



WAVESTONE

Call for Projects – AI Startups

2024 Edition

SHAKE UP
by WAVESTONE



Shake'Up - the Startup accelerator of the French consulting company Wavestone - is launching its 6th call for projects to select startups to accelerate in 2024/25

This year's edition focuses on Artificial Intelligence



TRUSTWORTHY AI

- / Cybersecurity
- / Safety



ETHICS AND SOCIAL RESPONSIBILITY

- / Ethical AI
- / Corporate Social responsibility
- / Frugal AI



BUSINESS DISRUPTION

- / Impact of AI on the business of various sectors
- / New Ways of Working

Requirements to apply



OFFER AN AI-POWERED PRODUCT OR SERVICE



BE IN THE B2B, B2C OR B2B2C INDUSTRY



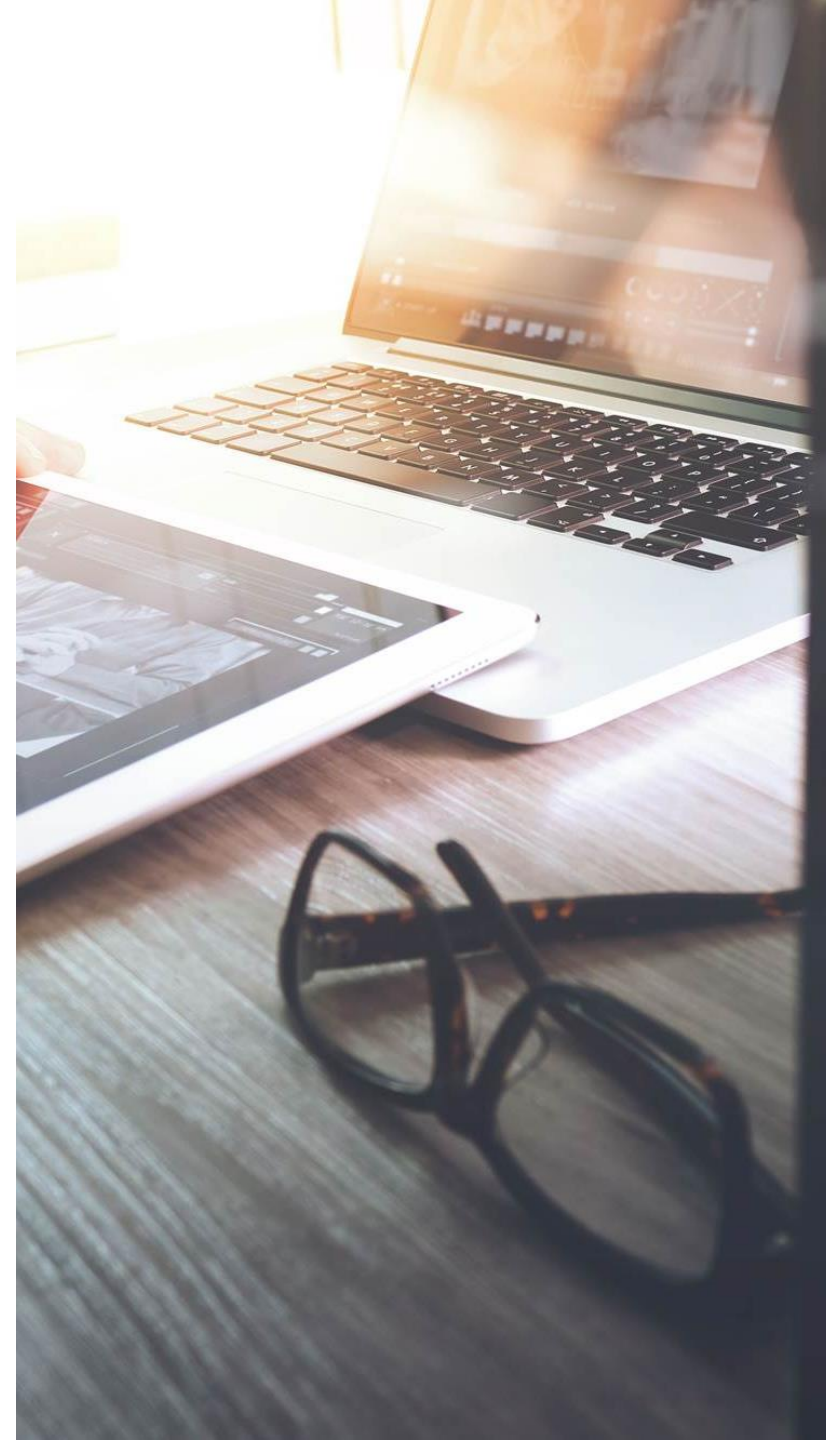
1 FINAL PRODUCT (OR MVP)



