

Call for Applications: The Blue Ocean Awards

Organized by HEC Paris, AXESSIO Innovation Strategies Division and the French Ministry for the Economy and Finance.

The world-renowned Blue Ocean Awards set up a competition to support French companies creating new markets by offering innovative services or products. For the fourth consecutive year, this major event revolutionizes entire industries in promoting ambitious and promising projects: 90% of the companies who won the Blue Ocean Awards obtained a financing of more than one million Euros within six months.

The call for application, launched on August 4th, is open to interested parties until **September 15th, 2017**

Companies wishing to apply must be registered in France and must have already launched their products or services.

Registration information and application forms can be found at:
www.blue-awards.com/candidater



Renée Mauborgne presents the Blue Ocean Awards 2016, at the Ministry for the Economy and Finance, Paris, France

The event is co-organized by the world well-known business school HEC Paris, the global consulting firm AXESSIO Innovation Strategies and the Directorate-General for Enterprise of the French Ministry for the Economy and Finance.

The Blue Ocean Awards are inspired by the global best-seller **Blue Ocean Strategy** from the authors Professor **W. Chan Kim** and **Renée Mauborgne**. Their researches on **Value Innovation** allow any company to break free from its competitors by proposing a divergent offer to non consumers in its industry.

The **20 finalists** will be invited to pitch to the jury throughout the month of October 2017. The Awards-giving ceremony will take place during the gala evening of **Friday, December 20th**, at the Ministry for the Economy and Finance in Paris, France.

This year's jury will be presented by prominent entrepreneurs and global experts including: Jean-Michel Dahan (Deputy Director at the French Ministry for the Economy and Finance), Stéphane Madœuf (Professor HEC Paris), Alban Eral (Director of the AXESSIO Innovation Strategies), Angélique Bague (Head



of the Hewlett Packard Enterprise France start-up program), Maximilien Nayardou (Finance Innovation R & D Director), Vincent Richard (President of B1 Partners) and Laure Reinhart (Director of Innovation Partnerships at bpifrance).

Blue Ocean Awards allows innovative French companies to benefit from support to navigate to new horizons!

Blue Ocean Awards Partners:



Blue Ocean Awards is the first annual event aiming at giving recognition to innovative French companies, who have successfully created new markets, away from the competition. For the fourth year, supported by the French Ministry for the Economy and Finance, the most creative products and services will be rewarded by a jury of top-notch professionals, bringing together successful entrepreneurs & global



Press Contact

Iulia Korenkova
Communication Director
ikorenkova@axessio.com
+33663127744