

## VIVA TECHNOLOGY LAUNCHES 200 OPEN-INNOVATION CHALLENGES

The biggest competition for the most innovative startups in the world  
now at: Viva Technology Paris

From June 30 to July 2, the global event Viva Technology will bring together the leading players in digital transformation, including thousands of startups and major international companies.

Alongside its sponsoring business partners, Viva Technology launched an open innovation competition for startups, inviting them to take part in one or several of the 200 challenges available on our website. These challenges represent an opportunity for startups to present their most innovative ideas, giving them the chance to contribute to the transformation of the economic models behind big businesses.

How can startups apply to participate in Viva Technology's challenges? Startups can apply before May 31st on the Viva Technology website: [www.vivatechnologyparis.com/challenges](http://www.vivatechnologyparis.com/challenges) and F6S platform <https://www.f6s.com/vtp>. Applying for challenges is totally free.

1,000 startups will be selected to participate in one of over 15 labs sponsored by Viva Technology business partners and joined by the top 100 most important VCs.

Challenges are a real opportunity for selected startups to get noticed by important international VCs attending Viva Technology to scope out future talents and investment opportunities, as well as a possibility to benefit among others from incubation, networking, prototypes financing, commercial partnerships.

These challenges offered by Orange, Engie, EY, BNP Paribas, Axa, Accor Hotels are a valuable development opportunity for those participating.

These challenges are about transforming the customer experience, optimizing the business models of major groups and the development of new products and services across the most innovative technologies: big data, blockchain, virtual or augmented reality, Internet of things and beyond.

Here are a few examples of challenges that have been set by our business partners:

Automotive Tech - Valeo

- How to secure the connected car against cyber attacks?
- How to bring the automated car to life?

Insurance - Axa

- How to transform the customer experience in points of sales?
- How to integrate collaborative platforms into insurance offers?

Financial Services - BNP Paribas

- Creating the mobile payment system of the future.

Urban Mobility & Services - RATP Group

- How to use technology to transform the passenger experience in urban public transport?

Open Transportation - SNCF

- How to use the Internet of Objects to transform the trains maintenance and equipments?

Among the other industry sectors and business partners who have posted Challenges to the Viva Technology community are:

- Luxury: LVMH
- Knowledge: EY
- Telco & Connectivity: Orange
- Sport, Gaming & Entertainment: PMU
- Hospitality & Tourism: Accor Hotels
- Customer experience: Webhelp
- Energy & Environment: Engie
- Urban Transformation & Innovations: Cisco & Vinci Energies

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