



WAVESTONE

SUSTAINABILITY

Call for Startups projects – 2022/2023 Edition

SHAKE UP
by WAVESTONE



Shake'Up, the Startup accelerator of the French consulting company Wavestone, is launching its fifth call for projects to select startups to accelerate in 2023.

THIS YEAR EDITION FOCUSES ON *SUSTAINABILITY*



CONSUMER GOODS CIRCULARITY

- / End of life
- / Re-use
- / Sustainable packing



ENERGY EFFICIENCY IN BUILDINGS

- / Energy management
- / Conception
- / Layout & Reorganization of spaces



SUSTAINABLE TRANSPORT

- / Decarbonized transport technologies
- / Decarbonization by use



GREEN IT

- / Eco-design
- / Measure of digital impact
- / Lifecycle of IT equipment

REQUIREMENTS TO APPLY



B2B & B2C & B2B2C STARTUP



1 MARKET-TESTED PRODUCT OR SERVICE



A BUSINESS MODEL ALREADY DEFINED



NEED FOR A COMMERCIAL OR DIGITAL SUPPORT



INTERESTED IN BEING ACCELERATED IN WAVESTONE'S OFFICES



STARTUPS SHORTLISTED WILL BE INVITED TO PITCH THEIR PROJECT IN FRONT OF OUR JURY OF EXPERTS



Servane METZGER
Assistant Director of Public Affairs



Etienne PORTAIS
Journalist and co-fonder



Carine KRAUS
Head of engagement



Wadie MAANINOU
Co-fonder



Charlie PERREAU
Head of the Start-Up service

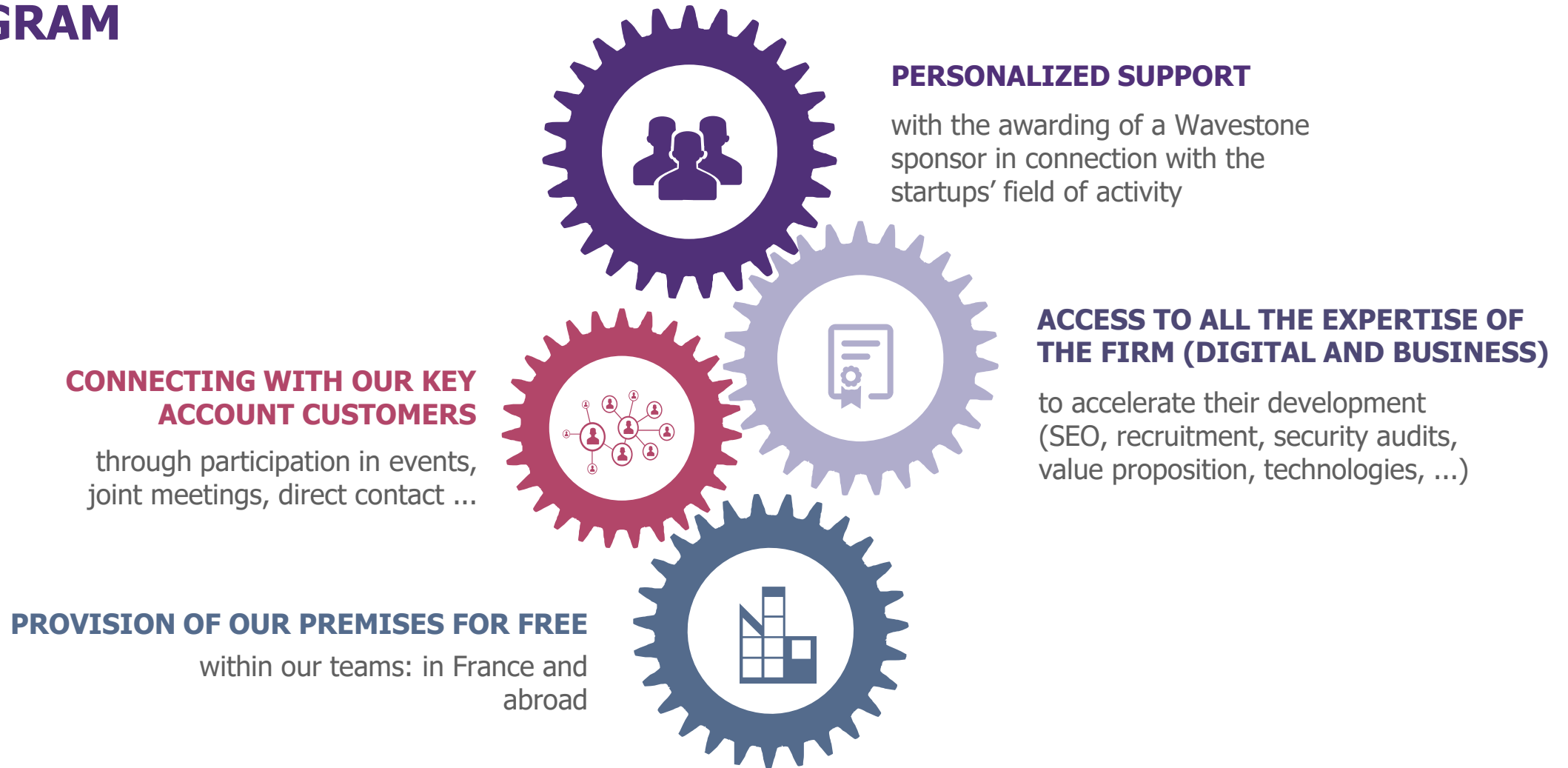


Cédric BAECHER
Partner Sustainability



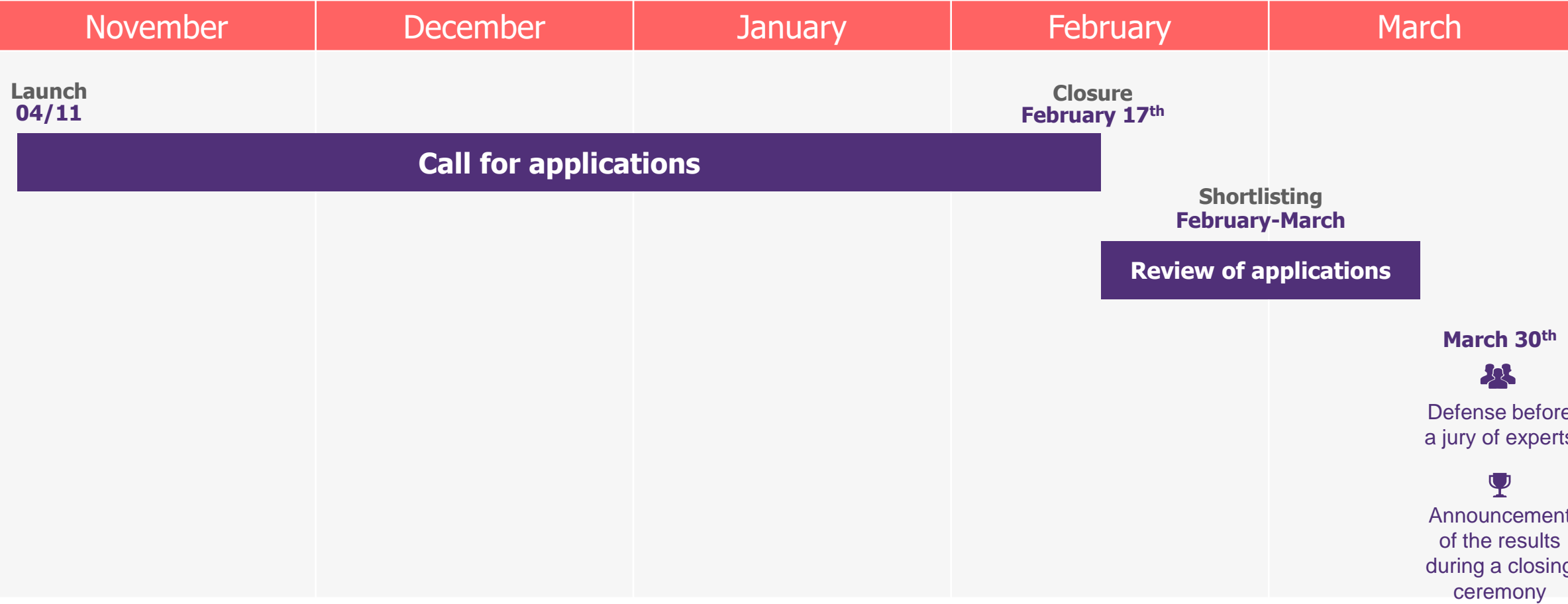
The jury will take place on **Thursday, March 30th** in Wavestone office – Paris La Défense
(or remotely if needed, for instance for foreign candidates)

