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Pulse Innovate Information Session



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Acknowledgement of Country

We respectfully acknowledge the Wurundjeri People of the Kulin Nation, who are the Traditional Owners of the land on which Swinburne's Australian campuses are located in Melbourne's east and outer-east, and pay our respect to their Elders past, present and emerging.

We are honoured to recognise our connection to Wurundjeri Country, history, culture, and spirituality through these locations, and strive to ensure that we operate in a manner that respects and honours the Elders and Ancestors of these lands.

We also respectfully acknowledge Swinburne's Aboriginal and Torres Strait Islander staff, students, alumni, partners and visitors.

We also acknowledge and respect the Traditional Owners of lands across Australia, their Elders, Ancestors, cultures, and heritage, and recognise the continuing sovereignties of all Aboriginal and Torres Strait Islander Nations.

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Housekeeping



During the presentation we ask that you please mute your microphones.



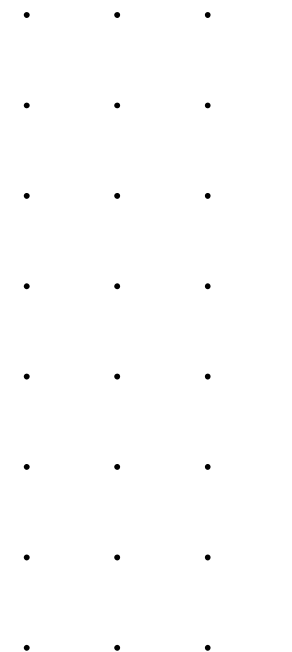
This session is being recorded and will be shared with participants.



Put questions in the chat. We will work through the list during the Q&A session.



If you would like to ask the question at the end of session, please raise your hand. I will ask you to unmute your mic and ask your question.



Pulse Innovate Challenge Snapshot

Overview

A founder-friendly clean energy innovation challenge focussed on identifying and spotlighting breakthrough solutions shaping the future of energy, and adding value through cash prizes, expert feedback, and meaningful connections with EDF Power Solutions Australia, FACET, and Swinburne University.

Eligibility

- Startups from Australia, France, and the Indo-Pacific region
- Operations in / plans to expand to Australia
- Focus on renewable energy generation, energy storage, transmission, alternative clean fuels, or integrated decarbonisation.









What to expect

- Expert insights and tailored feedback to refine your solution
- Exposure and direct connections with EDF, FACET, Swinburne, and industry leaders
- Pitch training to strengthen your story and delivery
- A\$40K prize pool and pathways to future opportunities

Time commitment

Founder-friendly: 7 hours total across all 3 stages.
**Please allow flexibility around in person events*

Pulse Innovate Challenge Phases & Key Dates

Phase	Activity	Date
Phase 1: Apply <i>Submit your application (~1 hr)</i>	Launch Event	 Wednesday 10 September
	Application Deadline	 Sunday 21 September
	Shortlisted Applicants	 Monday 6 October
Phase 2: Refine <i>Refine your solution with insights and feedback on tech and commercial model (~2 hrs)</i>	60-min Insight Webinar	 Thursday 16 October Gain the latest industry perspectives on clean energy markets, trends & opportunities
	60-min Preliminary Due Diligence Meeting	 20 October – 27 October 1:1 session with Swinburne & EDF experts to discuss your tech + commercial model
	Industry Events	Optional to attend 'All Energy Australia Conference'
	Finalists Announced	 Friday 31 October
Phase 3: Finalists <i>Pitch your refined idea at the final event (~4 hrs)</i>	60-min Pitch Preparation	 Wednesday 12 November Receive feedback to refine your pitch
	Final Showcase	 Wednesday 3 December (TBC) 5PM – 8:30PM Pitch live to an audience & judges for your chance to win a share of the \$40K prize pool

Challenge Judging Criteria

Technology & Innovation

How ready and proven the technology is
Strength of IP and uniqueness of the solution
Potential for disruption and impact

Commercial Potential

Market opportunity and competitive position
Partnerships and customer traction
Path to commercial viability

Team & Execution

Capability & experience of team
Governance and ability to deliver

Financial Strength

Financial sustainability and scalability
Business model and growth potential

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Join our launch event next Wednesday

Event details

Date: Wednesday, 10 September 2025

Time: 4:00pm – 5:30pm

Venue: 'The Cluster' Lounge and Abell Rooms, Level 20, 31
Queen Street, Melbourne, 3000

Canapés, beverages, and refreshments provided.

Registration is essential.





