

L'ORÉAL  
CHINA

**BIG BANG**

Beauty Tech Innovation Challenge  
**2023**



# 2023 BIG BANG Beauty Tech Innovation Challenge

## WHAT IS BIG BANG

Founded by L'Oréal China, the world's and China's largest beauty company, **BIG BANG Beauty Tech Innovation Challenge (BIG BANG)** is China's first Beauty Tech Innovation Challenge facing the beauty tech ecosystem, as well as L'Oréal's key practice to accelerate its strategic beauty tech transformation and promote open innovation.

BIG BANG aims to work together with start-ups to create more solutions to consumption for good driven through cutting-edge technologies, so that create more personalized products, services and experiences for the consumer, as well as better position China's beauty industry to become a powerful engine to drive consumption for good, to create the beauty that moves the world together.

BIG BANG was first held in 2020, and has taken place every year since then. In 2021, to further enhance its influence, L'Oréal China has teamed up with a key

government partner: the Oriental Beauty Valley, an important hub for health and beauty industries in Fengxian District of Shanghai. It was listed as one of the key strategic projects in cosmetic industry development plan.

L'Oréal China also joined hands with Business France to establish a French Channel to reinforce the connection between French innovative start-ups and Chinese market. The aim is to help China become the world's center of innovation as well as to help French start-ups implement their innovative ideas more quickly, with China serving as a testing ground for innovations.

By providing support for start-ups through incubating forward-looking beauty-tech innovations and accelerating market process, BIG BANG will help French Start-ups and SMEs willing to develop business in China discover the market and explore opportunities to grow their footprint in China.



*H.E. Mr. Laurent BILI, the French Ambassador in China, Mr. Benoît GUIDÉE, the Consul General of France in Shanghai and Mr. Fabrice Megarbane, President of North Asia Zone & CEO of L'Oréal China attended the official launch ceremony of Big Bang in Shanghai in 2021*



*The BIG BANG Challenge is reflective of L'Oréal's support for innovation in the China market. We are also very pleased to see that both Chinese and French Start-ups and SMEs alike are actively taking part in the challenge. This is a joint effort that will help promote the high-quality production of beauty-tech consumer products and benefit even more consumers in China and around the world in the process.*

—Mr. Laurent Bili,  
Ambassador of France to China



*The enthusiasm of French innovative startups to take part in the BIG BANG Challenge clearly demonstrates their positive inclination to share their beauty tech experience with Chinese players in the sector. The complementary nature of the French and Chinese innovation ecosystems offers significant opportunities for collaboration. The BIG BANG Challenge is an excellent example of a private-public partnership to support international innovation partnering and the creation of joint ecosystems in science and technology.*

— Mr. Joan Valadou,  
Consul-general of France in Shanghai



*L'Oréal is committed to transformation by means of beauty tech, and regards China as one of the world's beauty tech hubs. We hope to use the open innovation platform of the BIG BANG Challenge and the strategic support provided by The Oriental Beauty Valley and Business France to partner with more start-ups on their path to growth and development.*

—Mr. Fabrice Megarbane,  
President of L'Oréal North Asia Zone and CEO of L'Oréal China



*"I am thankful to the organizers of BIG BANG for considering COROEBOS for this award. It would not be realized without the efforts made by the whole team, as well as the help and support from L'Oréal and Business France. I convey my heartiest appreciation to all."*

— Ms. Marie Christine DOS SANTOS,  
Founder of COROEBOS  
2022 Winner



*"I want to show my genuine gratitude to the organizers of BIG BANG for acknowledging Pharm' Aging with the Sino-French Startup Innovation Nova Award. With this good starting point, I really look forward to starting our business in China."*

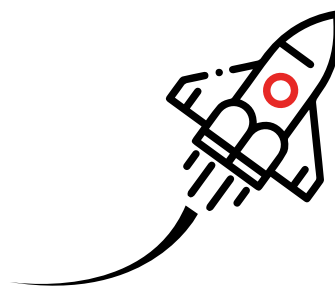
— Dr. Nicolas EL ROBRINI, CEO of Pharm' Aging  
2021 Winner

**WINNERS OF BIG BANG FRENCH CHANNEL**

## BIG BANG'S ACHIEVEMENTS

In three years, BIG BANG has received **1,500+** impressive entries, among which **30** worthy winners stood out and **50+** pilots have been launched.

Also, BIG BANG has gained wide awareness and recognition in China and France: **more than 2,000** media coverage and **500,000** viewers on BIG BANG Kick-off & Awarding Ceremony were generated in China and France.



