

IDEMIA launches iCube, an innovation and incubation program in India

IDEMIA launches iCube, an innovation and incubation program where the Group will offer its expertise and technology to innovative startups and developers in India.

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IDEMIA, the global leader in Augmented Identity, launches iCube, an innovation and incubation program to support and assist Indian startups that leverage Augmented identity. In a fast-changing digital environment, Identity has become an indispensable building block for making businesses and cities safer and smarter in a vast range of environments and usages including financial services, healthcare, education, food sustainability, smart cities, IoT, e-Governance, e-commerce, travel & mobility, telecom, defense and more.

IDEMIA addresses these new challenges and needs with the launch of iCube, a program designed to assist and speed up startups and innovators in their product development and commercial roll-out.

> *IDEMIA has always been at the cutting edge of innovations in making the world a smarter and safer place. We are delighted to enable startups and developers to leverage the innovations we originally developed for corporations and governments across the globe. I am thrilled that the IDEMIA Innovation and Incubation program – iCube – is launched in India, one of our most vibrant markets globally. Not only do I look forward to help startups to succeed in India, but I am equally excited about taking some of their solutions to our customers across the world. I look forward to this mutually rewarding and exciting journey of co-creation.*
>
> Pierre Barrial, President & Chief Executive Officer at IDEMIA

> *Innovation is the core of IDEMIA's identity. Over time, we have developed cutting edge solutions with a global impact in domains like Financial services, Citizen Identity, Telecom, IoT or M2M. Thus, we are delighted to announce the launch of iCube – the IDEMIA Innovation and Incubation program that will help build compelling solutions for a safer and better world. This program is designed to assist startups and innovators by providing them access to our expertise and technology. It aims to speed up their product development and help them get to market faster.*
>
> Sanjeev Shriya, Managing Director IDEMIA India

To further support developers and innovators, IDEMIA has opened its application program interfaces (APIs) and launched a credit program. In addition, IDEMIA's engineers and its industry experts will share their insights and knowledge during several sessions and talks.

iCube will also work closely with corporations in curating and co-creating solutions that may be mutually beneficial.

IDEMIA will engage with startups and innovators through the following programs:

- **Startup Assistance Program**
  An ongoing program providing eligible startups credits to use IDEMIA and partner organizations' technologies and products, APIs, SDKs, and other support
- **Accelerator Program**
  A curated 3-month program to help developers and startups become better prepared for market
- **Developer Program**
  A selected opportunity for startups to co-create solutions with IDEMIA's technology teams and business teams
- **Scale Fast-Track Program**
  A selected access for startups to IDEMIA's global client base and opportunity to jointly go to market with IDEMIA

iCube may also provide selected startups with office space in their world class incubation facility located in Noida, India. iCube has already partnered with Lumis Partners Supply Chain Labs and Freshworks to reach out to a wider range of startups and support them in their journey.

About us - IDEMIA, the global leader in Augmented Identity, provides a trusted environment enabling citizens and consumers alike to perform their daily critical activities (such as pay, connect and travel), in the physical as well as digital space.

Securing our identity has become mission critical in the world we live in today. By standing for Augmented Identity, an identity that ensures privacy and trust and guarantees secure, authenticated and verifiable transactions, we reinvent the way we think, produce, use and protect one of our greatest assets – our identity – whether for individuals or for objects, whenever and wherever security matters. We provide Augmented Identity for international clients from Financial, Telecom, Identity, Public Security and IoT sectors.
With close to 15,000 employees around the world, IDEMIA serves clients in 180 countries.

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your press contact(s).

MANISHA DUBEY

manisha.dubey2@idemia.com