



hello  
tomorrow

# STARTUP CHALLENGE

Source emerging technologies and connect with deep tech startups that will bring innovative solutions to your needs

# WORKING WITH THE RIGHT STARTUPS

Your company is looking for external innovations to **improve operations or develop new products & services**, but you don't have time to source then meet dozens of startups?

Let us help you **define your needs** in a way it will engage startups the right way. We will source of the best innovations in the world and connect them with your teams, while **you focus on creating real value** for your company and your clients.

Over the last 5 years, we've been curating and engaging with 18,000 high potential startups evaluated by hundreds of experts, willing to explore new markets with large companies.

To foster synergies, we developed the **Startup Challenge**, a 2-to-3-month end-to-end program leveraging a large ecosystem, where we play the role of a trusted third party, and bring **simplicity and efficiency to maximize return on investment**.

# 2-TO-3 MONTHS TO CREATE VALUE

€ 65 k\*

Finals at the  
Global Summit

€ 40 k

Your own finals

2-4 weeks

1 month

2-4 weeks

**Framing**

**Sourcing**

**Selection**

**Finals**

Actions

**Workshop** to define:

- Challenge **topics**
- **Value proposition** for startups
- Selection process

Preparation of **communication kit** (Hello Tomorrow provides a template)

Building of the **application form**

**Campaign to recruit startups** from Hello Tomorrow:

- Newsletter (28k people)
- Direct mailing (including our **Global Challenge 20k alumni and 220+ ecosystem partners**)
- Social media
- HT website

**Onboarding** jury members and assignment of startups

- Workshop to **validate final selection**
- **Engaging relations** with startups (can be done either by Hello Tomorrow or by you)

**Finals and award ceremony** in a dedicated room at the Global Summit:

- Benefit from the gathering of our **international network** (3,500+ participants)
- **Meet** your finalists and **engage** discussions in a **private setting**

Deliverables

- Challenge value proposition and topics
- Clear selection process (criteria and actors involved)
- Application platform and communication kit
- Challenge Terms & Conditions

- Startup applications centralized on an online platform
- Weekly report on applications (number of contacted startups, applications submitted and geographic origins)

- All jury members onboarded
- All startups evaluated
- Finalists selected

- Dedicated room with your own stage at the Global Summit (October 22<sup>nd</sup>-23<sup>rd</sup>) for finalist pitches
- Meeting with startups
- Pictures to be used for your internal communication

# WHY HELLO TOMORROW

## 1 Deep knowledge of corporate and startup needs

Hello Tomorrow is not just a platform to spread your challenge.

We spent **5 years supporting startups and corporates collaborations** in all industries, which allows us to precisely understand your needs and constraints.

We will help you frame **the competition as well as your value proposition** so that you engaged with startups that will effectively answer your specific needs.

Finally, we can help you **assess the potential impact** of the technologies thanks to our internal and external knowledge and experience.

## 2 The world's best deep tech startups within your reach

Hello Tomorrow is a reference when it comes to deep tech and emerging technologies.

For the past 6 years we've run our own **Global Challenge**, covering every industries. It represents today a **close and qualified network of more than 6,000 deep tech startups**, in addition to an extended network (all applicants to the past Challenges) of about 15,000.

Our network and experience in running challenges allow us to quickly identify the startups (from your industry or others) that will match your specific needs.

## 3 Leverage the momentum of the Hello Tomorrow Global Summit

More than **3,500 people** from our global deep tech community (research labs, accelerators, startups, investors and corporates) will gather in Paris on October 22<sup>nd</sup> – 23<sup>rd</sup>.

This will make it easier for you to **convince startups** to join from all around the world to meet you and pitch in front of your jury.

**Your collaborators** will also benefit from the Global Summit by **meeting with key stakeholders** as well as getting inspiration from the conferences.

