

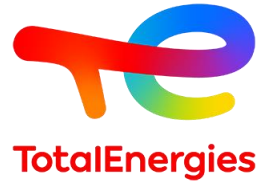
# 2023 Innovation Bootcamp

Business Acceleration & Open Innovation  
department  
Innovation Division  
New Mobilities & Marketing

October 2022



# What's the !nnovation Bootcamp?



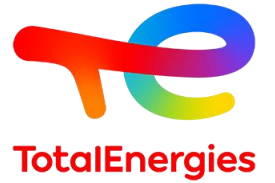
A program for **facing the environmental challenges** of the Company towards energy transition and **new mindset & culture**.

The main goal is to transform and create value and business through:

- Incremental or disruptive projects aligned with the M&S roadmap, in order to **prepare services & solutions of tomorrow**
- **Skills development** of M&S employees on new mindsets related to innovation, eco-design, new businesses, environmental and societal trends.



# Program benefits



## For Business Units/Entities/Stakeholders

- **Quickly** explore new offers
- Foster **competitiveness** on key business and markets
- **Business intelligence:** competition & partnership (not reinvent the wheel)
- Explore ways to reduce **environmental impacts**
- **limited budget**

## For the Bootcamper

- Acquire new **soft and hard skills**
- Learn & apply **eco-design** method
- Live **the adventure** of intrapreneurship by **group of 3**
- Opportunity to **create** and **develop** something from scratch
- Access to key **network**
- **Stanford online** certificate

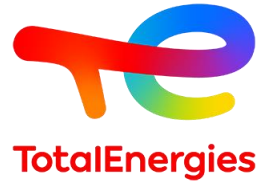


## For the Talent Developer

- Develop **skills**
- Detect and **attract talents**
- Improve TotalEnergies' **employer brand**



# Zoom - The benefits for the bootcampers



**Learning by doing:** direct application on their subject

**Test & Learn:** to be aligned with end user expectations

**Collective intelligence:** team of 3 collaborators

**Mentoring:** collaborator(s) from M&S per team - give advises, think outside the box...



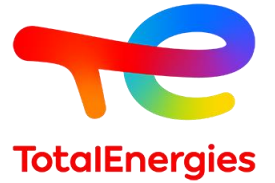
**Learning Expedition (LEX):**  
1 immersive week outside of TotalEnergies

**Pitch** in front of the CDMS, sponsors, mentors

**Networking** at TotalEnergies Headquarters

**Dedicated time** to work on a key project, aligned with MS roadmap

# Key learning



**Eco-design**

Understand stakeholders

Financial drivers

**Agile**

Team work

Efficient presentation

**Methodology**

Project management

Business intelligence

**Design thinking**

Collaboration

**Open innovation**

**Market analysis**

**Think outside the box**

Curiosity

Intrapreneur's posture

Multicultural

Pitch

**Business plan**

Macrotrends

Network development

Competition

Convincing

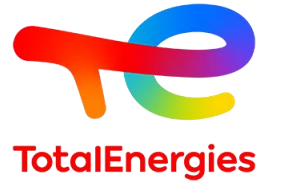
Forthcoming markets

**Game changer**

**New business models & Go to impact**



# 2022 projects



● Tailor-made subjects

● Innovation Bootcamp subjects

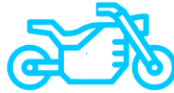


EV solutions:  
heavy duty  
vehicles



EV Customer journey  
B2C/B2B (My Plan)

Two-wheel stations



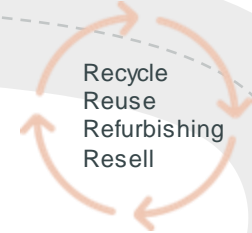
Autonomous station  
electrical power



BtoC customer  
journey



E-Wallet



Circular economy



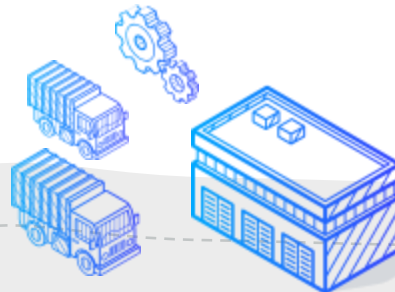
Waste  
Warriors



Data as a service: offer a  
direct access to their data  
to customer



Water management  
at service station



Product  
sustainability  
comparator



LPG cylinders  
fighting illegal refilling



Light & mobile  
station



# 2023 Innovation Bootcamp

Call for  
candidates

OCTOBER 18<sup>th</sup>  
TO DECEMBER 18<sup>th</sup>



Call for ideas

JULY  
TO SEPTEMBER



Learning Expedition

LAST WEEK  
OF APRIL



Integration  
& preparation

MID-MARCH TO END APRIL  
6 WEEKS



Acceleration

MAY TO MID-JUNE  
8 WEEKS



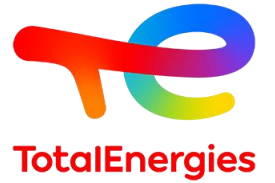
Pitch

JUNE 22<sup>nd</sup>



# Our objectives for 2023 edition

## 30 bootcampers, 10 ideas



### Develop **business**

- Accelerate innovation in the Company's affiliates
- Be inspired by an ecosystem of experts

### Develop **talent**

- Train intrapreneurs while familiarizing them with the culture of innovation (design thinking...), build a business model, strategy and business
- Spread the "startup" and "innovation" spirit within the Company

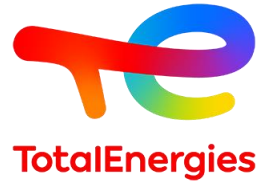


### Develop **know-how on eco-innovation**

- Develop new innovative solutions / services, compatible with the environmental ambition of the Company and the strategy of the branches
- Accelerate the development of skills on sustainability & ESG (Environmental, Societal & Governance)
- Capitalize on best-in-class and robust methods



# Our team



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