

News Release

P386/18e
November 22, 2018

“Digital challenges”: BASF is looking for start-ups for joint projects

- **Start-ups worldwide can apply with their solutions**
- **Up to €100,000 budget will be allocated in pilot projects**
- **The best solutions are rolled out across the company**

BASF is breaking new ground in the field of digitalization. The opportunities are enormous. For example, digital products and services can increase the effectiveness and efficiency of processes and create additional value for customers. At the same time, however, digital change also raises completely new questions and challenges. BASF is looking for start-ups from all over the world to tackle and solve these challenges together.

Interested start-ups can apply until January 15 for specific tasks, so-called "digital challenges", in the areas of Human Resources, Performance Materials, Sales and Smart Surface. After successful application, the teams work on the questions in three- to six-month pilot projects and receive budgets of up to €100,000. The best solutions are then rolled out globally.

“With the 'digital challenges' we can use the valuable start-up expertise for concrete digitalization projects,” said Thomas Paschkowski, Digital Technology Scout in the BASF 4.0 project at BASF. “In doing so, we are meeting start-ups at eye level and creating lucrative business opportunities for both sides. We are looking for finished

products and solutions which can be quickly purchased and implemented in an accelerated process.”

BASF is also relying on the expertise of a start-up for the international tender.

More information on the “digital challenges” at [basf.com/startups](https://www.basf.com/startups).

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