Plant 4.0
STARTUP INCUBATOR

Imagine the future of industry
Application methodological guide

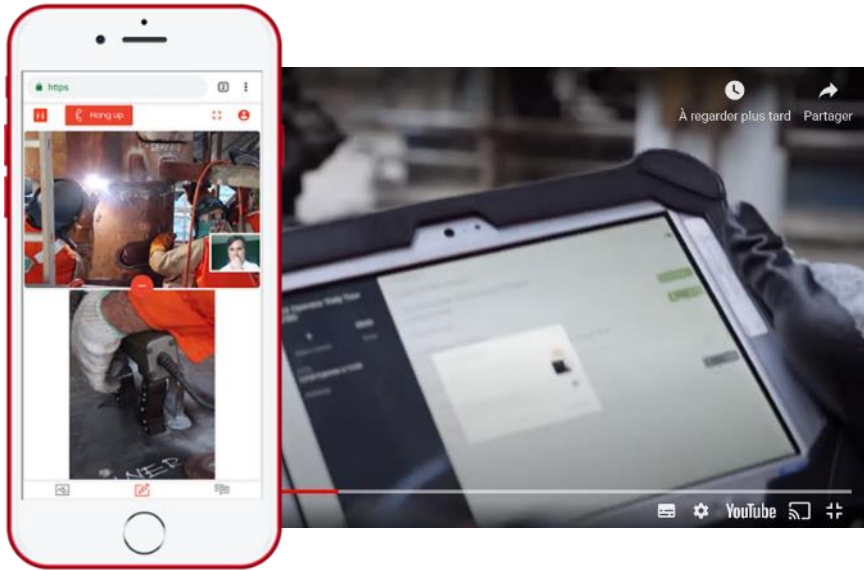An open-innovation program initiated by TotalEnergies and extended with leading industrial partners

TotalEnergies Air Liquide creative oxygen EIFFAGE orano Donnons toute sa valeur au nucléaire SAINT-GOBAIN

Operated by : IMPULSE PARTNERS

Plant 4.0
STARTUP INCUBATOR

Identifying and attracting the most
groundbreaking Industry 4.0 startups
from around the world

*Sharing feedback & good practices
between industrials
Vivatech 2019*
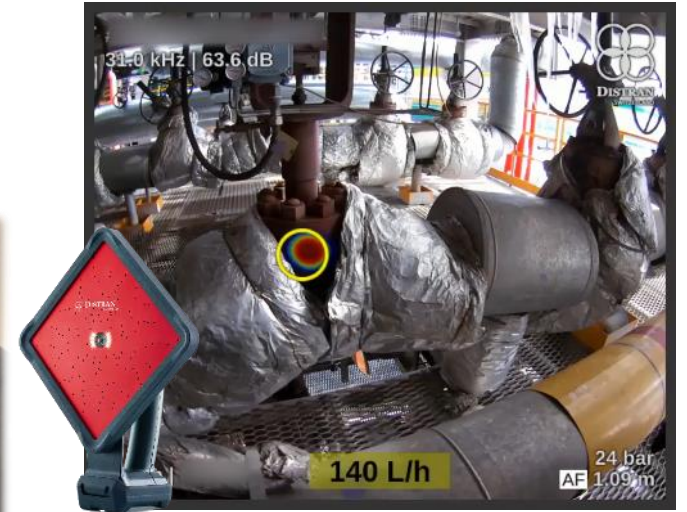
Testing startup technology,
products or services
and transforming TotalEnergies
& its Partners' operations

Supporting the deployment of
digital technologies in industrial activities

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Plant 4.0
# Scope - Innovative Digital Solutions for :

AUGMENTED OPERATOR

- Operation safety and reliability
- Collaborative processes
- Augmented interface for simulation, assistance and training
- Working conditions, corporate wellness and productivity
- Automation-based assistance
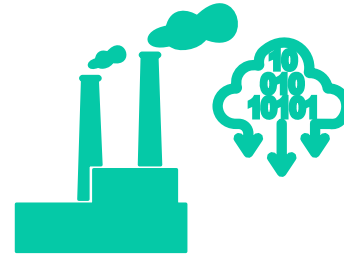
ASSET OPTIMIZATION

