

VIVA
TECHNOLOGY

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VIVA

VIVA TECHNOLOGY BRAND



Gruppe Les Echos

2017 KEY FACTS

68,000
ATTENDEES

6,000
STARTUPS

1,500
JOURNALISTS

1,400
INVESTORS



93 MILLION
PEOPLE
REACHED

1,2 BILLION
VIEWS AROUND
THE WORLD

TTT
TOP TRENDING TOPICS
WORLDWIDE

50
COUNTRIES
EXHIBITING

2018 POSITIONING



**The world's rendezvous for startups
and leaders
to celebrate innovation**

2018 POSITIONING



ORGANIZERS



Groupes Les Echos

PLATINUM PARTNERS



Google



LVMH



VivaTech is the world's rendezvous for startups and leaders to celebrate innovation. It takes place at Porte de Versailles, Paris on 24–26 May 2018.

From top speakers and exhibitions to open innovation and live experiences, VivaTech is a celebration of today's innovations and tomorrow's possibilities for everyone who believes in the power of technology to transform business and society.

More than 68,000 visitors attended the 2017 edition, and this year builds on that success as startups, business leaders, investors, academics, students, and media from around the world descend on Paris for three packed days. The first two days are dedicated to professionals when the third day opens its door to the general public.

VivaTech breaks down the traditional barriers between grassroots innovators and global leaders. For the third year running, our Labs concept puts startups and established companies in the same room for themed, high-energy open innovation. VivaTech is also a unique opportunity to preview the future by experiencing new products and demos such as autonomous vehicles, connected factories and shopping experiences.

Stakeholders of innovation will bump into others with complementary or contrasting ideas in every business sector. Great things happen when you meet the right people, and it's no exaggeration to say the future will emerge from this melting pot of colliding ideas.

2018 BRAND MAP

BELIEF

VivaTech is built around the simple yet powerful belief that meaningful relationships can happen between unlikely partners.

VISION

VivaTech, a people-centric and innovative rendezvous for the most daring minds to collaborate on the future.

MISSION

We help dynamic startups engage with proven leaders to come up with business solutions that will change tomorrow's business and society
Ultimately accelerating startup growth and business digital transformation.

SIGNATURE

Where ideas collide.

VALUES

Empowering, Pioneering, Daring.

POSITIONING

The world's rendezvous celebrating innovation where startups and global leaders meet.

AMBITION

Become the world's tech leading tech event celebrating innovation for a thriving humanity through the ages.

PRODUCT

VivaTech is a 3 day event transforming Paris into a grand celebration of innovation where the world's innovators, tech lovers, entrepreneurs, executives, investors, researchers and students meet and collaborate.



VIVA TECH VOICE

Our voice is

Warm
Joyful
Enthusiastic
Engaging

Our voice is as colorful as our visual identity

Playful & optimistic.

VIVA TECH LEXICON

VivaTech / Viva Technology

When communicating about VivaTech, you can alternate between VivaTech (without space) or Viva Technology (with space), avoiding Viva Tech (with space).

On Social Media: Remember to use #VivaTech (not #VivaTechnology nor #VivaTech2018), and tag @VivaTech in photos where possible

VivaTech Tour

#VivaTechTour

VivaTech meetup

#VivaTechMeetUp

Pitches

Challenges

Lab

VivaTech Unleashed

#UnleashCreativity

#UnleashTechnology

#UnleashEncounter

#UnleashParty

ANNEXES

- Lexicon
- 4 pillars
- The words we like

VIVA TECH LEXICON

VivaTech abroad:

VivaTech Tour

#VivaTechTeam members travelling to strategic cities to meet ecosystem stakeholders, attend key events and promote VivaTech (one-one)

VivaTech meetup

A series of events organized in France and abroad that aim to attract BtoB visitors to VivaTech.

A format of small talks, angled on the theme of "collaboration" (between startups, startups-big companies, startups - investors ...), loyal to our DNA.

VIVA TECH LEXICON

Pitches

An opportunity for a startup to pitch at VivaTech before a special jury.

Pitch themes are available to choose from a dedicated registration platform. Startups can apply, then selected startups will be invited to pitch at VivaTech. "Pitches" are sponsored by investors, brands and incubators.

Challenges

- Challenges are digital transformation problems encountered by our partners in real life, then advertised on a registration platform to recruit startups on their labs.
- Each partner can put up to 5 challenges online. Startups can apply for 1 or more challenge, but can only be selected on 1 lab.
- The selected startups win a free booth on the partner's lab.

VIVA TECH 4 PILLARS

LAB

Meetings between startups and large companies who are changing tomorrow's business and society.

For three days, startups and market leaders will gather in order to share, co-create and lay the foundation of a promising collaboration. More than a co-working place, it's a real think tank where great minds can meet!

SESSIONS

The most inspiring thinkers, visionaries, entrepreneurs and leaders will enliven 3 days of 500 conferences, round table sessions and workshops to give the keys of tomorrow, inspire new business ideas, help to anticipate and understand major trends.

HALL OF TECH

An international stage to display the greatest innovations. 100 innovations showcased.

The place where you can touch, play, explore, experience the best innovations.

ACCELERATE

The 50 best experts that want to help startups grow.

Startups will be able to grow their business and accelerate larger companies' digital transformation.

THE WORDS WE LIKE (1/2)

SPIRIT

PULSING
VIBRATING
BEATING
EXHILARATING
OPTIMISM
COLORFUL

WHO

PIONEERS
GAME CHANGERS
VISIONARIES
ADVENTURERS
EXPLORERS
MAKERS
ENTREPRENEURS
STARTUPS
EXECUTIVES
VCS
INVESTORS
RESEARCHERS
STUDENTS
TECH LOVERS

WHAT

RENDEZ-VOUS
ENCOUNTER
RELATIONSHIP
CELEBRATION
MOMENT

PILLARS

INNOVATE
EXPLORE
IMAGINE
DISCOVER
CREATE
INSPIRE

BUSINESS

BREAKTHROUGH
ACCELERATE
TRANSFORM
GROW
COLLABORATE
HACK
EMPOWER
SUPPORT
SEED

THE WORDS WE LIKE (2/2)

EXPERIENCE

LIVE
SHARE
LIKE
EXPERIENCE
ENGAGE
CONTRIBUTE
GIVE
REMEMBER

PERIMETER

WORLDWIDE
GLOBAL
BORDERLESS
FRENCH TOUCH

SOCIAL IMPACT

HUMANITY
PEOPLE CENTRIC
POSITIVE IMPACT
BETTER TOMORROWS
HELP

PERSONALITY

BOLD
AUDACIOUS
DARING
BRAVE
FREE THINKER
GENEROUS

EMOTION

CRUSH
LOVE STORIES
ELECTRIC
FRIENDLY
PASSION
FEELING
HUMAN
PARTNER