

Paint the Future 2022

By Akzonobel

ChatBot/Conversational AI

Akzonobel (makers of Dulux Paint) invites startups to the world's largest collaborative innovation challenge of the paint and coating industry.

AkzoNobel sees opportunity of disruptive innovations in all phases of a consumer's paint journey:

1. Planning – Inspiration, visualisation, painter outreach, Buy-it-yourself (BIY), Buying, Budget
2. Painting – Empower choices (DIY or professional service)
3. Post-painting – Feedback, product & service reassurance, consumer lifecycle management

The Decorative Painting process is considered to be time-consuming, unorganized, and complicated by homeowners. The objective is to find a solution that is technically feasible, and digitally transforms the painting journey of Planning, Painting, and Post-Painting.

We are looking for solutions that can provide but are not limited to:

Automation through Voice-Bots/Chat-Bots or Workflow-based Communication Tools

At each stage of a homeowner's paint journey, there are several questions for which homeowners require support, including:

- How long will it take for the job to be completed?
- How much paint do I need?
- How long will the work last?
- What is the fair compensation I should pay?
- What quality of paint should I opt for?

Homeowners identify the extent of work required, select painters/contractors, create timelines, make intermittent payments, move residences if needed during the project, etc. The objective is to find Automated Communication Tools that can provide Support, Product & Service reassurance, Feedback, and other assistance to homeowners throughout the process.

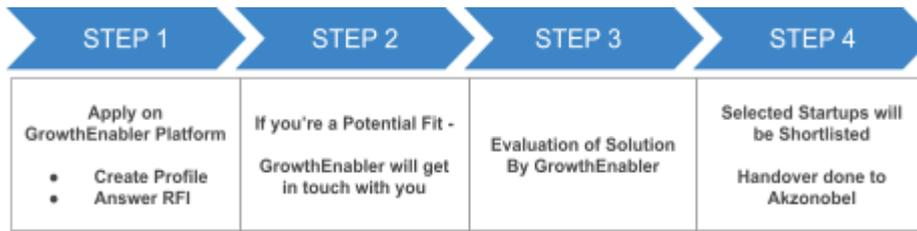
Currently, participating start-ups need to share broad capabilities around their technology and expertise to develop a solution. **Exact solution, and paint industry capabilities are not mandatory.**

Akzonobel accelerates digital innovations in a win-win approach with tailored collaboration agreements, and scalable opportunities for startups.

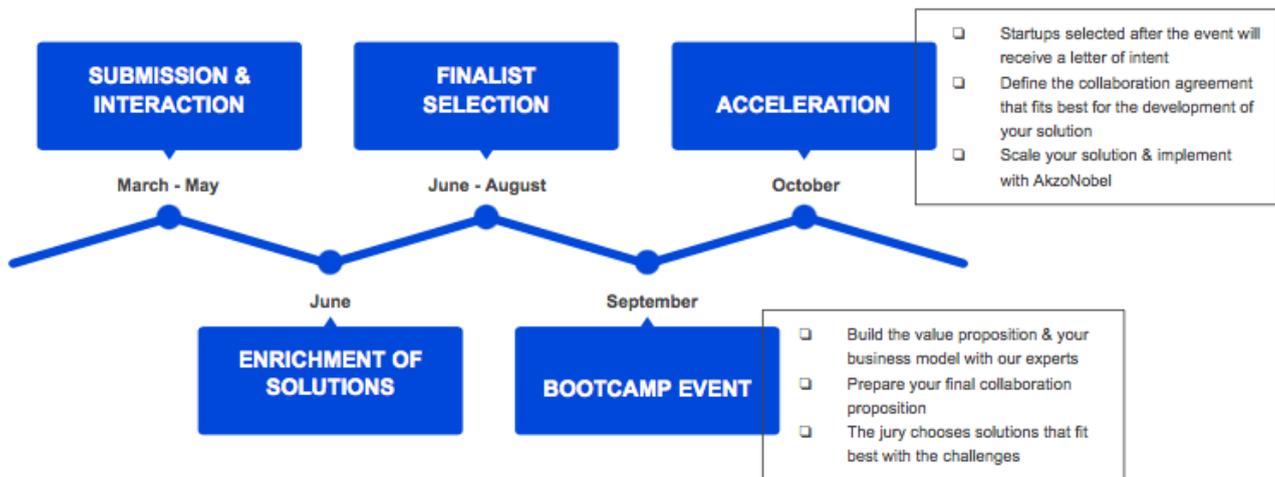
- **Startups that have been selected will receive a letter of intent**
- **Participants gain from the vast knowledge & experience offered by AkzoNobel's experts**
- **Winners can expect customised partnership agreements (Partnerships, Collaboration, PAID POCs etc.) and enter AkzoNobel's Accelerator program**

GrowthEnabler is actively curating and presenting solutions for Paint the Future. If your solution has the potential to collaborate with AkzoNobel, apply through GrowthEnabler Platform to get closer to the stakeholders in AkzoNobel.

GROWTHENABLER CHALLENGE PROCESS



AKZONOBEL CHALLENGE TIMELINE



How to Apply?

1. Go to [this link](#).
2. Click on Apply button
3. Create your startup profile. Please ensure your profile is 90%. A good profile completion will give you a high score.
4. Please upload a document clearly depicting your solution's interface and describing the consumer journey as part of your solution. (There are dedicated folders to upload documents.)
5. Please fill the RFI on the GrowthEnabler platform.
6. You can edit your responses anytime after submitting your application.

Please reach out to akanksha@growthenabler.com for any queries.