France

Born in France in 1909, the L'Oréal Group has become the world's leading beauty player, has devoted itself to one thing only: fulfilling the beauty aspirations of consumers around the world.

Our purpose, to create the beauty that moves the world, defines our approach to beauty as inclusive, ethical, generous and committed to social and environmental sustainability. With ambitious sustainability commitments in our L'Oréal for the Future program, we offer each and every person around the world the best in terms of quality, efficacy, safety, sincerity and responsibility, while celebrating beauty in its infinite plurality.

With more than 14,000 committed employees and a territorial and industrial base including 11 manufacturing plants, the L'Oréal Group in France maintains a strong presence in In this context, "L'Oréal France" brings together the activities of the four operational divisions of the Group on the French market and our distribution centers in France, preserving their individuality and particularities, depending on the distribution channels. With a portfolio of more than 50 brands (L'Oréal Paris, Lancôme, La Roche-Posay, Kérastase, etc.) including more than 20 mainly marketed in France (Mixa, DOP, Narta, Cadum, etc.), France is the 3rd country of the L'Oréal Group in terms of turnover and produces more than 26% of world production.