



## PRESS RELEASE

Bangalore, April 24, 2017

### **Societe Generale Gears Up For Catalyst 2.0 *Online registration for Indian startups opens***

Catalyst, an accelerator program that was created by Societe Generale in 2016 to promote open innovation, is launching its second edition this year. Online application for Catalyst 2.0, is now open at <http://www.socgensolutions.com/GSCAccelerator2017/> to all startups in India until 10<sup>th</sup> May 2017.

Societe Generale Global Solution Centre (SG GSC), an innovation hub of the Societe Generale Group, will run Catalyst 2.0 from May to August 2017. During the 10-week accelerator program, the selected startups would get to work on ten theme-based business challenges with guidance, coaching and mentoring from SG GSC's experienced subject matter experts. With the enriched interaction, an accompanied remuneration and a working space within SG GSC premises, it's an apt platform to test, iterate and scale the product or solution with a real scenario. The ten theme-based business challenges include:

- 1) Payment e-Wallet
- 2) VR/MR/AR
- 3) Predictive Analytics
- 4) Digital On-boarding/KYC
- 5) HR Tech
- 6) Contextual Web Search, Data Discovery and Visualization
- 7) Data from Paper as a Service / Data Capture and Digitization
- 8) Automated Data Cleaning/Curation
- 9) Smart Email Assistant
- 10) Tech for Good – A Greener Planet: Carpooling

Catalyst was first launched last year in partnership with the Indian IT industry body NASSCOM (National Association of Software and Services Companies). During the program, experts from SG GSC guided entrepreneurs from 10 startups to create solutions addressing 16 business challenges on different themes. The program successfully generated new ideas and converted them to formal commercial engagements.

A number of initiatives including the development of Minimum Viable Products on themes such as Artificial Intelligence, Machine Learning, Natural Language Processing, Text Analytics, Predictive Analytics and Chatbots were created.

SG GSC hosts a number of learning expeditions regularly for business leaders which have played an important role in showcasing the rich Indian startup ecosystem. In addition, there has been extensive outreach to peer innovators in the industry by way of hackathons, meetups, expert talks and innovation challenges hosted by SG GSC.

#### **PRESS RELATIONS**

Press contact for Societe Generale India:  
Aparupa Sur  
+91 022 66309607  
[Aparupa.sur@socgen.com](mailto:Aparupa.sur@socgen.com)

Press contact for Global Solutions Centre India:  
Jasmin Ignatius  
+91 80 6731 6085  
[jasmin.ignatius@socgen.com](mailto:jasmin.ignatius@socgen.com)

@societegenerale

**SOCIETE GENERALE**  
COMM/PRS  
75886 PARIS CEDEX 18  
SOCIETEGENERALE.COM

A FRENCH CORPORATION WITH SHARE CAPITAL OF  
EUR 1 009 380 011,25  
552 120 222 RCS PARIS



## PRESS RELEASE

---

### Societe Generale

Societe Generale is one of the largest European financial services groups. Based on a diversified universal banking model, the Group combines financial solidity with a strategy of sustainable growth, and aims to be the reference for relationship banking, recognised on its markets, close to clients, chosen for the quality and commitment of its teams.

Societe Generale has been playing a vital role in the economy for 150 years. With more than 145,000 employees, based in 66 countries, we serve on a daily basis 31 million clients throughout the world. Societe Generale's teams offer advice and services to individual, corporate and institutional customers in three core businesses:

- **Retail banking in France** with the Societe Generale branch network, Credit du Nord and Boursorama, offering a comprehensive range of multi-channel financial services at the leading edge of digital innovation;
- **International retail banking, insurance and financial services to corporates** with a presence in developing economies and leading specialised businesses;
- **Corporate and investment banking, private banking, asset management and securities services**, with recognised expertise, top international rankings and integrated solutions.

Societe Generale is currently included in the main sustainability indices: DJSI (World and Europe), FSTE4Good (World and Europe), Euronext Vigeo (World, Europe and Eurozone), Ethibel Sustainability Index (ESI) Excellence Europe, 4 of the STOXX ESG Leaders Indices, MSCI Low Carbon Leaders Index.

For more information, you can follow us on twitter  @societegenerale or visit our website [www.societegenerale.com](http://www.societegenerale.com)

### PRESS RELATIONS

Press contact for Societe Generale India:  
Aparupa Sur  
+91 022 66309607  
[Aparupa.sur@socgen.com](mailto:Aparupa.sur@socgen.com)

Press contact for Global Solutions Centre India:  
Jasmin Ignatius  
+91 80 6731 6085  
[jasmin.ignatius@socgen.com](mailto:jasmin.ignatius@socgen.com)

 @societegenerale

**SOCIETE GENERALE**  
COMM/PRS  
75886 PARIS CEDEX 18  
SOCIETEGENERALE.COM

A FRENCH CORPORATION WITH SHARE CAPITAL OF  
EUR 1 009 380 011,25  
552 120 222 RCS PARIS