



YOUR IDEAS HAVE A FUTURE & SO DO YOU ;)

Join EDF Pulse
Incubation, the EDF
Group's intrapreneurship
programme.

EDF
PULSE
incubation





What are our objectives?

This is a programme that aims to support the development of innovative projects to meet the challenge of the energy transition and carbon neutrality. Your projects.

To find solutions to the challenges of our time by relying on your ideas to develop new activities and help people grow, all in the service of our raison d'être: to achieve carbon neutrality by 2050. In short, EDF Pulse Incubation is about investing in those who today have the courage to create tomorrow.

Do you have an idea? Then see it through to the end.



Our 4 areas of strategic growth

EDF Pulse Incubation **identifies new activities that explore 4 of the Group's strategic areas.**

It also means imagining and creating future growth levers by investigating themes such as agriculture, global mobility solutions, second-life batteries, the circular economy, home wellness, etc.



More sustainable housing



Sustainable regions



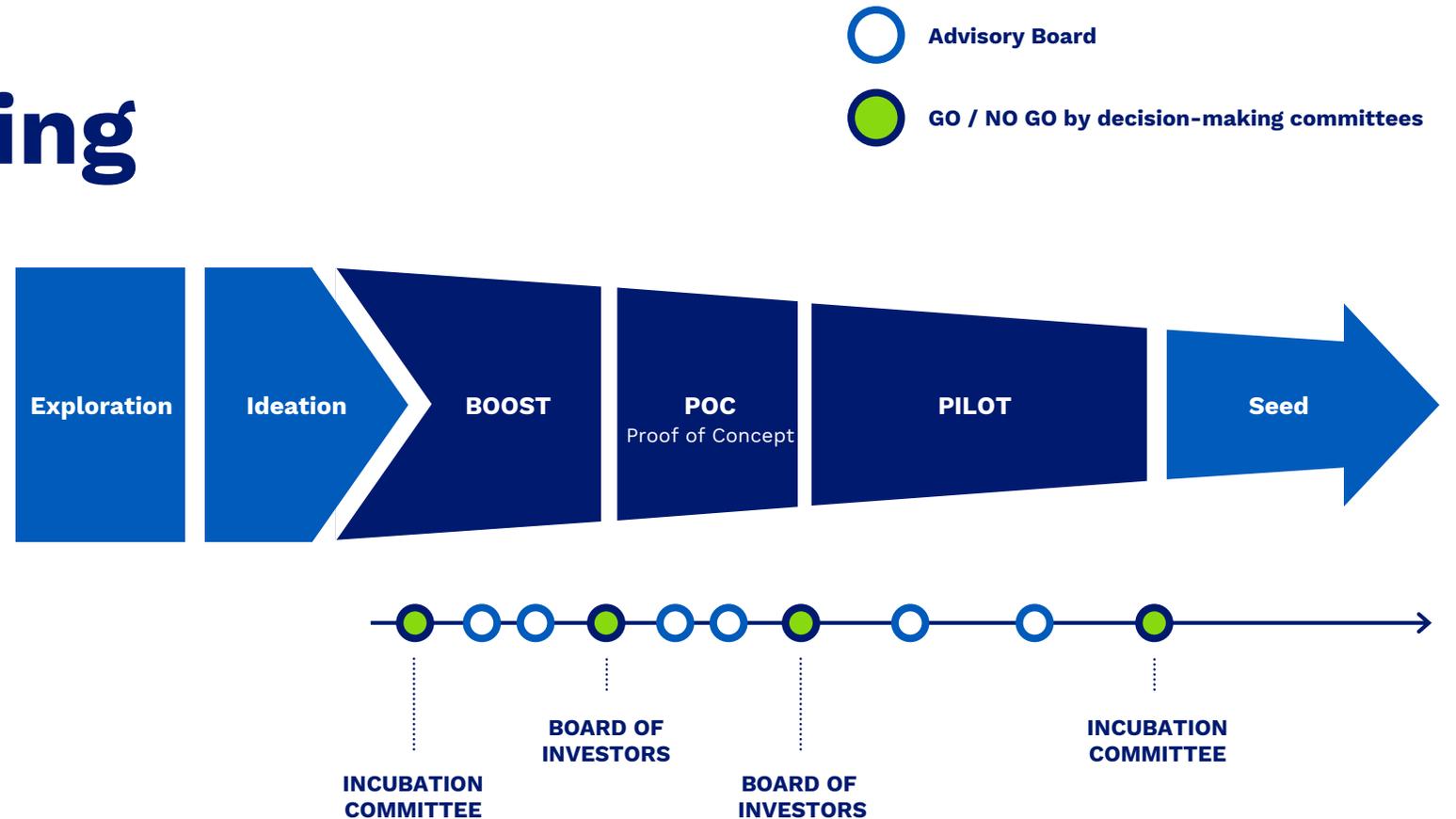
A more efficient industry



Decentralised energy sources

Support that is tailor-made, global and differentiating

EDF Pulse Incubation is a **programme with clear and pragmatic governance**, with regular meetings with experts in the field to test, challenge and prove the soundness of your project. Because innovating in start-up mode means **experimenting from the customer's point of view, derisking the project, concentrating resources as quickly as possible on high-potential businesses and thus reducing the cost of failure.**