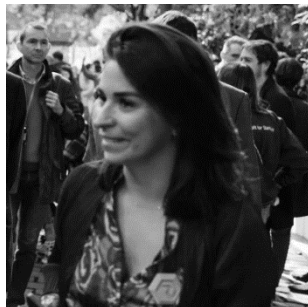
NEED FOR A TECHNICAL, COMMERCIAL OR DIGITAL SUPPORT



INTERESTED IN BEING ACCELERATED IN WAVESTONE'S OFFICES (optional)



Shortlisted startups will be invited to pitch their project in front of our jury of experts



Marianne Tordeux
Head of Public Affairs



Valentin Blanchot
Publication Director



Adrian Dan
CCO of the startup accelerator



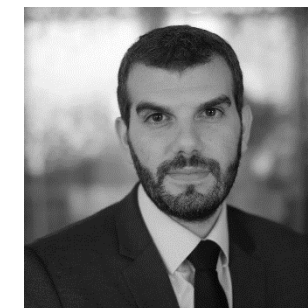
Matthias Houllier
Co-founder



Caroline Chopinaud
Executive director



Charlie Perreau
Head of the Start-Up Dpt

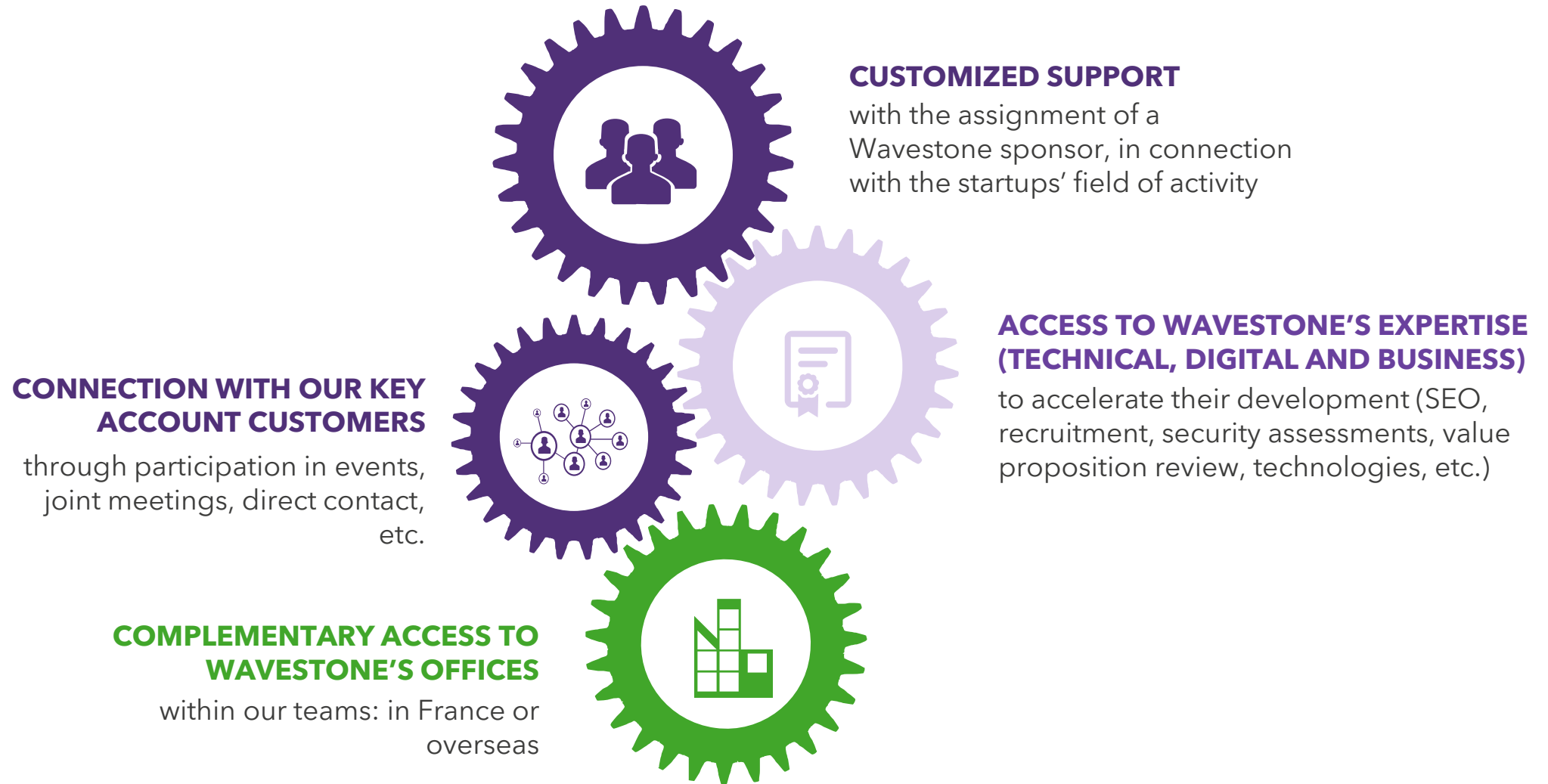


Chadi Hantouche
Partner AI and Data



The jury will gather on **Thursday, June 20** in Wavestone's HQ – Paris La Défense
(or remotely if needed, e.g., for overseas candidates)

The selected startups will take full advantage of Shake'Up program



Shake'Up mentoring is free.
Supported startups remain independent.

Event schedule - June 20th, 2024

Opening plenary session

Speech by organizing partners

Shortlisted startups interviews