# DEEP KNOWLEDGE OF CORPORATE AND STARTUP NEEDS

## GLOBAL CHALLENGE & COMPETITIONS

Scout deep tech solutions worldwide

**“Our BUs have already signed 5 NDAs with startups we identified during the Challenge and met at the Summit”**

R&D Director of a large company in the mobility industry

## EVENTS & COMMUNITY

Build a collaborative ecosystem

**“Thanks to you, startups know we aren’t here to do tourism, and that there is much that we can provide”**

R&I Director of a French distribution corporation

**“You have managed to change the mentality of a company with 80,000 employees. Bravo!”**

R&I Director of a CAC 40 company

**“The Best Partnership for BNP Paribas!”**

Stéphanie Louis, Communication Lead, **BNP PARIBAS**

## CONSULTING & SERVICES

Foster innovation & deep tech impact through collaborations

**“Hello Tomorrow is a partner of our open innovation aiming at speeding up our incubation cycles”**

Pierre-Guy Amand, HO Innovation Directorate at **ArianeGroup**

We have been working with ArianeGroup for 2 years to explore New Space markets and applications, foster deep tech collaborations and build new ecosystems, leveraging our network and expertise in management science.

## REPORTS & INSIGHTS

Understand the deep tech ecosystem

**“Our co-publication with Hello Tomorrow was in the TOP 10 most downloaded publications last year”**

Senior partner & managing director at **BCG**

**“As Deputy Director for the new University Technology Center (UTC), I found your report on “From Tech to Deep Tech” as an extremely useful resource for building out our deep tech center”**

Deputy Director University at **Technology Center (UTC) Chulalongkorn University**

# 2

# THE WORLD'S BEST DEEP TECH STARTUPS WITHIN YOUR REACH

5,000 APPLICATIONS

750 OF THE BEST STARTUPS SELECTED

128 COUNTRIES REPRESENTED

14 WINNERS

## TOP 6 UNIVERSITIES

EPFL

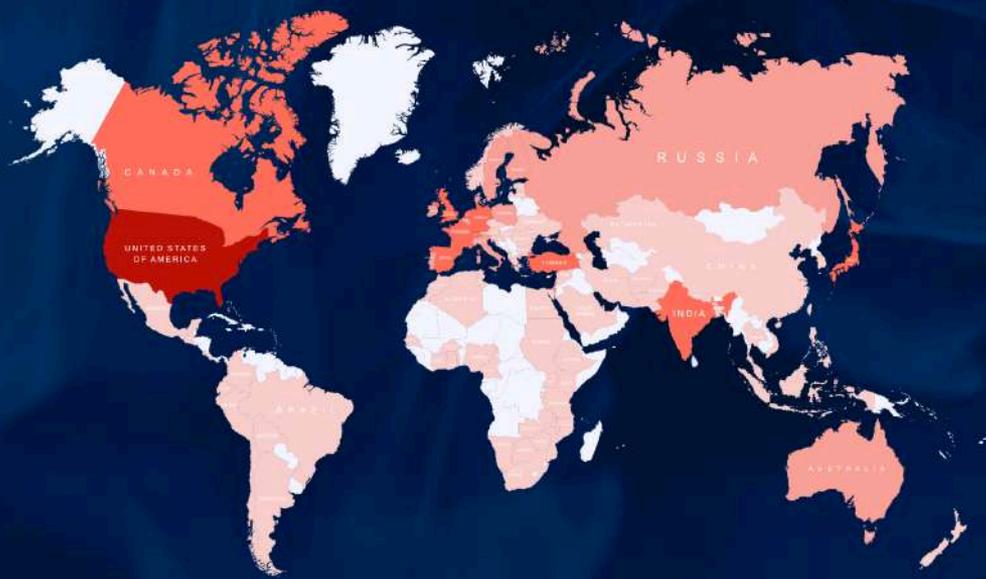
NUS

HARVARD UNIVERSITY

Mit

ETH zürich

TUM



## TOP SECTORS



Data from the Hello Tomorrow Global Challenge 2020

# 3



# LEVERAGE THE MOMENTUM OF THE GLOBAL SUMMIT

“If Tomorrow is being built by the bright stars I met here at Hello Tomorrow, then I have great faith in our future.”

Jane Metcalfe, Founder of NEO.LIFE and Co-founder of WIRED

## 1000

### INDUSTRY LEADERS



## 1000

### DEEP TECH STARTUPS



## 300

### INCUBATORS & ACCELERATORS



## 300

### INVESTORS



## 150

### INTERNATIONAL MEDIA



## 400

### RESEARCHERS & UNIVERSITIES





# REFERENCES

# REFERENCE – ORANO STARTUP CHALLENGE

## LEVERAGE UNIQUE NUCLEAR ASSETS TO ENTER NEW MARKETS

### Context

The nuclear industry is facing resistance from public opinion, despite its decarbonised energy. Also, the development of renewable energies tends to replace nuclear power generation.

