

## **Shake'up: a 5th call for projects which highlight Sustainability**

**The candidate startups have until January 31th, 2023  
to submit their files**

*Launched in 2016, Shake'Up is a unique and tailor-made startup incubator, initiated by Wavestone. The goal of this program is to develop a vision of a startup ecosystem which creates value for its clients, the startups themselves, and Wavestone's employees. Today, Shake'Up has formed a community of nearly 45 startups, and 150 employees of the firm are invested in their development. Thanks to the success of the project appeals that allowed us to welcome the likes of Yuka, Phoenix Mobility, Isahit, Olvid, and Hackuity, Shake'Up launches its 5<sup>th</sup> project call this year.*

*For this new edition, and in accordance with its commitment to responsible consulting, the firm wants to focus on the theme of Sustainability. Thus, the most promising startup will be offered tailor-made and personalized support.*

### **Call for projects 2023: encouraging startups committed to four key dimensions of sustainable development**

Shake'Up's 2023 project call aims at promoting the theme of sustainability under four precise aspects: the circularity of the consumer goods, the energy efficiency of the buildings, responsible mobility and responsible digital practices.

Wavestone works with start-ups which have already defined their business model and which wish to be accompanied in their development thanks to the triple business, technological and sustainable development expertise of the team. Start-ups will also benefit from business connections with Wavestone's clients. The winning companies of this project call will be accompanied by Shake'up for one year. They will be welcomed in the offices of the firm if necessary and will benefit from coaching on their global strategy (business model, value proposition, technological contribution, etc.) They will also be able to benefit from the entire international network of Wavestone offices.

For Eva Rosilio, Manager of Shake'Up, *"This 2023 edition, dedicated to sustainable development, required serious preparation. Indeed, we have put everything in place to reorient our objectives and act for a better future, following the commitments taken by the Wavestone firm. We want to discover and select the best innovations and boost them freely with all the skills and assets we have within the firm".*

Applications opened on Monday, November 7, a few days before the start of COP 27. Startups will have had several weeks to apply by providing information needed to understand their model and value proposition.

After the first selection made by the Shake'Up team, the companies that stand out during this first phase will then be invited to pitch their projects on March 30, 2023, in Wavestone's offices in La Défense. The jury will be composed of Wavestone experts, partners of the firm and journalists who follow the start-up market:

- Cédric BAECHER, Partner Sustainability at **Wavestone**
- Servane METZGER, Deputy Director of Public Affairs at **France Digitale**
- Wadie MAANINOU, Co-founder of **TOLV**
- Carine KRAUS, Director of Engagement at **Carrefour**
- Etienne PORTAIS, journalist and co-founder of **Maddyness**
- Charlie PERREAU, Head of Service at **Echos Start**

The award ceremony will be followed by a cocktail event.

For Wadie Maaninou, CEO of TOLV (ex-Phoenix Mobility), "*Being incubated by Shake'Up helped us a lot on the technical and the methodological side of things, as well as helping with our business plan where we had real contacts thanks to Wavestone. We are consequently very happy to be part of the jury for the next projects dedicated to the topic of sustainability, which is really close to our heart*".

The selection process is based on 3 main steps:

- **Until January 18th**: constitution of a file to be uploaded [on the Forinov platform](#)
- **Until March 17**: evaluation and pre-selection of five propositions by the members of Shake'Up.
- **March 30th**: pitch of the pre-selected start-ups and prize-giving ceremony in Wavestone's offices in La Défense.

## About Shake'Up

*Through Shake'up, Wavestone's ambition is to contribute to the development of young businesses, while leaving them entirely independent. Thanks to a free space in the firm's offices, expertise consultation adapted to the startup's needs, provision of Wavestone's international network, and a real commercial acceleration by linking customers to the startup, the young projects benefit from real development prospects.*

*At the same time, the firm also aims to bring more value to its clients not only through a better knowledge of the startup ecosystem but by also creating real hubs for exchange between these two worlds (events, meetings, etc.).*

*Since its launch in 2016, Shake'Up has:*

- *Participated in about 15 key market events (Vivatech, SIDO, etc.)*
- *Had 36 alumni startups and is currently onboarding 6 startups*
- *Around 20 active radars updated every year in all our sectors*
- *150 employees committed and mobilized in the development of the start-ups we incubate*

## About Wavestone

*In a world in which knowing how to innovate is the key to success, Wavestone's mission is to enlighten and guide large organizations in their most critical transformations with the ambition of making them positive for all stakeholders. This ambition is rooted in the firm's DNA and is summed up by the signature "The Positive Way".*

*Wavestone has nearly 4,000 employees in Europe - where it is one of the leading independent consulting firms - in the United States, and in Asia. Wavestone is listed on Euronext Paris and has been awarded the Great Place To Work® label.*

*More information on [www.wavestone.com](http://www.wavestone.com) // @wavestoneFR*

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