

# EVOLEN'UP

The startups accelerator in the energy sector  
by **EVOLEN**

Energies  
for Today & Tomorrow

Application Guide for the Call for solutions



# EVOLEN' UP – ACCELERATE THE ENERGY TRANSITION

The EVOLEN' UP mission is to open up EVOLEN's industrial ecosystem to all startups with innovative solutions in order to meet the energy challenges of today and tomorrow

## 3 guiding principles



### TO IMPROVE OUR OPERATIONAL EFFICIENCY

**NEW CAPACITY FOR CONCEPTION AND MANUFACTURING**  
NEW PROCESSES, ROBOTIZATION AND AUTOMATION  
**DIGITAL TRANSFORMATION** SAFETY, CYBER-SECURITY  
PROJECT MANAGEMENT METHODOLOGY AND SIMPLIFICATION OF OPERATIONS  
LOGISTIC, TRANSPORT, SUPPLY CHAIN



### TO REDUCE THE ENVIRONMENTAL IMPACT OF OUR ACTIVITIES

**BETTER MANAGEMENT OF THE RESSOURCES USED**  
RAW MATERIALS, ENERGY, RE-USE, RECYCLING, LCA  
**TO MEASURE AND MINIMISE EMISSIONS AND DISCHARGES OF ALL TYPE**  
CAPTURE, STORAGE, VALORISATION OF CO2 (CCUS)  
**TO ADD VALUE TO UNAVOIDABLE ENERGY**  
TO DEVELOP THE ENVIRONMENTAL MONITORING OF DIGITAL TRANSFORMATION  
SOBRIETY



### TO DEVELOP LOW-CARBON ENERGY SOLUTION

**HYDROGEN** **GREEN GAS** **SYNTHETIC FUELS** **BIOFUELS**  
GREEN CHEMISTRY GEOTHERMAL ENERGY  
**MARINE RENEWABLE ENERGIES** OFFSHORE WIND  
TECHNOLOGIES OF PRODUCTION, STORAGE, TRANSPORT AND DISTRIBUTION OF ENERGY  
SYSTEMIC APPROACH / LCA

# EVOLEN' UP – THE PARTNERS

An initiative by EVOLEN, operated in collaboration with Impulse Partners on behalf of industrial partners

## EVOLEN

Energies  
Aujourd'hui & Demain

**EVOLEN supports companies and professionals in the energy sector to develop sustainable and economically reliable solutions with an easy access to all, in order to achieve in the energy transition towards zero carbon emission in 2050.**



**+270**

**Companies**

Our priorities :

- Support our companies in their growth initiatives in France and abroad
- Enhance and promote innovation, support projects and startups
- Contribute to expand scientific, technical and economical knowledge
- Promote expertise, integrate and enhance professional skills

The aim of the partnership is to facilitate and represent the energy community in our industry in France and on an international scale.

## IMPULSE PARTNERS

**Support to startups in the development of their activities, their offers, and their access to the market.**



**+1000 Startups**



**+150 Partners**



**+50 VCs Investors**

IMPULSE PARTNERS is a strategy consulting firm working with major industrial companies on strategy, innovation and performance topics.

IMPULSE helps its partners meet growth challenges, to identify opportunities, to rethink business models and to review innovation strategy.

IMPULSE PARTNERS also develops startup platforms in close collaboration with industrial decision-makers, local authorities and specialized investors. The IMPULSE teams detect the most innovative and promising startups and put them in touch with industry leaders in order to accelerate their development.

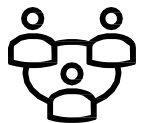
Engaged partners in an open innovation initiative aimed at revitalizing the industrial sector.



The EVOLEN' UP partners

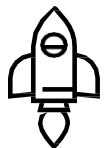
# EVOLLEN' UP – WHAT CAN WE DO FOR STARTUPS ?

A unique access to decision-makers and industry experts



## ACCESS TO EVOLLEN NETWORK AND IMPULSE PARTNERS

*An extensive network of more than 250 qualified professionals, industrials, research centres, etc. to cover the whole energy value chain, a set of meetings dedicated to the energy sector, promotion through media.*



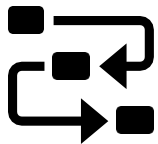
## TEST FACILITIES AND INDUSTRIAL SITE FOR EXPERIMENTATION PROJECTS

*An exciting opportunity for startups to co-build, test and validate solutions on-site at corporates partners.*



## CREATING AND DEVELOPING INVESTOR-STARTUP RELATIONS

*Increase visibility and credibility in the market and among investors, support to set up an investment plan, get in touch and collaborate with strategic and targeted investors (e.g. business angels, venture capital, etc.) in the business sectors of EVOLLEN' UP.*



## METHODOLOGICAL AND BUSINESS SUPPORT

*An exclusive access to experts in the partners network, training plans, tailored action plans, analysis of the environment (e.g. market, competitors, threats, opportunities, etc.).*