Orano's innovation team is seeking to broaden the company's activities, with one simple observation: nuclear's unique technologies, skills, and materials provide opportunities to enter new markets.

Orano launched a challenge for startups to initiate new collaborations and penetrate these markets.

### Methodology

Hello Tomorrow organised the Orano challenge from the framing to the finals event, thanks to its unique network of deep tech startups and its experience:

1. **Framing** planning, terms & conditions, as well as value proposition for startups
2. **Sourcing** relevant startups
3. **Communication campaign**, global and targeted, throughout the challenge
4. **Application platform** operation and selection process for the jury
5. **Finals event organisation** as a Orano corporate day

### Results

Within 3 months, from the first framing meeting to the challenge finals event at the Hello Tomorrow Global Summit:

- A **brochure illustrated** by our graphic designer, its appendix and terms & conditions, consulted online 400+ times
- **7 Twitter & LinkedIn** publications, a newsletter and hundreds of personalised emails sent out
- **90 startup** applications
- **50 Orano experts** involved in the juries, equipped with Hello Tomorrow's evaluation forms and grids
- **13 finalists** selected from 4 categories to take part in the final
- More than **60 participants** for the finals



Extract from [Orano Challenge brochure](#) and [application platform](#)

# REFERENCE - ARIANE GUYANE CHALLENGE

## INVITE STARTUPS TO SET UP SHOP AT THE FRENCH GUIANA SPACE CENTRE

### Context

Europe's Spaceport, located in French Guiana, is the most conveniently located launch base in the world. All European space actors are represented there.

In France, ArianeGroup collaborates with numerous startups, none of which are based in French Guiana.

To enhance the ecosystem of its Kourou base and encourage startups to set up in French Guiana, ArianeGroup is launching its challenge alongside Hello Tomorrow.

### Methodology

We deployed our know-how to support ArianeGroup with the framing, sourcing, communications campaign, and our expertise to support the evaluation of applications.

In order to **accelerate the collaboration** between the selected startups and the business units in ArianeGroup, we organized a **business expedition**.

One week at the heart of the French Guiana ecosystem with a **full day workshop** with ArianeGroup project leaders and experts to work on selected use cases with the startups themselves.

### Results

Before the Business Expedition in French Guiana:

- A **brochure illustrated** by our graphic designer and the competition website consulted by 1,000+ people
- **10 Twitter & LinkedIn** publications, a newsletter and hundreds of personalised emails sent out
- **60 startup** applications
- **15 ArianeGroup experts** involved in the juries, equipped with the Hello Tomorrow evaluation forms and grids
- **5 finalists** selected from 3 categories to participate in the Business Expedition in French Guiana
- **Collaborations ongoing**



# REFERENCE - AIRBUS DDMS CHALLENGE

## DIGITALISE THE FUTURE OF AIRBUS

### Context

What is Airbus going to look like in 20-30 years?

How to achieve an efficient and comprehensive digital transformation?

How to speed up production cycles?

These are the questions that Airbus DDMS (*Digital Design Manufacturing & Services*) is trying to answer.

To speed up their transition they decided to team up with Hello Tomorrow to find future technological gems in all fields related to industry 4.0.

### Methodology

Hello Tomorrow worked with the DDMS team to organize the challenge, from the framing to the final at the Hello Tomorrow Global Summit:

1. **Framing** with planning, terms & conditions, and value proposition for startups
2. **Sourcing** of relevant startups
3. **Communication campaign**, global and targeted, throughout the challenge
4. **Application platform** operation and selection process for the jury
5. **Finals event organisation** as an Airbus corporate day

### Results

Within 3 months, from the first framing meeting to the challenge finals event at the Hello Tomorrow Global Summit:

