

DISTREE EMEA announces partnership with start-ups rating agency Early Metrics

Participating start-ups eligible for in-depth analysis from rating agency Early Metrics. Provides an independent and objective analysis of start-ups' potential

ANTONY, PARIS, FRANCE, December 9, 2015 /EINPresswire.com/ -- DISTREE Europe, Middle East & Africa (EMEA) has announced an event partnership with start-up rating agency [Early Metrics](#). The alliance between the two organisations will give start-up and early stage companies in the consumer technology space access to professional analysis of their business. [DISTREE EMEA](#), the region's leading independent consumer technology channel event, takes place in Monaco from February 24-27th 2016.

Alexandra Sinson, Event Director for DISTREE EMEA, said: "Product lifecycles in the consumer technology space are getting faster and faster. The journey from start-up to 'must have' product can be



Sébastien Paillet, Founder at Early Metrics

rapid with crowdfunding and new channel models accelerating the process. DISTREE EMEA is a gateway for hardware start-ups looking to enter the region. The partnership with Early Metrics is another value-add for exhibitors that choose to use the service."

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All participating start-ups and early stage brands participating at DISTREE EMEA will have the opportunity to apply for an in-depth analysis by Early Metrics. A maximum of 12 companies will be selected from those that apply to take part. The process is conducted by experts through a series of high value-added interviews with senior company executives. The result is a full review that offers an external and objective review of each company's strengths and weaknesses.

The reports produced by Early Metrics are also used by investors, venture capitalists and blue chip companies looking to discover new opportunities in the hardware start-up scene.

The analysis of each company is private information and is only shared with potential investors and

third parties with permission from the start-up involved.

Sébastien Paillet, Founder at Early Metrics, commented: “We’re delighted to be associated with DISTREE EMEA 2016. Tomorrow, collaborating with start-ups will become a ‘must’ for global companies who will need to find new ways to innovate.”

“The event will be a way to promote great innovative start-ups of the industry and offer them visibility. It will also be an opportunity to drive more visibility among potential investors and interested parties about our range of solutions to help them find the best start-ups of tomorrow to collaborate with,” Sébastien Paillet added.

With more than 150 consumer technology brands set to attend DISTREE EMEA 2016, the Early Metrics analysis service will provide deep insight for many of the start-ups attending. Early Metrics will also hold a workshop session during DISTREE EMEA 2016, outlining its methodology and the benefits of its open innovation services to retailers.

Sinson added: “DISTREE EMEA has a proud tradition of helping new consumer technology brands make an impact in the region and build routes-to-market. Through this partnership with Early Metrics, these brands can access a valuable service that will enhance their long-term business prospects worldwide and also raise their profile with the global investment community.”

Confirmed DISTREE EMEA exhibitors will be sent an invitation to participate in the Early Metrics programme before the end of 2015. All vendors that have not yet confirmed and wish to attend DISTREE EMEA 2016 can register their interest at www.distree-emea.com

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