FACET
Franco-Australian Centre
for Energy Transition



Sarah Cumming

Co-Director, Franco-Australian Indo-Pacific Centre for Energy Transition



Sarah Cumming is Co-Director of the Franco-Australian Indo-Pacific Centre for Energy Transition. A French-qualified lawyer, she brings over a decade of experience in international business advisory, government affairs, and strategic engagement across Europe, Australia, and the Indo-Pacific.

Before joining the Centre, Sarah led the Sydney office of the French Embassy's Regional Economic Department, covering Australia, New Zealand, and the Indo-Pacific. Previously she was Director of Policy at the European Australian Business Council, notably driving industry and government dialogue during the EU-Australia FTA negotiations.

After reading law in London and Paris, Sarah began her career in Brussels, advising global clients on competition law at top-international firms such as Jones Day and McDermott Will & Emery, before moving into strategic government affairs consulting roles in the tech and trade sectors.

Ali Bourig

Project Development and Technical Manager, EDF Power Solutions Australia (EDFA)



Ali is supporting project development to drive investment in Australia's energy transition, with a focus on long-duration storage, integrated decarbonization solutions, and alternative clean fuels value chain..

Prior to his role at EDFA, upon completing his PhD, Ali started within the EDF's Research and Development division in France, working across a broad spectrum of energy transition technologies. He later served as Head of Systems and Processes within the Nuclear Engineering division of EDF, where he played a key role in delivering nuclear new build projects in both France and the United Kingdom.

With over 15 years of experience in the energy sector, Ali brings deep expertise in project delivery, as well as innovative technologies and integrated solutions that support the global shift toward a low-carbon future.



