



Interviews – BNP Paribas – April 2008

First Session of the Club Innovation Finance

BNP Paribas: Continuing the series of stories about the group's innovation projects. We are with Nathalie Doré today to talk about the innovation finance club. Hello!

Nathalie Doré: Hello!

BNP Paribas: You are Head of Events and Development for the *Atelier* BNP-Paribas. Can you tell us what the Innovation Finance Club is?

Nathalie Doré: At *L'Atelier*, we are exploring new technologies explaining what they mean, etc. As we are a BNP-Paribas company, we wanted to share this reflection with the new community of innovators. That's why we created this club with the BNP-Paribas Quality Innovation and Studies team supported by Antoine Sire. Indeed, we organize meetings with the heads of innovation of BNP-Paribas to discuss with them how new technologies can be a lever of innovation in banking sector. One of our *Atelier* partner and a specialist attend these meetings because manners are very important to understand how new technologies can be used in our culture.

BNP Paribas: The first subject was social networks and virtual worlds. Why did you choose this subject?

Nathalie Doré: We choose them because we think they are very important for the future of the Web. Actually, on the web, social network became a reality. It is about a virtual space where each person can subscribe and be contacted by the other members whom have the same interests as an example. Facebook is one of those. The virtual worlds came from the games on Internet. It is about installation of a simulation on screen of the world having its own characteristics and its own figures. As an example, the Sims is a strategic life simulation computer game. Another example is, of course, Second Life. We can notice that these social networks and these virtual worlds are penetrating the economical world. We wanted to exchange around these topics with the members during the first dinner of the club and it gave us ideas of innovation. As an example, a customer can participate on a website, create with the bank new financial services.

BNP Paribas: How can we join the club?

Nathalie Doré: Well, thanks to the Web 2.0 tools, all the BNP-Paribas employees will soon be able to participate to our blog. And this blog will be at the end of the week the *Atelier's* part of the EchoNet page "Innovation Spirit".

BNP Paribas: Nathalie Doré, thank you.

Nathalie Doré: Thank you.