The 2022 edition of BIG BANG has attracted 414 enterprises with projects covering AI, metaverse, green science and other hot areas, in which 10 outstanding companies emerged as the winners. Concerning the French Channel, Business France succeeded in recruiting 8 companies (such as Voysen, Shayd, Feel You etc.) interested in the Chinese market in the first round. Among them, 3 companies (SelfCareOne®, Coroebos®, Huidu Environmental) were selected by L'Oréal China to attend the L'Oréal BIG BANG EXPO@METAVERSE in June.

After selections, COROEBOS®, a French SME dedicated to developing eco-friendly cosmetic products for sportsmen and sportswomen, won the "Sino-French Startup Innovation Nova Award". (Find more details about 2022 winners in APPENDIX 1)

In addition, the 2022 edition of BIG BANG made breakthroughs by creating the first beauty tech metaverse roadshow **BIG BANG EXPO@METAVERSE**, which was open to partners and the public. For the first time in 3D virtual space, it helped 60 Chinese teams and 3 companies from French Channel build a diversified platform integrating the functions of product display, interactive social networking, and business development, which helped innovative companies further demonstrate their strengths.

For 10 days of cloud expo, BIG BANG EXPO@METAVERSE has attracted 2,270 online visitors, and the whole viewership reached around 10,000.



BIG BANG EXPO@METAVERSE



# WHAT I CAN GET FROM BIG BANG

## For French Start-ups and SMEs Who Attend BIG BANG



Have the opportunities to collaborate with the world's beauty leader, to jointly explore the unlimited opportunities in beauty tech



Acquire an invaluable range of resources and knowledge to grow your footprint in China, the world's second largest consumer market



Gain awareness from Chinese media, investors and start-up community, to create a good environment if you want explore business opportunities in China



Gain exposure, especially at important occasions in China

- For example, exhibit and present at L'Oréal booth and roadshow at 2023 China International Import Export (CIIE) - the world's first import-themed national-level expo and one of the most important events in China
- For 2022 BIG BANG, Business France promoted it on various platforms, including official website, LinkedIn, Weibo, WeChat, etc. More than 30,000 viewership were generated



2022 BIG BANG Promotion Campaigns at French Network

## For Winning French Start-ups and SMEs:

- **Award:** Sino-French Startup Innovation Nova Award.  
(Also Get the channel for **2023 French Beauty Booster**. French Beauty Booster is an initiative by Business France dedicated for young French brands specializing in cosmetic and fragrance to discover and enter the Chinese market)
- **Mentorship:** Opportunities for enrolling in the L'Oréal's experts mentorship program. Complementary service from Business France to boost the development of the company (coaching sessions, communication service, advisory service)
- **One-stop business registration service:** Possible opportunity to China market by Fengxian Oriental Beauty Valley
- **Investment support:** Possible opportunity to get supports with investment in China at early stage from Meicifang - L'Oréal 1<sup>st</sup> investment company in China



Meicifang is a professional corporate venture capital founded by L'Oréal, the world's largest cosmetics group in May 2022 as its first investment company in China. It is also L'Oréal's first investment company in a single market founded apart from the headquarter region. The core of Meicifang is to invest in the future of beauty and to cooperate with more partners and talents in China beauty related industry, nurture forward-looking innovations, beauty tech solutions and promote their commercialization, contribute to open innovation ecosystem, and simultaneously lead the high-quality development of the beauty industry in China.



The 3rd L'Oréal BIG BANG Beauty Tech Innovation Challenge Award Ceremony @ 5<sup>th</sup> CIIE



Joan Valadou, Consul-general of France in Shanghai, delivered a speech at the 2022 award ceremony



Fabrice MEGARBANE, President of L'Oréal North Asia Zone & Chief Executive Officer of L'Oréal China, delivered a speech at the awards ceremony.



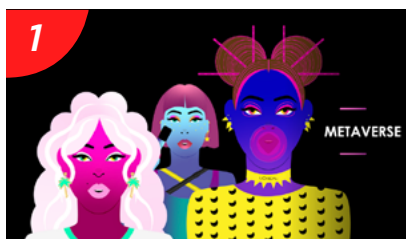
Zhenzhen LAN, Chief Corporate Affairs and Engagement Officer of L'Oréal North Asia and China (left) and Fei YUAN, General Manager of The Oriental Beauty Valley Group (right) presented award to the representative of the French Winner, Xavier Chatte-Ruols, Commercial Consul of the French Consulate General in Shanghai, Deputy Director of Business France China (middle)

# FRENCH START-UPS AND SMES BIG BANG IS LOOKING FOR:

Based on the goal of using technology to strengthen three key areas of beauty - Online + Offline + On-chain consumer experience, supply operations and product development the BIG BANG Challenge includes three different tracks, namely, **N3XT Beauty Acceleration**, **Operation 4.0** and **Future Science**.

