

Business Proposal

Energy Innovation Challengers

StarWatts?

StarWatts, a one-day experience on 9 October 2025, focuses on fostering collaboration between solution providers (such as start-ups or scale-ups), corporates and investors.

This is a joint effort of 4 Benelux energy innovation players with a complementary ecosystem: Blue Cluster, Flux50, InnoEnergy & TWEED (the 'StarWatts team'), and is supported by a wide range of start-up stakeholders and investor networks across Belgium & Europe.

Objectives

The primary objectives of StarWatts are to:

- support the innovation trajectories of industrial players and corporates;
- enhance the international recognition of Benelux innovation players;
- connect start-ups & scale-ups with venture capitalists.

Format

StarWatts, and its preparatory trajectory, provides an international platform for start-ups & scale-ups to pitch their solutions for 300 protagonists of the energy sector, corporates, financial players & venture capitalists.

Up to 10 corporates will present their specific energy challenges, which focus on the energy transition solving climate headaches (excluding nuclear and oil & gas implementations). **Up to 40 start-ups & scale-ups have the opportunity to pitch their ideas**, addressing these challenges or showcasing other promising innovations.

A keynote and panel discussion with financial players & venture capitalists on energy market trends and guidance for start-ups & scale-ups make the programme complete.

Networking and guided matchmaking will be available throughout the day, including one-on-one meetings and an acceleration market during coffee breaks. We conclude the day with a networking reception.

All information about this event will be available soon on the [StarWatts website](#).

What's in this Business Proposal:

1. Corporate Challenge Identification Process
2. Market the challenges in Belgium and Europe
3. Offer a long list of solutions & start-ups & scale-ups for your challenges
4. Connect you to selected applicants prior to the event
5. Pitch & F2F meeting with the selected applicants
6. Enhancing the follow-up with the selected solutions
7. Timeline & Pricing

1. Corporate Challenge Identification Process

Step 1: Preparatory meeting

- Scope definition
- Team Selection
- Workshop preparation

Step 2: Challenge Generation Lab: half a day workshop & brainstorm with

- **Interactive Exercises:** to engage participants and encourage diverse viewpoints. Capture insights, comments, and key takeaways in real time to avoid information loss and improve alignment among participants.
- **Optional breakout Sessions:** we incorporate breakout sessions for smaller, focused discussions if the group size is large.

Step 3: Finalising challenges

- Concrete report and follow-up meeting to present the findings and finalise the challenges

2. Market the challenges in the Benelux and the rest of Europe

- We launch promotional campaigns (mailing, video, social media) in our ecosystems and international networks.
- Collaborate with EU innovation hubs and accelerators in the ecosystems of the organisers and multipliers.
- Online application portal.

3. Long list of applications for your challenges

- Screen applications based on challenge alignment and innovation potential.
- The StarWatts Team shares a curated portfolio of qualitative solutions with you for feedback.

4. Connect you to the selected solutions prior to the event

- Organise virtual briefings with you and shortlisted applicants.

5. Pitch & F2F meeting with the selected solution providers @StarWatts event day

- We ensure F2F meetings in separate areas to engage with the successful applicants during the event.

6. Enhancing the follow-up with the selected solutions

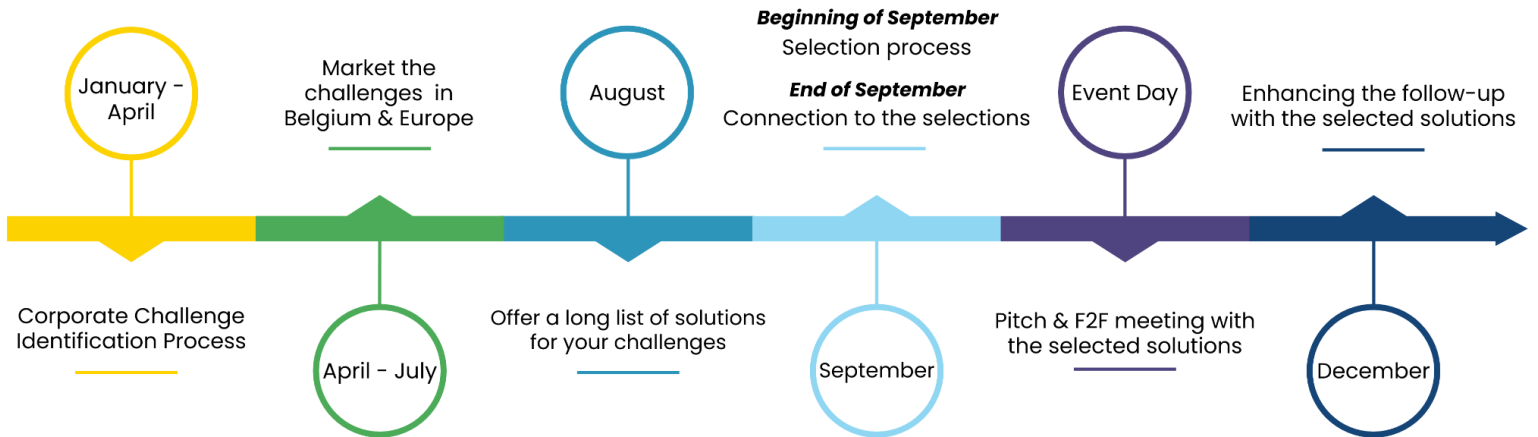
- The StarWatts team organises debriefs to assess the outcomes, define next steps and identify opportunities for (Belgian and/ or EU financed) innovation projects.

7. What else do you get?

- Prominent logo placement during promotion campaign (invitations, website, ...)
- Visibility at the event (logo on welcome/break-slide & name badge, placement of roll-up banner)
- Dedicated social media post
- Visibility in matchmaking app
- Dedicated area to host private meetings
- 6 Free tickets (300€/ticket)
- Interview in after movie

8. Timeline

Please note that the timeline is subject to change and only serves as an indication of the schedule.



9. Pricing (excl. VAT)

Strategy/Premium Members & Partners	Included in the membership
Members of one of the StarWatts partners	7.500€
Non-members/partners	12.500€



Join us in shaping the future of energy!

Only 10 corporates will be able to take this opportunity. Don't wait too long and make sure you are one of them! Feel free to contact us with any questions about this business proposal or if you are interested in participating.

Let's accelerate the energy transition together!

Energising regards,
The StarWatts team

