CONSULTING AND SERVICES

Offer: Source and collaborate with startups
Organise startup challenges tailored to your needs: source, engage and collaborate with innovative stakeholders around your projects and your visions, leveraging our unique network and database.
4 Success factors for your Startup Challenge

1. The right challenge framing
To attract relevant solutions you need to be specific about what you are looking for. But to get new propositions you need to make sure people outside your current network will understand. That's what we did with more than 20 companies designing more than 40 startup challenges.

2. Compelling value proposition
The key to attracting a lot of projects is to design the most compelling value proposition and communication kit. We will work with you to define your own value proposition, leveraging our 8 years experience of working with startups and several analyses about what are their challenges, what they need, etc.

3. Engagement of the right audience
We will engage the Hello Tomorrow community around your challenges: 28,000 followers on our newsletter & social media, targeted emails to 4,500 best startups from previous Hello Tomorrow Challenges, 300+ partnering universities and accelerators, etc.

4. Efficient application & evaluation process
From 50 applications to 5,000 applications, and 300 jury members, we are accustomed to designing tools & processes adapted to your ambition. We can also organize a pitching session and award ceremony, and even leverage the Hello Tomorrow Summit to build on an existing momentum.
Typical timeline of a Startup Challenge

**CHALLENGE FRAMING**
- Workshop to define
  - Challenge topics
  - Value proposition for startups
  - Selection process
- Preparation of communication kit (Hello Tomorrow provides a template)
- Design of the application form

**STARTUPS RECRUITMENT**
- Campaign to recruit startups from Hello Tomorrow
  - Newsletter (28k people)
  - Direct mailing
  - Social media
  - HT website
- Your involvement is also important (to be defined together)

**STARTUPS SELECTION**
- Onboarding of jury members and assignment of startups
- Workshop to approve the final selection
- Management of relationships with startups (can be done either by Hello Tomorrow or by you)

**PITCH AND AWARD CEREMONY**
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See all our other offers here