10-minute presentation
10-minute questions / answers

Final deliberation

1-hour discussion

Awards ceremony

Announcement of winners & drinks





APPENDIX - WAVESTONE
PRESENTATION

Stronger and broader: a substantial international presence

A leading position in **the three main markets of continental Europe**

FRANCE	GERMANY	SWITZERLAND
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An established and growing base in **key geographies** for global companies

UK	NORTH AMERICA	ASIA
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A **global footprint**

AUSTRIA	BELGIUM	BOSNIA & H.
ITALY	LUXEMBOURG	MOROCCO
POLAND	ROMANIA	SPAIN



€800+m
consolidated sales



5,500+
cumulated FTEs



17 countries
in presence

A 360° transformation portfolio of high-value consulting services

Four sets of cross-industries capabilities

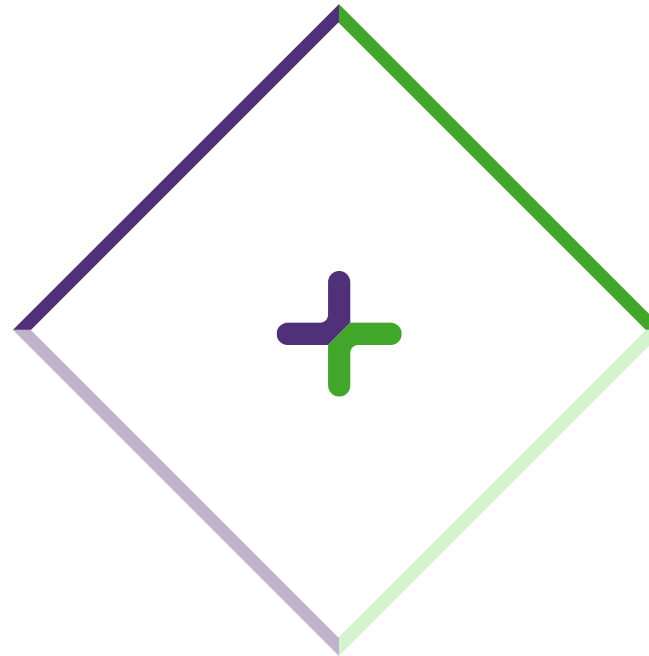
Matching the knowledge and skills of our consultants with the requirements of our clients to provide the best possible support.