French start-ups and SMEs are welcomed to apply for any of the 3 tracks. We're looking for French candidates that have done POC in other countries and shown promising business impact.

## Three tracks of 2023



### N3XT Beauty Acceleration

Lay the foundations for the future of beauty on Web3 and the metaverse leveraging new, immersive, and virtual experiences using virtual spaces, in-game customized experiences, in-virtual world advertising and virtual ambassadors and influencers. Technologies and solutions are related but not limited to:

- **Virtual spaces to create new, immersive, and virtual experiences**
- **In-game customized experiences**
  - Content generation, creator economy, etc.
- **In-virtual world advertising**
  - On-chain marketing & loyalty tools, new engagements, etc.
- **Virtual ambassadors & influencers**
  - Creation, operation, etc.
- **Generative AI**
- **Personalized Digital Beauty experience**
  - Derma-focused, 5 sense elevation, etc.
- **Sustainability**



### Operation 4.0

Focused area: technology or innovations that will improve the E2E operational value chain or better serve customers and consumers. Technologies and solutions are related but not limited to:

- **Data & AI to improve SUPPLY AGILITY**
- **Tech to Augment Product**
  - QR, NFC, RFID, block chain ... to improve product tractability and service to supporting Direct to Consumer
- **Disruptive automation to be tested in factories and fulfillment centers**
- **Tech to improve safety and sustainability fitting with L'Oréal for THE FUTURE**
  - IOT, Data, Bio Tech...



### Future Science

Focused area: latest innovation and frontier technology that is entering the application phase. Technologies and solutions are related but not limited to:

- **Green Science**
  - Sustainable Cultivation, Biotech & Fermentation, Green Chemistry, Green Extraction/Eco-friendly Physical Processes, Eco-designed Formulation, etc.
- **Advanced Materials**
  - Typologies: polymers, proteins/peptides, oil & fatty compounds, surfactants, antibacterial, preservatives, (dyes, pigments) organic/inorganic particles
  - Properties: Thin & flexible coatings, adhesive, skin/hair affinity, lubricating, optical effects, absorption, emulsification
  - Features: from Industrial biotechnologies, sustainable, natural, renewable, biodegradable in water
- **Life Sciences**
  - Targets: skin - stratum corneum, epidermis, microbiome; hair - follicle, hair fiber, acne, cellular pathways
  - Techniques: pro/prebiotics, rejuvenation, anti-ageing, wound healing, living materials, actives targeting, biofilm control, bacterial growth, proteins, enzymes, aptamers
- **Device**
  - Energies: Temperature (heat & cryo), light, micro-current, ultrasounds...
  - Properties: skin delivery, innovative routine, preservation, precise and easy application, hair & skin transformation, color control
  - Format: At home, portable, small scale
- **Diagnostic/Algo**
  - Techniques: Multi-spectral imaging, IR spectroscopy, Novel sensors & devices, 3D Scanner, algo
  - Properties: skin color & conditions measurement & prediction, hair analysis, microbiome profile, avatarization, AI training
  - Format: smart phone, point of sale

# Come & Join Us!

## Meet the Laureate of the 2022 French Channel - COROEBOS®



Founded in 2008, COROEBOS®, whose name was inspired by the first winner of the Olympic Games in the Ancient Greece, is specializing in organic care and hygiene products for sportsmen and women. Its leading product, Isoskin®, is a water-free and silicone-free natural formula that creates a hydrophobic film protecting the skin and the hair in cold, hot, salt or chlorinated water. The formulation adopts a holistic approach combining innovative dermo- cosmetics, disruptive low-carbon process, environmental benefit and industrial ambition.

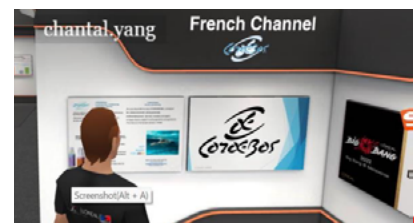
COROEBOS® registered in the Future Science track. After selections, it was invited to attend BIG BANG EXPO@METAVERSE in June, and finally nominated as the grand winner of the French Channel, for its innovative technology, unique market position and environmental dedication.