An open ecosystem Combining caring and high standards

Designed **to give each one of us the power to innovate and grow our skills**, EDF Pulse Incubation provides human, tailor-made and signposted support, which is above all formative, and is based on the power of successfully carrying out projects together. It is a pathway which opens up to a whole network, enabling the acceleration of your business, surrounded by experts and mentors, for a learning environment between entrepreneurial peers.

More than an incubator, it is a rich and unique experience, designed to help you grow as an intrapreneur, develop courage, risk-taking and high standards. It is **an ideas accelerator** where solutions are sought and found, coupled with the power of the EDF Group's human and financial resources to better prepare for the future.

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If you want to have the chance to get support for your project, the only people who can help are EDF Pulse Incubation.

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10

good reasons
to join
the incubator

- 1 The setting up of a mixed team**, with external skills (particularly venture builders).
- 2 Tailor-made support** to design your business model, prototype, pivot, etc.
- 3 Financing resources** to create your new business and support it through to profitability.
- 4 A GO / NO GO project milestone every 3 months**, with transparent governance
- 5 Hosting** in the EDF Pulse Incubation premises in Paris or at an external incubator in your region.
- 6 A network of partners** conducive to the development of your business (coaches & external experts).
- 7 Support from EDF's support functions** (Communication, R&D, business expertise, etc.) and access to the Group's international network.
- 8 Inclusion in the EDF Pulse Incubation community of intrapreneurs and CEOs**, for peer-to-peer learning.
- 9 Concrete outcomes** (creation of a BU, subsidiary or business) and the **recognition of the programme**, even if the project is stopped.
- 10 The development of innovation and business development** skills, which are central to EDF's leadership model.



These people
have lived
the experience,
contact them



Aurélien
SCHWARTZ



Christelle
ROUILLE



Félix
REYNAUD



Sandra
FIVES



Benjamin
MOUSSEAU



Lucie
RATY



Fatih
BALYELI



Laurent
BERNOU-MAZARS

Is the EDF Pulse programme right for me?

1. Who is the programme aimed at?

All EDF Group employees, in Paris, in the regions or abroad, regardless of their position in the company, their training or how long they have been with the company. The programme is open to all those who are motivated and can convince us of the benefits of exploring their new business project.

2. Is it possible to benefit from this programme in the regions, or from abroad?

Yes. Intrapreneurs benefit from hosting at EDF Pulse Incubation in Paris or at an external incubator in your region or country.

3. Is my project eligible?

What kind of ideas are being sought?

To qualify for incubation, you must propose a project that:

- Demonstrates alignment of your project with the EDF Group's raison d'être and the CAP 2030 strategy.
- Presents your proposed business model, with a clear value proposition, targeted customer segments, and an estimated international market depth of more than €500m within 5 years.
- Receives sponsorship from one or more businesses within the Group, or from DIRES (the Innovation, Corporate Responsibility and Strategy Department) for more exploratory topics.
- Convinces the Incubation Committee chaired by the Director of EDF Pulse Ventures and Incubation.

4. On a practical level, during the project, do I combine my intrapreneurial activities with my current job or do I qualify for a leave of absence?

With the agreement of your manager and EDF Pulse Incubation, you sign a 3-month intrapreneurial immersion agreement, renewable once. At the end of this period, if your project continues, you will be attached to EDF Pulse Incubation.

I'm going for it!

5. How to apply?

You can propose a project throughout the year by submitting it to edfpulseincubation@edf.fr

You can also apply for specific calls for projects that will be regularly launched in partnership with the businesses.

6. What is the final objective for the projects supported?

The projects may lead to the creation of a new subsidiary of the EDF Group (such as **Hynamics**, **Exaion**, **Metroscope** or **Urbanomy**) or to the creation of a new entity within an existing division.

7. Who owns an idea developed under this programme?

The intellectual property belongs to EDF or the subsidiary created.

8. If my project stops, can I return to my current position?

For the duration of your immersion agreement, you will remain attached to your original entity and will be able to return to your current job if your project ends.

9. How is this intrapreneurship programme recognised by HR?

The incubation programme offered by EDF Pulse Incubation is recognised as "on the job" training.



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Contact

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