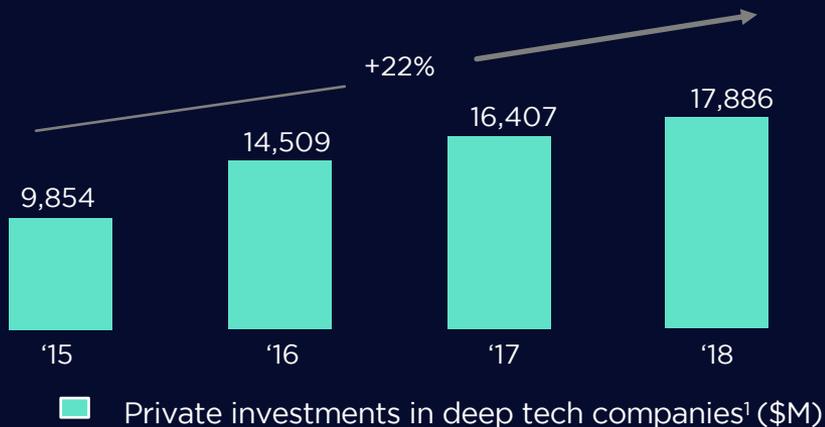
- A **tailor-made brochure** produced by our graphic designer as well as an application platform seen more than 2,500 times
- **300 deep tech startups identified** that can meet the challenge
- **160 startup** application
- **9 Airbus experts involved** in the jury, equipped with the Hello Tomorrow evaluation forms and grids
- **10 finalists selected** to take part in the final



Extract from [Airbus DDMS brochure](#) and [application platform](#)

# ABOUT US

# EMERGING TECHNOLOGIES TURNED INTO BUSINESS



Artificial Intelligence, blockchain, genome-editing, 3D printing...

Private investment in these new technologies has doubled in the last 3 years, demonstrating their shift from basic research to concrete business applications.

These technologies, called « deep tech », will be at the heart of innovation for the next 20 years.

We created Hello Tomorrow in 2014 to build a global ecosystem accelerating the industrialization & go to market of “deep tech” innovations and hence their impact.

Today, we have a direct presence in 8 countries, developed a network of more than 200 universities & accelerators which root Hello Tomorrow in all important cities, and gather around 5,000 new startups each year through the Hello Tomorrow Global Challenge.

We have connected thousands of startups, investors, and corporates through dozens of events, and guided more than 10 large companies in their transformations and in their collaborations.

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*The Hello Tomorrow Team*

1. Includes disclosed investment in advanced materials, artificial intelligence, biotechnology, blockchain, drones and robotics, photonics and electronics, and quantum computing.  
Source: Hello Tomorrow & BCG report - [The Dawn of Deep Tech Ecosystems](#)

# HELLO TOMORROW ACTIVITIES OVERVIEW

## GLOBAL CHALLENGE & COMPETITIONS

Scout deep tech solutions worldwide

**A global & local interdisciplinary network allowing us to reach startups at the source**

- **7 hubs** covering 4 continents
- **250 partnering universities and accelerators** (MIT, Imperial College, UC Berkeley, Delft University, EPFL, Cyclotron Road, MIT The Engine, etc.)
- **2,000 alumni**, best startups we keep in touch with
- **28,000 followers** to our newsletters and social media

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**A worldwide competition to identify and qualify 5,000 startups per year (Hello Tomorrow Global Challenge)**

- 45% Europe
- 30% USA
- 25% Rest of the world

## EVENTS & COMMUNITY

Build a collaborative ecosystem

**Events to connect startups, corporates & investors**

### Hello Tomorrow Global Summit

3,500 high level participants  
3 stages



**Investor Day:** 1to1 meetings between the 300 best startups and 200 international investors

### **VIP side events**

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**An online platform:** Global database of startups, investors, and accelerators

## CONSULTING & SERVICES

Foster innovation & deep tech impact through collaborations

**To integrate deep tech in your strategy, bring agility to your organization and manage your ecosystem**

Hello Tomorrow supports corporates and organizations focusing on 3 actions:

- **Exploring new markets** and the potential of deep technologies
- **Redesigning their innovation processes** (disruptive innovation methodologies & startup-corporate collaboration process)
- **Training their talents** - e.g. leadership, agile, intrapreneur

The consulting team developed proprietary methods and has already accompanied key players in **Space** (ArianeGroup, CNES), **Aeronautics** (Airbus), **Energy** (EDF, World Bank) and **Healthcare** (Roche, MSD, GSK)

## REPORTS & INSIGHTS

Understand the deep tech ecosystem

**Research on specific topics, insight and trends:**

- **A database of 6,000 qualified deep tech startups**
- **Studies and analysis** on deep tech ecosystem, trends and emerging industries
- **Regular publications** such as:

**2017**



**2019**