- Asset integrity maintenance and safety
- Real-time monitoring and optimization
- Industrial data analytics and predictive modeling
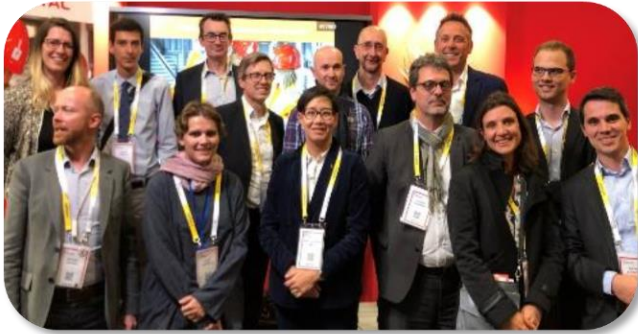- Digitalization of processes
- Cybersecurity
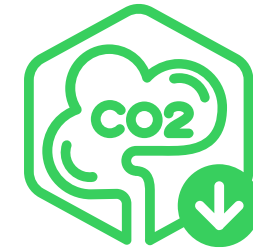
LOW CARBON

- Carbon Capture Utilization and storage
- Carbon monitoring
- Energy efficiency
- Renewable energies
- Industrial heat recovery

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STARTUP INCUBATOR – The Process

Use case identification with Corporate Partners and call for innovative solutions
Workshop to share best practices

Scouting & qualification of the most promising startups around the world :
Application on : https://www.plant4-0-startup-incubator.com/

Startup selection committee with partners experts evaluation
(Open to all partners' employees)

Integration in Plant 4.0

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What are the benefits of Plant 4.0 ecosystem?

STARTUPS

o Join an **ecosystem specialized in industry**

o Qualified contacts & **feedbacks** of industry experts

o An increased **visibility** and **credibility** towards market & investors

o Access **experimentation** opportunities and financing from the largest industrial players

o **Free for** Startups

CORPORATE PARTNERS

o **Source** the most relevant startups

o Identify **use cases**

o Evaluate potential for **collaboration**

o **Test** technologies in industrial environment

o Share lessons learnt and best practices with your industry peers

o **Share your needs and best practices** in dedicated workshops with Plant 4.0 industrial partners (digitalization, sustainability, ...)

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Plant 4.0
Key Figures – since 2016

15
Solutions deployed in Corporate facilities

~35
Solutions tested by the corporate partners

+90
Startups selected by the corporate partners

+450
Applications received from startups

+1000
Startups identified by IMPULSE PARTNERS team

FIELDBOX Siteflow FLYABILITY SAFE DRONES FOR INACCESSIBLE PLACES TRAXxs Protection Technology Inside Colopad SEAL BONDED

DISTRAN bulldozair ermeo une entreprise de CAUSEWAY+ ROAV7 UBLEAM Bigger than life

ViiBE TELEPORT YOUR SERVICE, GET EMPOWERED DIOTA Digital-Field Solutions for Industry ROBOPLANET WINMS QUALISTEO Rethinking Energy Efficiency

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Plant 4.0 : Testimonies
3 examples of success stories from Plant 4.0

bulldozair
https://www.bulldozair.com/fr/

"Impulse helped us to meet corporate management in construction industry that led to several clients in the early days of our collaboration Impulse was also the go between with our first investor (seed round) and another lead investor in our Series A (4M€) "

"We met one of Totalenergies business unit leader during a Plant 4.0 pitch and then he became client. Other subsidiaries of TotalEnergies also became client since then (Mobility and electrical car city network)"

"Our solution started as a POC but is now deployed since early 2021 by Totalenergies accross all electric car charging stations (either installation or maintenance) . Thanks to IP I also had the opportunity to present this deployment to Patrick Pouyané (Totalenergies CEO) and all Totalenergies Board members during a meeting in July."

Ali El Hariri
CEO and Founder of BulldozAir (Plant 4.0 startup since 2016)

DISTRAN SWITZERLAND
https://www.distran.ch/

"Innovation competitions and events organized by Impulse helped us to get in touch with high level people within our target organizations. It resulted in many sales and collaborations"

"We have been part of MassChallenge, ETH ielab among others. Impulse approach is much closer to industrials. It helped us to quickly organize proof of concepts in different industries"

"Our acoustic cameras are used by 13 sites within Total Energies in 6 countries, some of them have bought multiple devices. Others partners such Air Liquide, Eiffage, Solvay bought cameras, sometimes on multiple sites and countries."