# EVOLEN' UP – PROCESS TO INTEGRATE THE ACCELERATOR

Startups will benefit from a customized support for 1 year

## STEP 1 | APPLY

Complete an **application form** as a startup and the EVOLEN' UP team will review and select the best applications

[Apply here !](#)



## STEP 2 | PITCH

Present project / solution and **detail specific development needs for the startup** to the EVOLEN' UP partners

Criteria assessed by the partners

- 1 THE TEAM**  
Complementary skills and ability to develop and lead the project
- 2 TEST THE INTEREST**  
Startups' vision, capabilities and activities to match EVOLEN' UP partners' interests
- 3 THE OFFER**  
Innovative solution and technological differentiation with competitors
- 4 THE MARKET**  
Potential application markets

## STEP 3 | JOIN

Join the **EVOLEN network** as a startup and collaborate with the EVOLEN' UP partners, after establishing a mutual interest with them



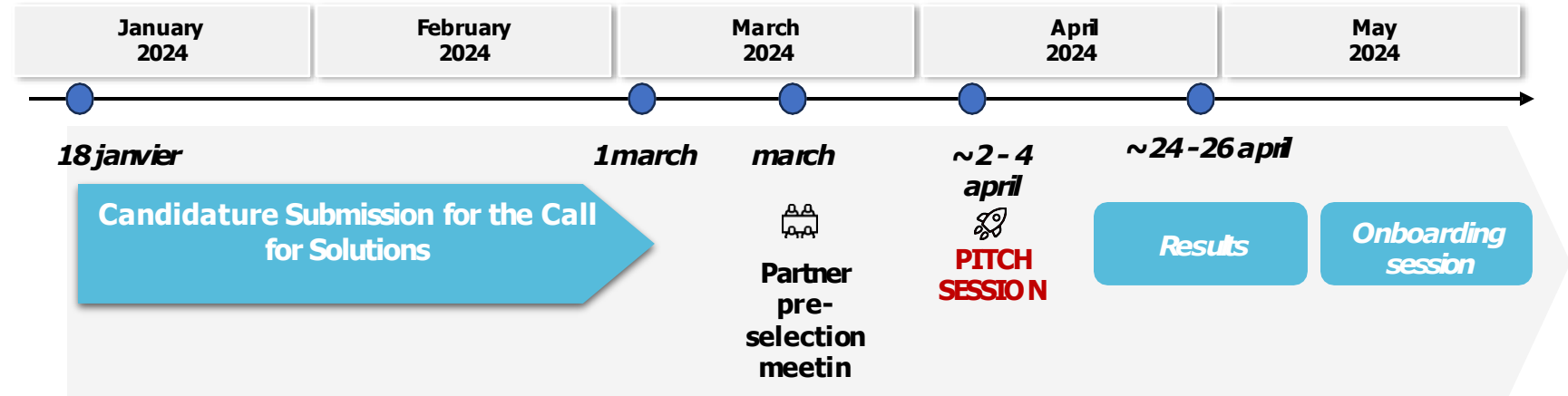
# EVOLEN' UP – THE STARTUPS OF THE ACCELERATOR



# EVOLEN' UP – NEXT STEPS

The key stages to integrate the EVOLEN' UP program

## Indicative timetable



## Details of the various stages in the timetable

- **From 18 January to 1<sup>st</sup> March**, applicants can submit and complete their applications on the EVOLEN' UP website using the typeform.
- **In March**, the partners convene to preselect the companies they would like to meet.
- **Between the 2<sup>nd</sup> and the 4<sup>th</sup> April**, the shortlisted companies **will be invited to a pitch session**.
- Following its conclusion, partners will gather to select **the laureates who will join the upcoming accelerator cohort in May**.
- **Onboarding sessions** with EVOLEN' UP are scheduled **to commence in May**.

# EVOLEN' UP – APPLICATION CONDITIONS

What are the applications conditions ?

- You need to be an innovative company with a registered legal status that aligns with the themes covered by **EVOLEN' UP**.
- Simply complete the application form available on the website [evolenup.com](https://evolenup.com).
- To assist you **in completing the application form**, you can **download the questions in PDF format**.

How does the pitch session unfold ?

- Each company will have **7 minutes to present its business, technological solution, and desire to join EVOLEN' UP**, followed by **3 minutes to address questions** from the audience.

Who is the pitch session intended for ?

- The jury members consist of the innovation and technical teams from various partners. Thus, the emphasis should be on a technological collaborative approach (business model, technological development ) rather than a marketing presentation.

Are we covered by and NDA

- In the context of the presentation session, **you will not be subject to an NDA**. Therefore, **it is not necessary to include the confidential mention in your presentation**.

Is-it free ?