THE SELECTED STARTUPS WILL TAKE FULL ADVANTAGE OF SHAKE'UP PROGRAM



Shake'Up mentoring is free
Supported startups remain independent

HOW TO PARTICIPATE



Enrolment at
https://www.forinov.fr/pr/Entreprise/WAVESTONE_766/_404/#h

A background image showing two women in a professional setting. On the left, a woman with long, wavy brown hair is partially visible, looking down. On the right, a woman with voluminous, curly dark hair is looking upwards and to the right with a slight smile. They appear to be in a meeting or collaborative work environment.

APPENDIX – WAVESTONE PRESENTATION

In a world where the ability to transform is the key to success, Wavestone inform and guide its clients in their most strategic decisions. Our mindset : The Positive Way.

WAVESTONE IN 2022:



~3 750
collaborators



470 M€
Turnover in
21/22



1^{er}
Independent
consulting firm

OUR ASSETS :



R&K CENTER

Provide the right information to
enlighten your decisions



CREADESK

Boost creativity and generate new
ideas



THE FAKTORY

Bring ideas to life



**MACHINE LEARNING
& DATA LAB**

Derive value from data



SHAKE UP

Build and drive an open-
innovation ecosystem that creates
value for our customers

OUR FIELDS OF EXCELLENCE :

BUSINESS FUNCTIONS

Strategy
Innovation management
& funding
Marketing, sales &
customer experience
People & change
Finance, risk &
procurement
Operations & supply chain

INDUSTRIES

Financial services
Telecom, media &
entertainment
Consumer goods & retail
Manufacturing
Energies & utilities
Transportation & travel
Real estate
Public sector & international
institutions

TECHNOLOGY

Digital & IS strategy
Digital & emerging
technologies
IT & data architecture
Cybersecurity & digital
trust

OUR OFFICES :



8

London, Brussels, Paris,
Luxembourg, Geneva,
Nantes, Lyon, Marseille



4

Dallas, Boston, New
York, Philadelphia



3

Casablanca, Hong Kong,
Singapore

Committed to our clients' success



La Banque Postale
Global support on digital sustainability roadmap



European Commission
Analysis of transportation services such as taxi, vehicle with chauffeur and car-sharing



Energy balance
Prospective analysis on "Electrical mobility 2025-2030"



Groupe Vyv
Responsible Purchasing strategy definition and operational deployment



OPTIMOD
Analysis of market positioning for the itinerary calculation app



Société Générale
Support on digital sustainability including the steering of the carbon roadmap



U IRIS
Integration of responsible design in projects and of digital sustainability criteria in RFPs



CA-GIP
Raising awareness on the challenges and stakes of digital sustainability



AXA
Measure of the carbon footprint (GHG – or environment footprint)



APPENDIX – SHAKE'UP PRESENTATION

Contribute to the development of startups



Bring more value to our clients

HOSTING

BUSINESS ACCELERATION

DIGITAL AND SECTOR EXPERTISE

OVERVIEW OF STARTUPS ECOSYSTEM

EMERGING TRENDS AND FUTURE STAKES

INTERACTION CLIENTS/START-UPS



Communication &
Events



Ecosystem



Hosting &
Acceleration of
startup



Radars



Sourcing



The 3 Shake'Up's goals



Bring more value to our clients

- / By developing a vision of the ecosystem startups
- / By developing business synergies with partner startups



Transform the company by spreading an entrepreneurial spirit

- / By stimulating the culture of innovation
- / By promoting agility and entrepreneurial spirit within the teams



Contribute to the development of startups

- / By providing startups customized accompaniment
- / By mobilizing all the expertise of the firm necessary for the development of supported startups
- / By working together on the clients' issues and challenges



Our Approach to know the startups' ecosystem and work with the best of them

4. Valorize

3. Support

2. Meet

1. Detect



Synergies

Connecting with our customers
& joint proposal of adding value



Onboarding

Enrichment of the value proposition of
startups



Meetings

Detection of the most promising
young fledgling entrepreneurs



Radars / Panoramas

On our key know-how, creation of
startup radars

Shake'Up in a few figures...

