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](#)