Core-business process capabilities

Customer Experience, Supply Chain, Compliance, risk and regulations

Technology & integration capabilities

Data & Artificial intelligence, Cybersecurity, SAP consulting, IT Strategy & CTO Advisory



Corporate functions and support-process capabilities

Corporate finance, HR and procurement, Sourcing & Services optimization, Change Management

Sustainability capabilities

Decarbonation, Green IT, IT for Green CSRD - Double materiality assessment

Note: non-exhaustive selection of key cross-industry capabilities

We help our customers generate value with AI

GET THE RIGHT USE CASES

- / Bring our industry-specific knowledge and use cases
- / Get C-Level buy-in
- / Support ideation and confirm relevancy of use cases
- / Make or Buy strategy

DEMONSTRATE FEASIBILITY

- / Develop or support Proof of Concepts
- / Find the right technology / model / niche player
- / Build the Business case and product roadmap

INDUSTRIALIZE IN COMPLEX ENVIRONMENTS

- / Get multidisciplinary teams to work together (Business, Data Scientists, IT, etc.)
- / Scale PoC, with a specific attention to security and responsible AI
- / Train the teams (Data Scientists, users, etc.) and empower them

AI and Data are a growing part of Wavestone's revenue



**200+ AI/Data Experts:
Data Strategists, Managers,
Scientists, Engineers**



**200+ functional AI/Data teams in all sectorial
practices: Consumer Products & Goods, Financial
Services, Manufacturing, Energy, etc.**



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 goals of Shake'Up



Bring more value to our clients

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



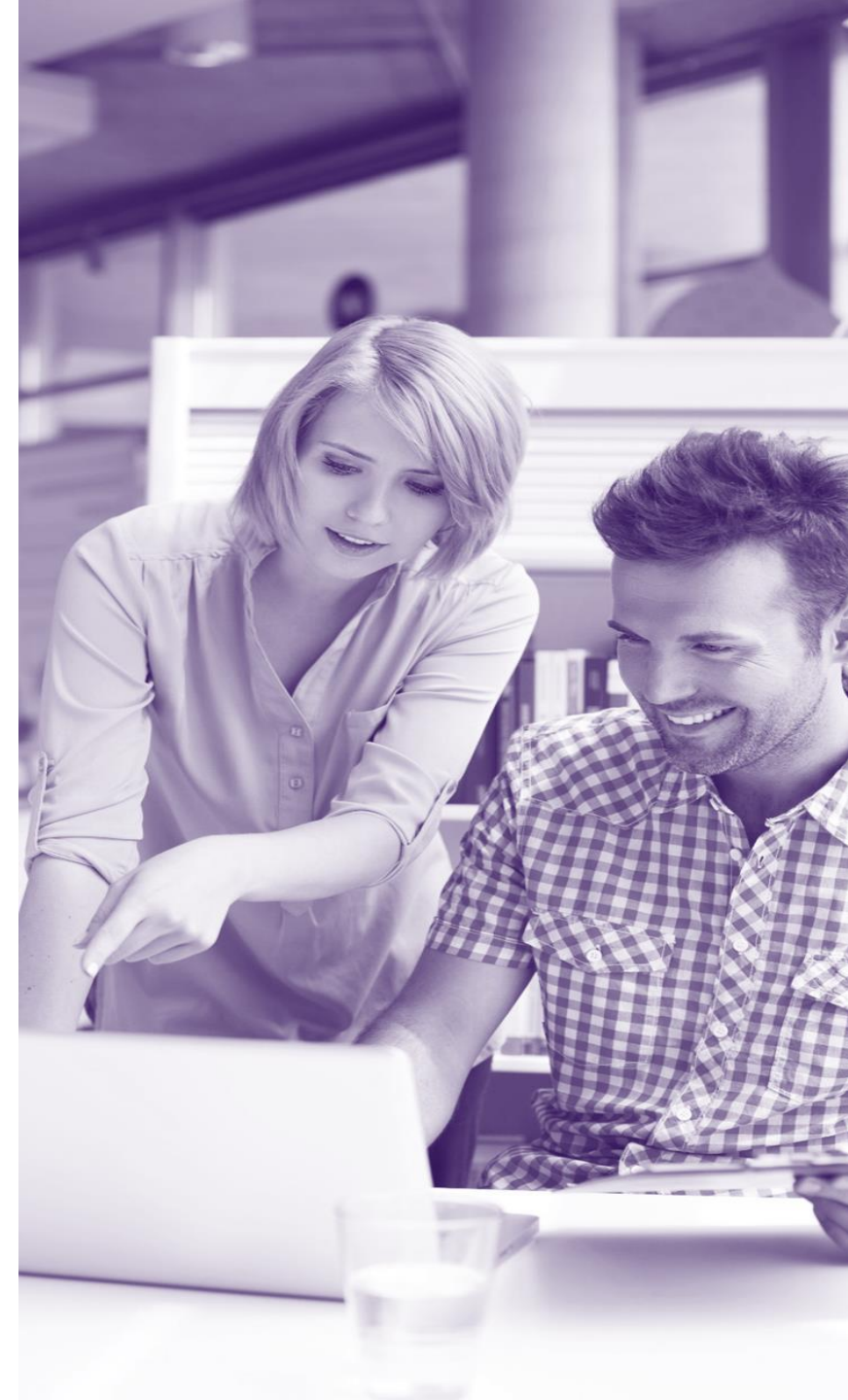
Transform the company by spreading an entrepreneurial spirit

