

Ready, Steady, Innovate! **2019 VivaTech Challenges are open for business**

Win a chance to bring your best startup game
to the fourth edition of Viva Technology
16-18 May 2019, Porte de Versailles, Paris

Paris, 13 December 2018 – For the fourth consecutive year, VivaTech is hosting the Open Innovation Challenges to foster cooperation between startups and established companies while increasing business opportunities in global tech. Startups from around the world are invited to apply on VivaTech's online platform, challenges.vivatechnology.com, with innovative solutions to the Challenges of leading companies in their sectors. The deadline for applications: 15 February 2019. The list of selected startups will be announced in March.

Among VivaTech's major partners who have confirmed their participation in this year's Challenges: LVMH (who has already launched its Challenge), Orange, AccorHotels, ManpowerGroup, RATP Groupe, Région Sud, Sanofi, Sodexo, and Vinci Energies.

Thousands of startups from around the world are expected to apply this year, but only 1000 or so will be selected. They will win an exhibition space on a "Lab"* hosted by one of VivaTech's major partners, and they will have the opportunity to establish privileged links with leading companies present during the three-day event in Paris. This initial encounter at VivaTech is a first step that can flourish over time into the development of fruitful partnerships, providing startups with incubation or acceleration and even financial investment.

"Our model of Open Innovation, pairing startups with established companies, has contributed to VivaTech's success since the beginning," explain Julie Ranty and Maxime Baffert, co-Managing Directors of Viva Technology. "We are delighted to welcome startups of all origins and nationalities to take part in our 2019 Challenges and attend this edition of VivaTech thanks to the support of our Lab partners."

VivaTech's partners see the Challenges as a source of solutions for their successful business transformation. The solutions involve Artificial Intelligence; the Internet of Things; Virtual and Augmented Reality; Human Resources and the workplace of the future; and the consumer of the future.

This year, with the Innovation award, the **LVMH group** is calling for inventive projects to craft the customer experience of tomorrow. Djingo, **Orange's** smart assistant, is looking for original AI service concepts to transform day-to-day personal and family experiences. Some other themes for the 2019 VivaTech Challenges: Smart transport in a feel-good city; reducing plastic waste in the Mediterranean; healthy food habits at work and school; disruptive hotel services; artificial intelligence to deliver healthcare content through voice; innovating human-centric solutions for ICT, industry, building construction, energy, urban infrastructure, what role blockchain can play in career choices and candidate differentiation etc....

And there are three VivaTech Challenges:

The "**Hardware Challenge**" will feature pioneering drones, robots, and products in the Discovery Zone.

The "**Green Tech Challenge**" seeks inclusive solutions to key societal and environmental issues of the 21st

century. And the "**XR & Entertainment Challenge**" offers visitors the kind of immersive experiences that make VivaTech so much fun.

**The Labs are VivaTech's DNA. They are the place where open innovation happens between industry leaders and innovative startups."*

2018 Challenges By Numbers

1112 startups selected from among 8418 candidates, in response to 102 challenges launched during the third edition of Viva Technology (representing a twofold increase over the previous edition)

50% startups from outside France, representing 95 nationalities

18% startups in idea stage, 19% in seed stage, 44% in early stage, and 19% in maturity stage

VivaStories of startups who made it

Toufoula Kids, a Tunisian edutainment startup hosted on the **Orange Lab** in 2018: "We always mention our VivaTech participation in our pitches," says company founder Awatef Mosbeh. "It gives us a lot of credibility with investors and can help us to open new markets."

Hero, an online shopping service hosted on the **LVMH Lab** in 2018: "Our collaboration with Berluti means we're connecting to more Maisons of the LVMH group," explains founder Adam Levene. "We were hugely impressed by just how many wonderful large companies were coming together in a very collaborative way with small and emerging startups."

Hear more stories of momentous meet-ups on the frontlines of business innovation
http://dam.vivatechnology.com/Mashup_business_exclu2018.mp4

About Viva Technology

Co-organized by Publicis Groupe and Groupe Les Echos, VivaTech is the world's rendezvous for startups and leaders to celebrate innovation. This international event, dedicated to the growth of startups, digital transformation and innovation, will take place 16-18 May 2019 at Porte de Versailles, Paris. More than 100,000 visitors attended the third edition, an increase of more than 47% in one year. Viva Technology 2019 will build on this success and will bring together startups, business leaders and executives, investors, academics, students and media from around the globe.

Further information available at www.vivatechnology.com and @VivaTech

PRESS CONTACT

Béatrice Germain - bgermain@vivatechnology.com