"Thank you for the professional way you are running the start-up coaching business"

Florian Perrodin
CEO and Founder of Distran (Plant 4.0 startup since 2017)

SITEFLOW
https://siteflow.fr/

"2 interests to be in IMPULSE ecosystem : to be with other startups and better know the ecosystem (what other startups are doing on close sectors) and Visibility/being introduced to the market : IMPULSE is a window to big corporates and a way to access them easily"

"The great example is the introduction with ORANO : 3 years ago impulse gave us the opportunity to present our solution in 15 minutes to a board of directors, it leads few years ago to nearly a million € contract for our software and the deployment of the solution for more than 4000 Orano users"
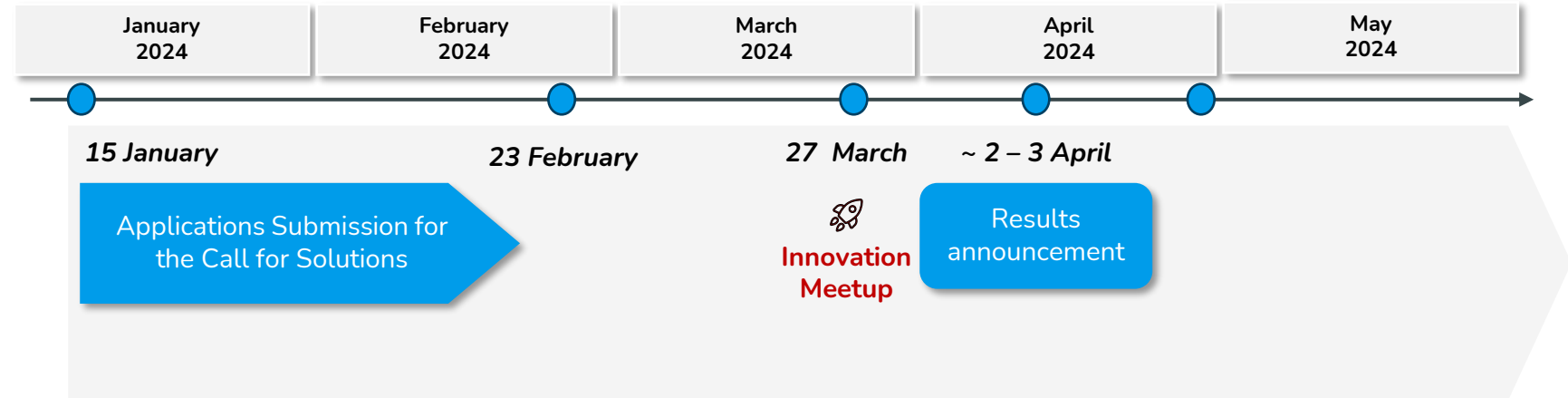
"It has been deployed in ORANO facilities for 4000 users (DS, Mining and Corp), we signed 3 different contracts on all ORANO activities also internationally (Kazakhstan, Uzbekistan, …)"

Louis Hauvette,
CEO and Founder of Siteflow (Plant 4.0 startup since 2019)

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Plant 4.0
STARTUP INCUBATOR – The Calendar

January 2024	February 2024	March 2024	April 2024	May 2024

Indicative timetable

15 January

Applications Submission for the Call for Solutions

23 February

27 March

🚀

Innovation Meetup

~ 2 – 3 April

Results announcement

Details of the various stages in the timetable

- *From 15 january to 23 february , applicants can submit and complete their applications by sending their video and fulfilling the application form*
- *After the registration period concludes, partners will convene in **February to shortlist the companies** they wish to meet.*
- *Following this pre-selection, the shortlisted companies will be invited to **a pitch session scheduled for March 27.***
- *Once this session concludes, partners will meet to select the winners who **will join the new accelerator promotion starting on April.***

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STARTUP INCUBATOR – Focus on the process

STEP 1 - APPLY

To apply, you have to record a short video of around 1min and fulfil an application form. Corporate members of Plant 4.0 will then select the startups they want to see during the step 2 – The Pitch
(more details on the video and the form in slides after)

Apply here

Fullfil the typeform

Record a short video
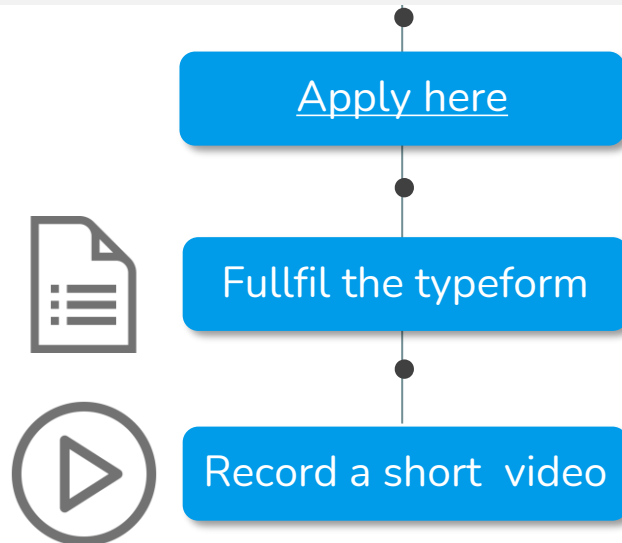
STEP 2 – PITCH

Pitch your company and your technological solution to a panel of experts

Criteria assessed by the partners :