- / 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...

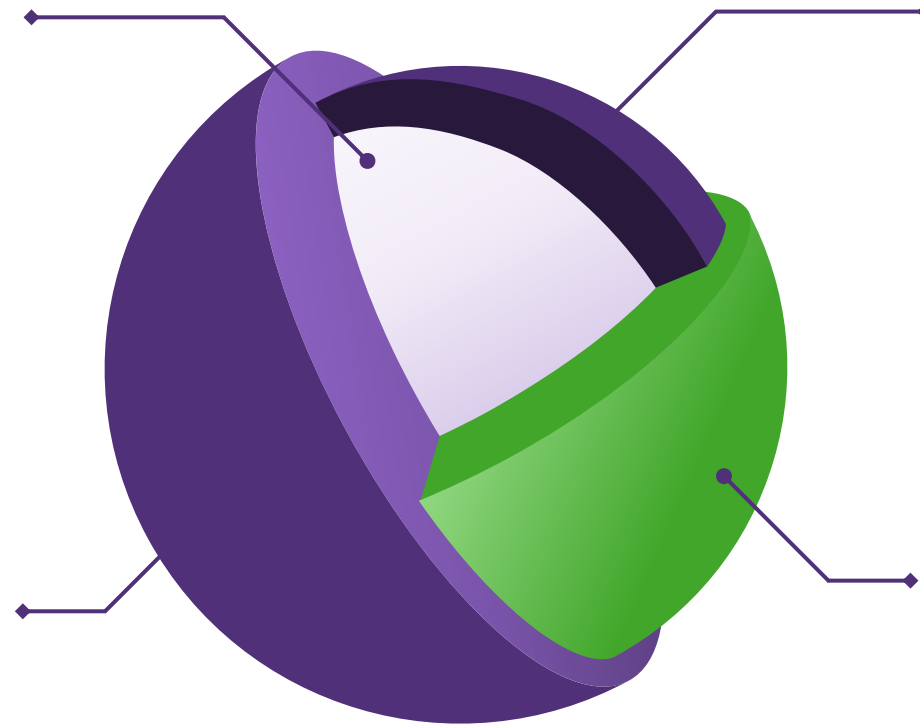
- ✓ More than 150 employees invested and volunteers
- ✓ About 15 fields of expertise represented

20+ operational radars

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

15+ events organized

- 5 calls for projects for Wavestone (CyberSecurity, Sustainability...)
- VivaTech (2017, 2018, 2019, 2022, 2023)
- Innovation and startup events



9 supported startups & 40+ alumni

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

Screening of 3000+ startups

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

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



WAVESTONE + _PERIOR