INTRODUCTION TO EDF R&D

Bruno Prestat
EDF R&D, International & Partnerships

INTRODUCING **EDF R&D**



KEY FIGURES 2024 FOR R&D



1 800
employees in France



31 %
of women

16 %
of employees are
under the age of 30



298
outside France



more than
250
research
teachers



160
PhD students

49

nationalities



9
research centers
in France and
abroad



more than
300
academic
and industrial
partnership

11
petaflops of
computing
capacity

more than
70
testing
platforms

19
joint
laboratories

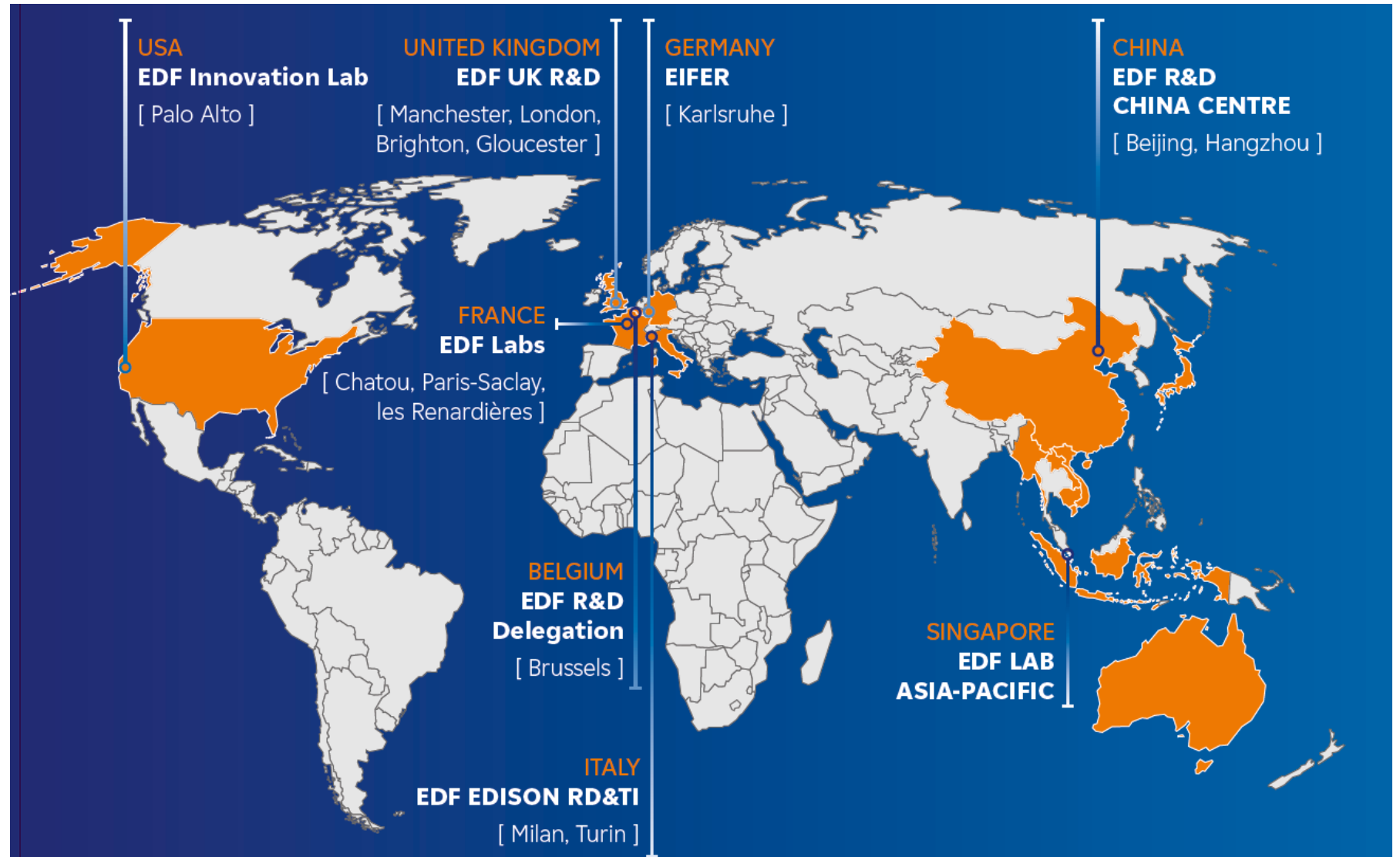


532
budget

INTRODUCING **EDF R&D**

3 centers in France
6 abroad
1 office in Brussels

International R&D staff: 300





AXIS 1

HELP OUR CLIENTS REDUCE
THEIR CARBON FOOTPRINT



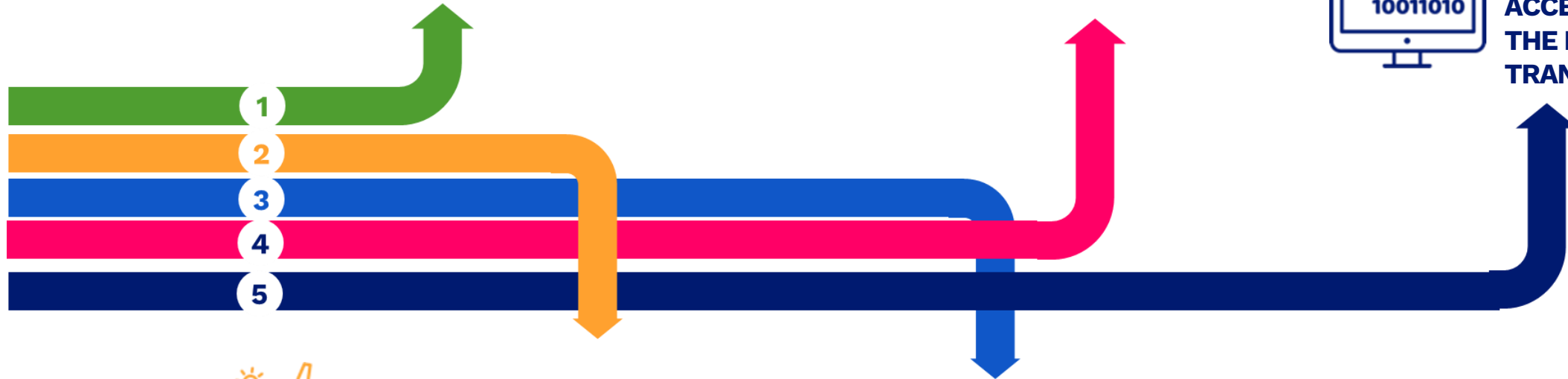
AXIS 4

DEVELOP FLEXIBILITY
SOLUTIONS TO MEET
POWER SYSTEM NEEDS



AXIS 5

ACCELERATE
THE DIGITAL
TRANSFORMATION



AXIS 2

GENERATE MORE LOW-CARBON
ELECTRICITY WITH NUCLEAR
AND RENEWABLES

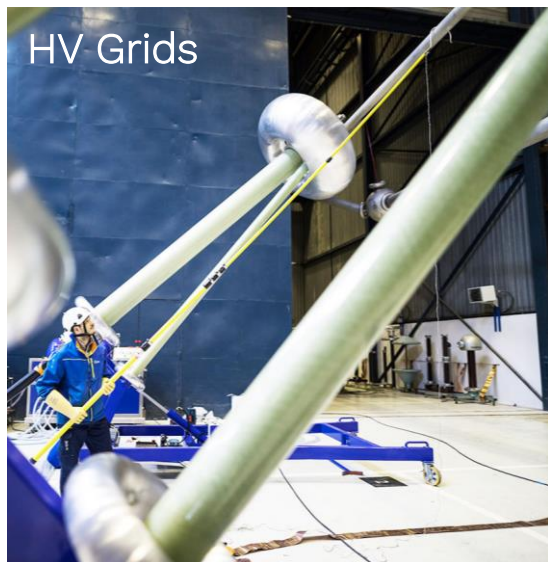


AXIS 3

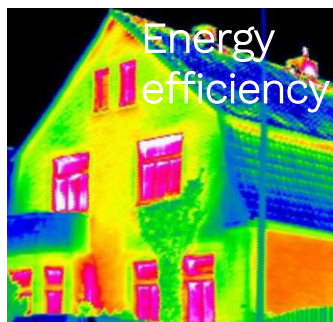
DEVELOP POWER GRIDS
TO SUPPORT THE ENERGY
TRANSITION