*COROEBOS® attended the grand finale through video*



*COROEBOS® delivered an acceptance speech at 2022 BIG BANG Award Ceremony @5<sup>th</sup> CIIE*

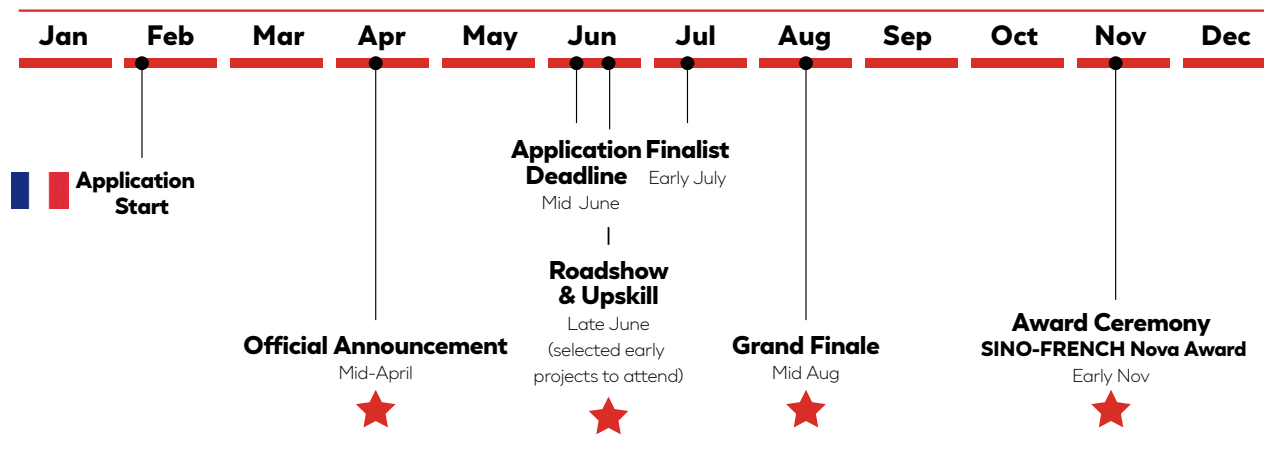


*COROEBOS® attended BIG BANG EXPO@METAVERSE*



# HOW TO ATTEND 2023 BIG BANG

## 2023 BIG BANG French Channel Timeline (TBC)



French start-ups and SMEs' registration for the 2023 BIG BANG opens in February:

- ★ Online Application (February- Middle of June)
- ★ Official Announcement (Middle of April)
- ★ Roadshow & Upskill (selected early projects to attend, Late June)
- ★ Grand Finale (Middle of August)
- ★ Award Ceremony – Sino-French Startup Innovation Nova Award (November)

## Registration Channel and Process

The L'Oréal Big Bang Beauty Tech Innovation Challenge 2023 is open to French cosmetics start-ups & SMEs interested in the Chinese market and wishing to promote their innovation capabilities to an audience of industry professionals and experts.

Business France, the French public agency working for the international development of the French economy and L'Oréal's partner for this event, will support you throughout the program by:

- Submitting your application to the Big Bang Beauty Tech Innovation Challenge selection team;
- Registering your company on the Chinese platform;
- Training your company on the Chinese cosmetics market as well as on the business and innovation environment in China.

To participate in the competition, please send us your application with the attached registration form (APPENDIX 2) duly completed to the following e-mail address: [yohan.brochard@businessfrance.fr](mailto:yohan.brochard@businessfrance.fr)

Only applications sent to this address will be considered.

## About Organizers:



L'Oréal, the world's largest beauty company, entered Chinese Mainland in 1997. L'Oréal China is headquartered in Shanghai and has five offices across the country. L'Oréal China currently has 31 brands and one R&I center in China, as well as two factories in Suzhou and Yichang, owning more than 14,000 employees. After 25 years of high-quality, steady and sustainable growth, China has become the second-largest market in the world, the headquarter of the North Asia "Beauty Triangle", one of L'Oréal's six Regional Research & Innovation Hubs around the world and one of three Beauty Tech Hubs worldwide. On the occasion of 25<sup>th</sup> anniversary of L'Oréal's entering Chinese Mainland, L'Oréal founded its first investment company in China, "Shanghai Meicifang Investment Co., Ltd", to collaborate with all partners to achieve win-win and co-create the future of beauty. As one of the best corporate citizens in China, L'Oréal China has always implemented and kept the "L'Oréal for the Future - Sustainable Development Commitment 2030" in mind. China is L'Oréal's first market to achieve carbon neutrality for all its operated sites, and L'Oréal China actively contributes to the good development of Chinese society through CSR programs.



Business France is the national agency for the internationalization of the French economy. It is responsible for the international development of companies and their exports, as well as prospecting for and welcoming international investments in France. It promotes the attractiveness and business image of France, its companies and its territories.



