



# VIVA TECHNOLOGY

MAY 24-25-26 / PARIS 2018

PRESS RELEASE

## LAUNCH OF THE 2018 VIVATECH OPEN INNOVATION CHALLENGES STARTUPS AND LARGE CORPORATES INVENT THE SOLUTIONS OF TOMORROW

With the participation of  
**BNP Paribas, La Poste, LVMH, Orange, AccorHotels, Air France, Airbus, Cisco,  
ENGIE, HPE, ManPower Group, PMU, RATP Group, Auvergne-Rhône region,  
SANOFI, SAP, SNCF, SODEXO, Thales, Valeo et Vinci Energies.**

**Paris, December 14th 2017** – For its 3rd edition, VIVA TECHNOLOGY is once again launching an open innovation platform to foster cooperation between startups and large corporates. This platform is available at: [challenges.vivatechnology.com](http://challenges.vivatechnology.com). Startups from around the world are invited to respond by February 15th with innovative solutions, to the business issues of the leading corporates in their sectors. The list of selected startups will be revealed in mid-March.

Several thousand startups are expected to apply this year, but only 1000 will be selected, with at least half of them from outside of France. The selected startups will benefit from a booth on a lab of one of VivaTech's major partners from May 24th to May 26th at VivaTech in Paris and will have the opportunity to establish privileged links with the companies present.

This initial collaboration at VivaTech is a first step that can flourish over time into the development of commercial or technological partnerships, incubation or acceleration and even financial investment. Last year, the startup Snips, selected by Orange to be hosted on their lab, saw a sharp acceleration in its commercial activity post VivaTech. *"Participating in the VIVA TECHNOLOGY challenges last year was an incredible business experience"*, says Yann Lechelle, COO of the voice technology company.

A plethora of topics will be discussed on the labs from transforming customer experience, designing new consumption models, optimizing and streamlining internal processes for large corporates, to making the best use out of the new possibilities for Artificial Intelligence. These labs include BNP Paribas, La Poste, LVMH, Orange and many other VivaTech partners who will be announced shortly.

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*"Our model bringing together startups and large corporates is a unique springboard for startups, enabling them to benefit from exclusive assistance and exceptional support to accelerate their development. Since 2016, we have contributed to the birth of some very successful success stories and I am convinced that the 2018 edition will be even more beneficial after the international success of the previous edition",* says Julie Ranty, Managing Director of VIVA TECHNOLOGY.

Maxime Baffert, Managing Director of VIVA TECHNOLOGY, highlights: *"The cooperation between startups and large corporates is today a fundamental lever to promote the digital transformation of the entire economy. With the labs of our major partners, whose number will sharply increase in 2018, Viva Technology's contribution to the innovation ecosystem is further strengthened".*

2018 Challenges: <https://challenges.vivatechnology.com/en>

2017 Challenges: <https://challenges2017.vivatechnology.com/en>

## **About Viva Technology**

Co-organized by Publicis Groupe and le Groupe Les Echos, VivaTech is the world's rendezvous for startups and leaders to celebrate innovation. It's a gathering of the world's brightest minds, talent, and products taking place in Paris on 24–26 May 2018. More than 68,000 visitors attended the 2017 edition, and this year builds on that success as startups, business leaders, investors, academics, students, and media from around the world descend on Paris for three packed days. More information on [www.vivatechnology.com](http://www.vivatechnology.com) and @VivaTech

## **PRESS CONTACTS**

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### **Viva Technology**

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