

CATALYST

CATALYST — GETTING YOUR BUSINESS GROWTH CURVE RIGHT

Overcoming business
challenges with innovative solutions



Global fintech companies today face a variety of issues during the course of their lifetime, some of which are not easy to identify and tackle on purely homegrown solutions all the time. Then, there are startups too, who contend with their own set of teething issues that prevent them from catching up with the learning and growth curve—for whom engaging working-model experts is the obvious way forward.

Beyond merely articulating the pain points of a running business, or accelerating the growth curve of a startup, lies numerous potential benefits of working with the right partner and technology platform. CATALYST is a product of Societe Generale's leading-edge innovation—an advanced approach to identifying and solving business problems. For startups, it comes in the form of a 10-week hosting and mentoring module, which not only provides a powerful head start to establishing business priorities, but also enables young businesses to make the right working connections with potential business opportunities of their own.

**THE FUTURE
IS YOU**  **SOCIETE
GENERALE**

CATALYST
Powered by Societe Generale

MAIN FEATURES

- Identify and select business challenges
- Publish to ecosystems
- Selection of startups
 - Introduction into Societe Generale tech environment
 - Startups receive up to 6000€ during the hosting phase
 - Navigation capabilities for startups progressing toward business contracts

BENEFITS FOR BUSINESS

- Robust support in identifying business challenges
- Connect with local innovation ecosystems—F6S, TechStars, NASSCOM, NUMA, Universities, and own local partners
- Solid end-to-end support for operational processes
- Adapts to your specific business needs—timing, duration, choice of legal engagement, and so on

BENEFITS FOR STARTUPS

- Leverage the expertise that already supports over 58 startups
- Integrate with Societe Generale's advanced technology ecosystem
- Receive revenues during the CATALYST phase
- Get navigation help in signing new contracts
- Own the developed IP



CATALYST SEQUENCING & RESOURCES



Identification and Selection of Business Challenges
4 Weeks, 1 Resource

Publication to the ecosystems
3 Weeks,
1 Resource

Selection of startups
3 Weeks, 1 Resource
+ Businesses

Execution / Acceleration
10 Weeks, 2 Resource
+ Businesses

Evaluation / Deployment
1 Resource +
Businesses

WHY CATALYST FROM SOCIETE GENERALE?

The Societe Generale Global Solution Center is a 100% owned subsidiary of European banking major Societe Generale, delivering innovative business process automation with an emphasis on improving process quality, efficiency and effectiveness for financial services clients. With a proven record of innovation, Societe Generale solutions continue to add value to client processes. Catalyst is an open innovation 10-week accelerator program, which identifies challenges and collaborates with startups, innovation experts and academic institutions for innovative solutions. Leveraging the latest in Deep Learning, Design Thinking, AI, and Machine Learning methodologies enables Societe Generale innovation to focus on transforming how clients overcome operational challenges, going into the future.