JEDI
JOINT EUROPEAN DISRUPTIVE INITIATIVE
THE CHALLENGE
Europe is losing the technological battle, key for future growth & sovereignty

All indicators show that Europe is losing the Tech battle

Tech is about growth but also increasingly political: cyber, fake news, future jobs

GAFA+BAT

<table>
<thead>
<tr>
<th>Company</th>
<th>Market Capitalization (billion $)</th>
</tr>
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<tbody>
<tr>
<td>Apple</td>
<td>4171</td>
</tr>
<tr>
<td>Alphabet</td>
<td>1564</td>
</tr>
<tr>
<td>Microsoft</td>
<td>1281</td>
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<table>
<thead>
<tr>
<th>Company</th>
<th>Venture Capital investments in AI, 2017</th>
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<tbody>
<tr>
<td>Apple</td>
<td>48%</td>
</tr>
<tr>
<td>Alphabet</td>
<td>38%</td>
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<tr>
<td>Microsoft</td>
<td>14%</td>
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<td>ExxonMobil</td>
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<td>Johnson &amp; Johnson</td>
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<tr>
<td>Tencent</td>
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<td>Alibaba</td>
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10 largest companies in the world
THE GOAL
Make Europe Lead again through disruptive innovation

Disruptive innovation is no more luxury but a must:
a huge chance for Europe to leapfrog by investing in Moonshots
& develop the “Next Big Thing” that will change the world

What is currently done in Europe: decide slowly, invest small & fragmented,
no follow up, time does not matter, research papers

What we need to do: decide fast, think out of the box, take massive risks,
invest boldly, be demanding (coaching), focus on speed, prototyping
THE CONCEPT (1): THE EUROPEAN MOONSHOT FACTORY
Investing in what is too long-term or too risky for the private sector

Siri

The Internet

Drones

Driverless Cars

GPS

DARPA

American Flag
THE CONCEPT (2): THE DARPA METHODOLOGY

Key success factors: Speed, Boldness, Independence, Fail fast

- Challenges launch
- Pitch submissions 6 weeks
- Shortlist selection
- Complete applications 6 weeks
- Financing (€10-20M)
- R&D on Moonshots 6-36 months
- Prototype
- VC Financing Industry Financing

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THE CONCEPT (3): DEEPTECH FOR GOOD
4 Big Missions endorsed by European citizen

Big Missions

Decarbonating the World
- 5x more performing batteries
- 10x less energy consumption with blockchain
- 10 times less consumption in data

Massively Improving Health
- Injectable curative Agents
- Predictive medicine with IA
- Replacement of Glyphosate

Human-Centric Digital Transition
- Privacy respectful public space surveillance (Smart Data)
- AI Autoprotection of IT systems
- Industrial Cobotics

New Frontiers
- Removal of Space Debris
- 3x cheaper Low Earth Orbit Acess
- Quantum Satellite Link

Possible Challenges
JEDI IS THE PRECURSOR OF A EUROPEAN AGENCY (1)
Sponsored by the Public hand, run by the Deeptech Ecosystem

A new partnership model between Governments who act long term & Civil society with agility & expertise

JEDI brings together the deeptech ecosystem (100 leaders of most deeptech startups, research centers, tech corporates)

JEDI has pre-identified 15 potential Programme Managers to coach the financed projects

WE ARE READY
JEDI HAS CHANGED THE LANDSCAPE IN 8 MONTHS (1)
6 major political achievements

9/2017: President Macron proposes French-German agency for disruptive innovation

6/2018: political impetus for joint disruptive innovation pilots at French-German Summit

6/2018: Chancellor Merkel backs French-German agency for disruptive innovation

4/2018: Germany backs concept of disruptive innovation agency

10/2018: Commissioner Moedas adds disruptive innovation to European strategy

1/2018: Bundestag & Assemblée Nationale put agency for disruptive innovation as core part of new Elysee Treaty
JEDI HAS CHANGED THE LANDSCAPE IN 8 MONTHS (2)
Very strong interest by European & global media

Le Point
JEDI veut réarmer l'Europe dans la guerre technologique

Focus
Geheimprojekt „Jedi”

Forbes
The Fight For Europe's Future: Digital Innovation Or Resistance

Bloomberg
There Are Worries European Technology Will Be Left Behind

La Tribune
L'Europe doit reprendre le leadership technologique

Challenges
Avec J.E.D.I., l'Europe contre-attaque

Frankfurter Allgemeine
Künstliche Intelligenz ist eine RiesenChance für Deutschland

Politico
Europe channels its JEDI in effort to become innovation leader

“L'Europe devient une colonie numérique des Américains ou des Chinois” le JDD
JEDI ROADMAP

1 billion Euro/year for 50-70 challenges launched every year

- 2017: Launch of JEDI
- 2018: Launch of 3-4 Challenges financed by Strategic Partners
- 2019: Full-fledged JEDI in place
- 2021: European Scale
JEDI LAUNCHPAD 2018 (1)
Financed by Visionary Leaders

- JEDI will launch 3-4 Challenges in Q3 2018 to show the urgency & clear the way for the Public Hand
- Strategic Partners = Regions/Bundeslaender, Foundations, Business Leaders that understand the urgency for Europe & the critical importance of technology leadership as a social good
- Selection by JEDI Executive Committee (EC): 8 people, mix of highly experienced scientific/VC/startup leaders
- Each Strategic Partner will finance part (minimum 3 ME) or the whole (10 ME) of a Challenge over 24-36 months