

International  
Call for Innovation

# THE FUTURE OF ***HANDWRITING***

Apply by June 30<sup>th</sup>

A challenge  
powered by



hello  
tomorrow

# HELLO TOMORROW AND ITS PARTNER ARE LOOKING FOR INNOVATIVE & DISRUPTIVE SOLUTIONS TO 3 MAIN CONSUMER PROBLEMS

## You are a startup or a researcher:

- You already developed a prototype or a MVP
- You want to accelerate development and access to business

**PARTNER  
WITH US TO  
ENHANCE  
THE WAY...**

**... people digitize  
their handwriting**

**... students learn  
& teachers teach**

**... kids create,  
colour, draw**

Our ambition is to **disrupt the world of handwriting** to help people work, learn, and create better.

We are convinced that consumers should not have to choose between the **ease and comfort of pen & paper** and the **efficiency & versatility of digital**.

**APPLY NOW** to co-create the future of handwriting with Hello Tomorrow's partner

## You are a mature startup or SME:

- You already sell your solutions
- You want to foster your R&D or co-develop new solutions with Hello Tomorrow's partner

More specifically here are three product ideas we know could appeal to students or kids, engaging them and enabling them to better learn and create

Can your solution help us make them come to life?

## LEARN



### Real-time Tutoring Pen

A new smart pen with artificial intelligence, that allows students to understand learning material at a faster pace. First, the smart pen digitizes and analyzes students' handwritten answers as they complete their homework. Then, via artificial intelligence through its app, any homework mistakes are corrected in real-time, allowing students to better understand where they went wrong and how best to approach a similar problem in the future.



### Smart Notepad Tutor

A new digital notepad system that analyzes students' responses as they complete assignments through its app and initiates a chatbot when their answer is incorrect. Through artificial intelligence, the chatbot recognizes in real-time when students provide an incorrect answer and gives them personalized prompts to help them arrive at the correct solution, promoting a positive learning environment.

## CREATE



### Creative Writing Video Translator

With this new app your child can create a video just by writing down a story. The app captures his or her handwritten notes and automatically uses the details in the writing to create a video, making it easy for him or her to develop valuable creative writing skills and see their stories come to life!

# WIN A CHANCE TO SHARPEN YOUR SOLUTION WITH HELLO TOMORROW'S PARTNER

Collaborate with us on exciting projects  
linked to the future of handwriting

- | **Opportunity for** co-development, equity participation, supplier relationship
- | **Fully financed prototype** on common project, with access to infrastructures and a **wide network of experts** to boost the development, industrialisation, and commercialisation
- | **Dedicated point of contact** & fast response on collaboration (go/no-go in 2 months to upgrade to next phase)

Apply here

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Apply today

**JUNE 1<sup>st</sup>**

Applications open

**JUNE 30<sup>th</sup>**

Applications closed

**MID-JULY**

Selected startups to pursue discussions with our partner

**END OF JULY**

Alignment calls between Hello Tomorrow's partner experts and the selected startups

**OCTOBER**

Collaboration kick-off between Hello Tomorrow's partner and the winning startup(s)

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Hello Tomorrow's partner for this challenge

# A WORLD-LEADER FMCG BRAND

## WHO WE ARE

We are an EU- and US-based potential corporate partner with international footprint in selling & employment, strong brand awareness & long history, commercialization capabilities cross-channels and different product lines targeting a variety of consumer groups.

We aim to offer smart products that make an impact in people's life. We consistently secure several billions in annual revenue.

## WHAT WE DO

We manufacture consumer goods. We thrive to offer consumer-centric innovations and to have our quality products available to all consumers across the globe.

**Together, can we take  
it to the next level  
and transform digital  
writing ideas into  
tangible, relevant,  
and unique solutions?**

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