The Oriental Beauty Valley is built as the "Silicon Valley" of health and beauty industry in Fengxian District, Shanghai. It is aimed to form a "health and beauty industry alliance" with the core of the beautiful and healthy industry as well as the win-win situation and coexistence among multi-industries by integrating headquarters economy, cultural creativity, tourism & leisure, e-commerce, sports, financial service, fashion industry, luxury goods and other cross-border industries through the concept and method of "Cross and Beyond Boundaries".

## Introduction of 2022 BIG BANG Winners:

### Track: Phygital Consumer



Magic Ai: An AI short video generation company, allowing producing massive short videos within short period of time with lower cost. Magic Ai's automated advertising technology platform provides tools to create, launch and optimize campaigns by automatically pulling product images into ads and handles audience targeting and budget allocation.



DeepWisdom: Deep Intelligence is committed to helping every enterprise quickly implement AI, so as to efficiently manage and update every IT project. Its core product ACT is a one-stop fully automatic AI development and service platform, which has the characteristics of no code (Full AutoML) & low code (CT-Flow), covering text, images, videos, voice, form, time series and other multi-modal data. At present, it has been recognized by leading customers in multiple fields including retail, e-commerce, industry, medical care, legal affairs, logistics, and electric power. It has helped customers achieve more than 60% labor cost savings and a significant increase in net profit margins.



Neal digital: Neal Digital is a web 3.0 solution provider. Since its establishment in 2020, it has continuously promoted technology + content integrated Metaverse solutions through Web 3.0 infrastructure construction, Web 3.0 application development and NFT digital asset marketing. It has created a user-centered consumer-grade Web 3.0 ecosystem, and cooperated with more than 30 industry-leading organizations for multiple application scenarios such as retail, CRM, media, and cultural tourism.

### Track: Operation 4.0



Xiluna Tech: Drone technology company focusing on indoor flight applications, which provide intelligent storage solution in New three-dimensional warehouse Era. In 2020, it was selected as a national "High Tech Enterprise".



JingTeng Tech: Top Mixed Reality software solution vendor with rich enterprise customer cases. The company had released MR SaaS applications and customized solution to the market and customers. JingTeng Tech is also the first and only Microsoft Mixed Reality Gold Partner in China.

## IMAGE COLOR 影彩科技

Image Color: A small size company with over 10 years' QR Code & AI Design developing experiences which focus on Label System+3D Platform solution. The company accept the new compliance challenge and provides various labelling solution in cosmetic industry.

### Track: Future Science



★ French company,  
winner of 2022  
BIGBANG

[COROEBOS®](#): Specialize in organic care and hygiene products for sportsmen and women. Its leading product, Isoskin®, is a water-free and silicone-free natural formula that creates a hydrophobic film protecting the skin and the hair in cold, hot, salt or chlorinated water. The formulation adopts a holistic approach combining innovative dermo- cosmetics, disruptive low-carbon process, environmental benefit and industrial ambition.



[Shinesky Group](#): The world's first scientific research team that applies natural ionic liquid technology to new biomaterials and health fields. It is also one of the few domestic companies that can supply ionic liquid raw materials from natural sources.



[BioZein](#): A biotechnology manufacturing company specializing in the production of zein and devoted to researching and developing zein technology providing natural ways to substitute fossil-based materials. Its low price and high-volume business model aim to impact the industry and become a part of the plastic-replacing revolution.



[Zhongke \(Hefei\) Napu New Materials Co., Ltd.](#): Specialize in the R&D, production, application and sales of high-purity and high-quality nanomaterials. The company's main business is the R&D and large-scale production of high-purity nano-colloids, special nano-powders, functional films, large-size single crystals and sputtering targets.



# 2023 L'Oréal Big Bang Beauty Tech Innovation Challenge Registration Form

## 1. Your Contact Information

Your Name\*:

Your Position\*:

Your Phone Number\*:

Your Company Email Address\*:

How did you hear of this competition ?

## 2. Company Information

Your Company's Name\*

Company Official Registered Name\*

Describe shortly your company and your products\*

Founder(s) and core team profiles and roles\*

Development Stage\*

Company's website:

## 3. The Topic Applied For

Select a maximum of two topics\*:

- ☐ N3XT Beauty Acceleration
- ☐ Operation 4.0
- ☐ Future Science

- Describe in a few words how your company's products or services match this topic\*
- Describe in a few words your company's competitive advantage\*
- Upload Pitch Deck (please do NOT include any sensitive/confidential information at this stage) \*