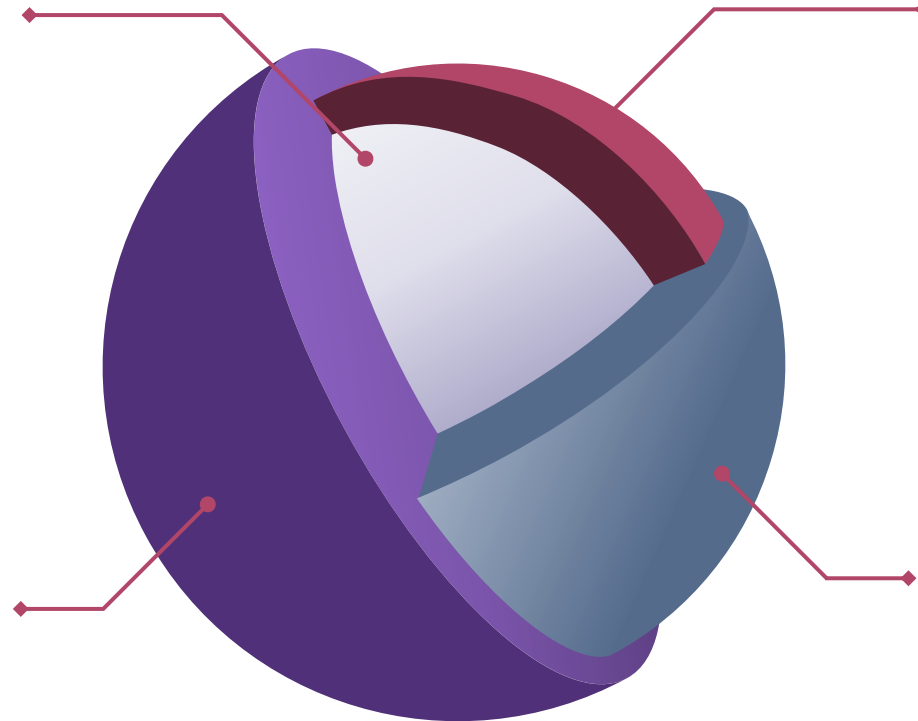
- ✓ More than 150 employees invested and volunteers
- ✓ About fifteen fields of expertise represented

16 operational radars

E-Health, Digital Workplace, Smart Building, Cybersecurity, RSSI, Blockchain, Hydrogen, IOT B2B, Customer Relationship, Luxury, Green Tech Supply Chain, AssurTech, RegTech

12 organized events

- 4 calls for projects for Wavestone in partnership with Société Générale on CyberSecurity.
- Vivatechnology (2017, 2018, 2019, 2022)
- Meet startups and clients around the topics of IoT and Fintech.



6 supported startups & 36 alumni

Onboarding in the Shake'Up program incorporating coaching, resources and offices among consultants in daily contact with large companies.

Screening of more than 3000 startups

Realized throughout the year, multi-sector, international and with different development maturities.

Very positive feedback

A true relationship of trust and expertise in line with the expectations of startups supported



**Wadie Maaninou, CEO
Phoenix Mobility**

We expect operational advice on startup growth from 5 to 10, then 15, then 20 people while setting up processes, tips on maintaining our startup culture and vision as well as more technical support and a focus and connection with Wavestone's clients.



Isabelle Mashola, CEO Isahit

This support ultimately led to us signing a deal with a major actor of the CAC 40 based on machine learning and artificial intelligence. Wavestone's support also enabled us to attend conferences such as the Women Forum and allowed us to better understand the economic challenges of the firm in terms of artificial intelligence and machine learning thank to meeting with various data scientists.



Julie Chapon, COO Yuka

In addition to be hosted within Wavestone's premises, the closest to consultants, we were able to exchange with experts on various topics related to our business, such as user experience or machine learning. We also benefited from support for the construction of a first commercial offer for a CAC40 group.

Our network of supported Startups

36 ALUMNI INCLUDING



SEVERAL STARTUPS CURRENTLY SUPPORTED