① **THE TEAM**
Demonstrating a blend of complementary skills and the adeptness to cultivate and guide projects effectively.

② **THE COMPATIBILITY**
Evaluating the startup's alignment with the activities, of partners.

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③ **THE OFFER**
Innovation and technology differentiation compared to competitors

④ **THE MARKET**
Potential applications markets

STEP 3 – JOIN

Join the Plant 4.0 network as a startup and collaborate with the Plant 4.0's industrial partners

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STARTUP INCUBATOR – Video tutorial application

Video Format	• Create a concise 1/2-minute video using your smartphone or your computer.
Questions to answer during the video	Throughout your video, kindly address the following questions : • Could you describe your solution? (technology and business model) • Provide an example of an industrial use case. • Share an existing POC, deployment for an industrial and the results • What is the rationale behind your application in Plant 4.0 ? • Can you give examples of collaboration you imagine with one or several of the Plant 4.0 Corporate Partners ?
The video is mandatory	• Both the video and the application on Typeform are required to complete and validate your candidacy. This video will be a valuable resource for our partners during their preselection processes.

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STARTUP INCUBATOR - Questions form

Topics	Questions	
Summary Page	• What is your company name ? • Incorporation date • Company registration number • First and last name of founder • % of capital held by founder • Contacts (phone number and e-mail)	• Address • Your elevator pitch (short description of your company) • Website • Main shareholders and their % of the capital • Total revenue and net income (N-1; N ; N+1) • Number of employees
Your Solution and your market	• What clients do you target and what is the market need you answer? • What are the key features of your product/service and how do they answer the needs of your target market? • What are your pending developments, to do, plans and associated risks ? • Is your solution ATEX certified ? • Which Plant 4.0 main axis fits the best for your solution ? • Which industrial use case are you targeting?	• Where are you with the commercialization of your product and what are your current sales objectives? • Who are your competitors ? • What are your competitive advantages ?How are they sustainable/defendable?" • What stage is your innovation (e.g.: TRL) and what major developments are your currently working towards."
Your Business Model	• What are your main revenue sources and what are your major expenses? • Have you raised funds, obtained loans and grants ? If so how much ?	• Can you list your main shareholders and their % of the capital?
Your Team	• Describe the experience of the founders and your key resources.	• Number of employees N, N+1, N+2
Your interest in Plant 4.0	• Have you ever conducted business relationship of any kind with	• How could Total or its Corporate Partners' industrial operation benefit from your solution?
Your visibility	• How would you summarize your company in a single tweet ? • Please upload your logo • Do you allow us to record and manage your data, in line with the GDPR (General Data Protection Regulations)?	• Image rights • Would you like to provide us with any additional information/support? • Would you like to provide us with a short video?
Your ESG policy (proposition)	• **Have you implemented some ESG indicators, if yes which one ?** • **Does the company have a formal environmental policy (B Corp label, Life cycle analysis, carbon footprint)** • **Does the company have a formal social policy (gender equity, diversity and inclusion)** • **Does the company have governance indicators ? (board composition, sustainability reporting)**	

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STARTUP INCUBATOR – 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 Plant 4.0. • Simply complete the application form available on the website **www.plant4-0-startup-incubator.com/** and create a concise 2-minute video using your smartphone, addressing pivotal questions including your innovative solutions, the compelling business case behind your product or service and why you want to join Plant 4.0.
How does the pitch session unfold ?	• Each company will have 7 **minutes to present its business, technological solution, and desire to join the Plant 4.0 startup accelerator, followed by 3 minutes to address questions** from the audience.
Who is the pitch session intented for ?	• **The jury members consist of the innovation and technical teams from various partners. Thus, the emphasis should be on a technological collaborative approach (co-development) rather than a pure commercial presentation. Corporate partners need to understand your solution and how they could deploy it in their facilities.**
Are we covered by an 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 whole process from the application to the integration of the ecosystem is free for startups.**

plant4-0-startup-incubator.com

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