

INNOVATION TO COMPANY

Die Startup Challenge der WK Wien

CHALLENGE DESCRIPTION



Feel Welcome

Accor Hotels is a group of companies that stands for hospitality and honors the unconditional promise “feel welcome”. More than 180,000 employees take care of the group’s guests in over 3,700 hotels in 94 different countries. Accor is constantly improving its concepts in various segments to meet the needs and expectations of business travelers and holidaymakers worldwide: in the luxury/upscale segment (Sofitel, Pullman, MGallery, Grand Mercure, The Sebel), in the midscale segment (Novotel, Novotel Suite, Mercure, Mama Shelter, Adagio), and in the economy segment (Ibis, Ibis Style, Ibis Budget, Adagio Access, and HotelF1).

In Austria, Accor manages 33 hotels (Sofitel, MGallery, Novotel, Novotel Suite, Mercure, Adagio Access, Ibis, Ibis Styles and Ibis Budget). So far, the group has also developed an effective digital structure (e.g. the booking portal accorhotels.com or the loyalty program Le Club Accor Hotels).

Category:

Smart hotel solution & guest journey (software & services) – B2B & B2C

Accor is looking for startups and solutions that contribute to the optimization of one or more of the following points:

- *Customer experience* – before, during and after a guest’s stay (i.e. booking process, stay and repeated booking process – touchpoints for customers)
 - o Complementary services related to the hotel

- Support for internal processes (soft benefit delivery = free premium services for VIP guests from the Le Club program)
- Increase up-selling and cross-selling potential
- *Customer loyalty* and customer retention both online and offline (hotel stays, newsletter, etc.)
- Boosting the *recommendation rate* (B2B and B2C)

It should be possible to implement the solution without changing Accor's existing infrastructure too much – no new hardware, focus on software and services, as addition to our app (see App-Store).

Eligibility criteria:

- An existing startup or
- diverse and creative team
- with a prototype or finished product or service (that can be adapted and solves one or more of the challenges above)
- Readiness to collaborate with Accor in Vienna

What is in it for you?

Accor offers the three finalists an Industry Insight Workshop with leading expert company managers hosted at the Sofitel Vienna Stephansdom.

Additionally, Accor provides the winning team with the following benefits:

- Equity-free prize money of EUR 5,000
- An Accor Business Plus Card for the winning team (LINK)
- Our goal is a joint implementation of the solution in Austria,
- as well as a presentation of the project at the corporate headquarters in Paris

All information can be found under: www.accorhotels.com/leclub

Disclaimer:

All persons who fulfil the above-mentioned participation criteria are entitled to participate. Participation is barred to employees of AccorHotels and their families, as well as to public officials.

AccorHotels defines an assignment, on the basis of which innovative start-ups are registered via the project web site www.innovation2company.wien on an online platform (www.dealmatrix.io). The participants in question are pre-selected via these platforms, and are subsequently presented to the buddy company. The most suitable three start-ups are then selected for the final by AccorHotels with the assistance of the coaches; the finalists are notified by email. In the final stage the ideas are finalised and presented. A winner may be selected from the finalists.

No legal claims may be made in connection with the contracts concluded between the start-up and AccorHotels. Similarly, no legal claim may be made in connection with the final selection and/or nomination of a winner. The conditions for participation, parts of the process or even the entire process may be amended at any time. The amendments will be notified in a timely manner and publicised on the platform www.innovation2company.wien.

There is a possibility, and participants expressly acknowledge, that the research, development and other activities of the participants and AccorHotels may overlap thematically. No claims of any kind may be made by the participants in connection herewith.

In registering for the competition, the participant gives his full consent to this disclaimer.