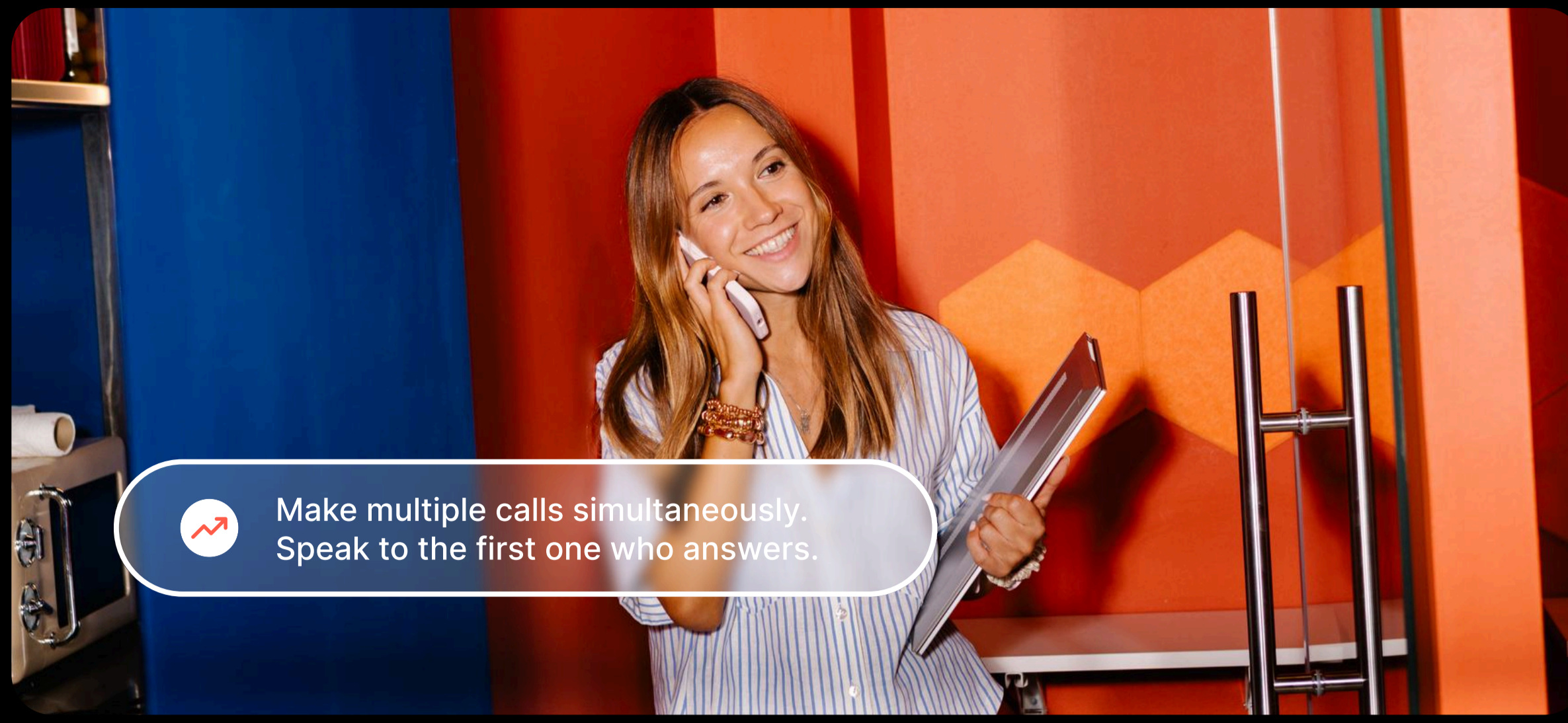


Positive launches Positive Builders, the programme that turns its employees into founders



Paris, June 30, 2026 – [Positive](#), What if Positive's next big innovation came from its own teams? That is the bet behind Positive Builders, the intrapreneurship programme Positive is launching today to support its employees in creating new products, from idea to market. The programme is already revealing its first success: Ubic, an AI tool that enables sales teams to call multiple prospects simultaneously and multiply the number of qualified conversations by 3 to 5. The solution, developed in-house, already has its first external clients.

A framework to go from idea to product

Positive Builders is Positive's intrapreneurship programme — a structured initiative that allows any employee to turn a field intuition into a marketable product. In practice, the programme provides access to dedicated development time, support from internal experts, technical resources, and go-to-market expertise. Open to the 400+ employees spread across the five countries where Positive operates, the programme rests on a simple conviction:

Innovation is not a department, it's a culture. If an employee identifies a problem and imagines a solution, we want to give them the means to build it. The best companies we could develop may already exist within our teams."

Mathieu Tarnus, founder and president of Positive

Innovation as a culture: the Positive AI Hackathon

Positive Builders is not a standalone initiative. It is part of a broader effort to democratise innovation within Positive, of which the AI Hackathon is another concrete expression. Held on 29 May 2026, this internal event brought together Positive's 470 employees around a simple challenge: turn a real-world problem into a functional AI-powered prototype in four hours. Not a coding contest — a rapid experimentation moment, open to everyone, regardless of role or technical expertise.

The projects submitted covered a wide spectrum: customer retention tools, internal process automation, commercial signal detection, content generators, cross-sell assistants.

Ten categories were recognised, from best use of existing data to the creativity award, including the Rookie Award and Most Likely to Ship, revealing the breadth of use cases identified by the teams themselves. The winning projects are moreover set to be taken over by dedicated tech and product teams, who will bring them to the level of maturity required for use in real-world conditions.

Intrapreneurship as a new model of innovation

Positive Builders is not just a product creation tool — it is a signal sent to talent that they can be entrepreneurs while being employees.

"Positive Builders gave me the space to seriously develop what I had in mind, with real support, field feedback, and the means to turn it into a product. Seeing Ubic go from an internal tool to a solution used by external clients — I couldn't have got there alone."

Benjamin Foraison, founder of Ubic

Positive Builders builds on an already active innovation ecosystem, which has given rise to Positive Signitic (email signatures), Positive Surfer (AI-powered content optimisation) and Positive User (customer engagement).

Ubic is the programme's first success story, and will soon be followed by further innovations.



About Positive

Positive is a leading European B2B SaaS player. The group provides marketing and sales teams with a suite of complementary solutions covering the key drivers of digital growth: Positive Surfer to enhance brand visibility on search engines through AI, Positive Iconosquare to manage their social media presence from a unified interface, Positive User to develop and nurture customer engagement, and Positive Signitic to professionalise email signature management at scale.

Majority-owned by its founders and backed by European investment funds, the company has multiplied its revenue fivefold in five years. Headquartered in Lille, Positive employs over 400 people across France, Germany, Italy and Poland. Customer data is hosted exclusively in France and Germany, in compliance with European digital sovereignty requirements.

For more information: www.positivegroup.com and <https://www.getubic.com>

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