



INNOVATION TO COMPANY

Die Startup Challenge der WK Wien

CHALLENGE DESCRIPTION



Austria's most traditional wine and champagne cellar Schlumberger is celebrating its 175th anniversary this year. Combining tradition and innovation, the production company, together with the sales companies Top Spirit / Mounier, which have a large number of well-known international spirits brands and international winegrowers in their portfolio, is the market leader in premium sparkling wine and premium spirits. At the end of 2015 the Mozart Distillery in Salzburg was taken over by the Mozart brand with an export share of 85%. The business today includes the areas of sparkling wine, spirits, wine and alcohol-free beverages.

In the core and source market of Austria, the products are distributed directly in the food retail trade, the catering industry and online. In addition, the strong export brands Schlumberger and Mozart Schokoladenlikör, including an existing network of "own" sales organizations of the principal owner, are represented in 60 countries worldwide.

The company management understands the tradition as an order and responsibility to make the company fit for the next 175 years.

Schlumberger has already built up a great reach in the last few years through Facebook and is among the top 6 in the industry of sparkling wine brands with 45,000 Facebook fans. The structured collection and processing of data is also an essential task for Schlumberger, as in all industries, for the interaction and activation of existing and new customers.

Category:

In the context of "Innovation to Company", Schlumberger is looking for innovative start-ups in the fields of **Data Driven and Data Collecting Solutions** - for existing customers & communities as well as for the acquisition of new customers in all relevant (digital) sales channels.

For „existing community“ it is about:

- Social community engagement & brand building
- Loyalty & recommendation
- Conversion of existing Sales Channels (Shop)

For „community extension“ we are looking for:

- Interesting solutions, which complete our previous engagement, especially in the fields of brand management, sales and after sales

Eligibility criteria:

We are looking for:

- Start-ups (national or international) with an existing solution/product
- Already established Start-ups
- You have your product on the market
- Relevant experience typically in the area of FMCG and / or Retail (e-commerce)
- Working language German or English
- Openness to collaborate with Schlumberger in Vienna
- Coordination with Schlumberger IT and existing IT-services & agencies

What that means for you?

Schlumberger offers the following services to the winner:

- Equity free prize of EUR 5.555.-
- Real-Live-use of the solution/product in the test markets Austria and Germany
- Perspective: Rollout in all countries, where Schlumberger is already active (current 60) or where a market entry is planned
- Award Ceremony for winner and finalists and their guests (50 persons in total) in the Schlumberger Kellerwelten
- Optional offer: office for free for the team of the winner at Schlumberger headquarter

Disclaimer:

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

Schlumberger 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.com). 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 Schlumberger 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 among the finalists.

No legal claims may be made in connection with the contracts concluded between the start-up and Schlumberger. 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 the participants expressly acknowledge, that the research, development and other activities of the participants and Schlumberger 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.