- **The application is free.**
- **If integrated into EVOLEN' UP, the company will be responsible for an annual membership contribution** to the Evolen association, comprising over 260 energy industry stakeholders. For indicative purposes, **the fee schedule is provided alongside.**

	Tarif	Cotisation Annuelle (€) HT
Collège 1	Grand Groupe   >10001 p	AA1 40 700
	Groupe   5001 - 10000 p	AA2 19 300
Collège 2	Grand Groupe   >10001 p	A01 8 600
	Groupe   5001 - 10000 p	A02 6 600
	Grande ETI   1001 - 5000 p	A03 4 900
	Petite ETI   251 - 1000 p	A04 4 300
	Grande PME   101 - 250 p	A05 3 600
	Petite PME   11 - 100 p	A06 1 900
	TPE   < 11 p	A07 1 100
	Entreprise Unipersonnelle	A08 500
	Start-up*	A09 500
	Groupement ou syndicat professionnel	A10 Nous consulter
	Association**	A11 Nous consulter
Ecole / Université	A12 Nous consulter	

\* Société de moins de 5 ans ou CA < 500 k€

\*\* Association n'ayant pas d'activités commerciales - hors adhésions croisées



# EVOLLEN' UP – QUESTIONS FORMS

Topics	Questions
<b>Summary Page</b> <ul style="list-style-type: none"> <li>• What is your company name ?</li> <li>• Founding year</li> <li>• Company registration number</li> <li>• First and last name of founder</li> <li>• % of capital held by founder</li> <li>• Contacts (phone number and e-mail)</li> </ul>	<ul style="list-style-type: none"> <li>• Address</li> <li>• Your elevator pitch (short description of your company)</li> <li>• Website</li> <li>• Main shareholders and their % of the capital</li> <li>• Total revenue and net income (N-1 ; N ; N+1)</li> <li>• Number of employees</li> </ul>
<b>Your Solution and your Market</b> <ul style="list-style-type: none"> <li>• What is your level of maturity (TRL : technology readiness level)</li> <li>• Please name the awards you might have received in the past few years</li> <li>• Please indicate the patents you might have</li> <li>• What clients do you target and what is the market need you answer ?</li> <li>• What are the key features of your product/service and how do they answer the needs of your target market?</li> <li>• What are your pending developments, to do, plans and associated risks?</li> <li>• Is your solution ATEX certified ?</li> <li>• General use cases of EVOLLEN' UP Which industrial use case are you targeting?</li> <li>• Specific use cases for this call for solution Which use case are you targeting?</li> </ul>	<ul style="list-style-type: none"> <li>• Does your solution help to reduce environmental footprint ? (example : CO2 saved)</li> <li>• Can you quantify the reduction of the environmental footprint with your solution? (tones of CO2 saved compared to current solutions)</li> <li>• Who are your competitors and why is your company better?</li> <li>• How is this competitive advantage sustainable/defendable?</li> <li>• What stage is your innovation and what major developments are you currently working towards?</li> <li>• Where are you with the commercialization of your product and what are your current sales objectives?</li> </ul>
<b>Your Business Model</b> <ul style="list-style-type: none"> <li>• What are your main revenue sources and what are your major expenses?</li> <li>• Have you raised funds, obtained loans and grants? If so how much ?</li> </ul>	<ul style="list-style-type: none"> <li>• Can you list your main shareholders and their % of the capital?</li> </ul>
<b>Your Team</b> <ul style="list-style-type: none"> <li>• Describe the experience of the founders and your key resources.</li> <li>• Number of employees N, N+1, N+2</li> </ul>	
<b>Your interest for EVOLLEN' UP</b> <ul style="list-style-type: none"> <li>• Can you tell which of EVOLLEN' UP services are you interested in ?</li> <li>• Among the previous proposals, in terms of methodological coaching, could you classify by *order of priority* (expectations from EVOLLEN' UP support) ?</li> <li>• Express your preference in terms of collaboration with partners</li> </ul>	<ul style="list-style-type: none"> <li>• Could you please justify your choices of partners collaboration</li> <li>• Choose the tags that best describe your product/ innovation</li> <li>• Have you ever conducted business relationship of any kind with</li> <li>• How could EVOLLEN' UP or its Corporate Partners' industrial operation benefit from your solution?</li> </ul>
<b>Your Visibility</b> <ul style="list-style-type: none"> <li>• How would you summarize your company in a single tweet ?</li> <li>• Please upload your logo</li> <li>• Do you allow us to record and manage your data, in line with the GDPR (General Data Protection Regulations)?</li> </ul>	<ul style="list-style-type: none"> <li>• Image rights</li> <li>• Would you like to provide us with any additional information/support?</li> <li>• Would you like to provide us with a short video?</li> </ul>
<b>Your ESG policy</b> <ul style="list-style-type: none"> <li>• <b>Have you implemented some ESG indicators, if yes which one ?</b></li> <li>• <b>Does the company have a formal environmental policy (Ecovadis, ISO, Lucie) ?</b></li> <li>• <b>What is the environmental impact of your technology (life cycle analysis, carbon footprint,...)?</b></li> <li>• <b>Has the company conducted an impact assessment (diagnostic d'impact,...)?</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Does the company have a formal social policy (gender equity, diversity and inclusion) ?</b></li> <li>• <b>Does the company have governance indicators ? (board composition, sustainability reporting) ?</b></li> </ul>