EDF R&D **SCIENTIFIC PLAN**

70 TESTING AND SIMULATION PLATFORMS



HV Grids



Energy efficiency



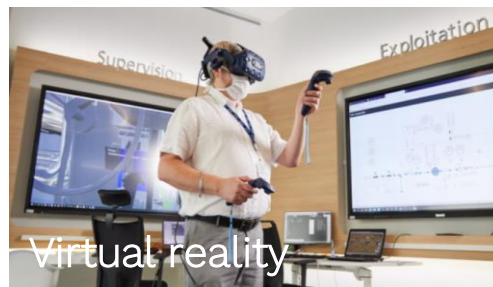
Nuclear



Smart charging



Wind generators



Virtual reality



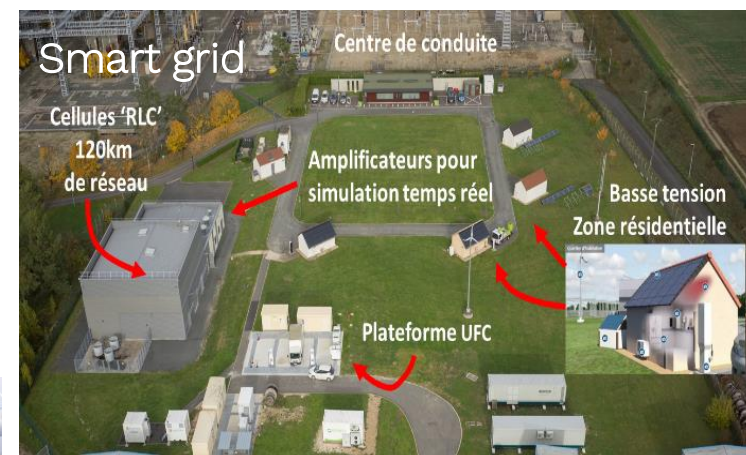
Heat pumps



Batteries



High performance computing



Smart grid



Agrivoltaism

EDF R&D **PARTNERSHIPS**

AND JOINT LABS

More than 300 partnerships with industrial, institutional and academic partners, and numerous international partnerships in order to meet business needs and find solutions to major research challenges.

Collaborations with international associations (storage, energy, nuclear...) and industrial alliances.

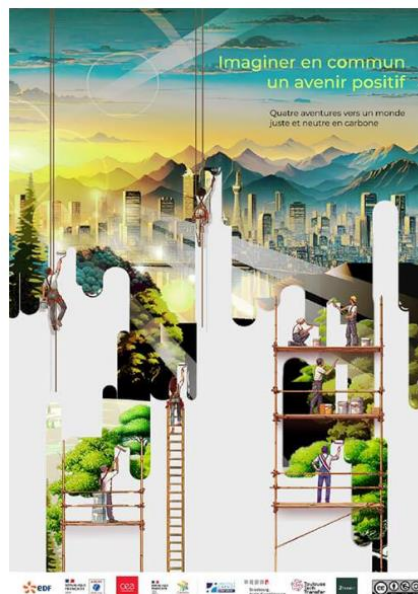


EDF R&D INNOVATION

SNAPSHOTS



Externat and internal innovation events
Innovation contests and awards
Forward thinking (eg. positive futures)
Innovation initiative and funding for each R&D department and international center.



Positive Futures initiative



3 awards:
Value for the Clients, Digital, Scientific





THANK YOU!



Innovation and collaboration with start-up

September 2025

EDF
PULSE
connect

INNOVATION DIVISION GROUP

Public	Internal	Limited	Confidential
	X		

OUR AMBITION

To turn abundant
innovation into impactful
innovation that is
measurable, objective,
and performance-driven.



OUR MISSIONS

1 - Strategy and exploration

Identify priority areas for innovation and explore the associated risks and opportunities

2 - Culture and professionalisation

Build innovation capabilities at all levels of the company to meet the challenge of the electrical revolution and improve performance

3 - Activities, projects and solutions

Develop innovative activities, projects and solutions with a high impact for the EDF Group and give them the means to go to scale

4 - Operational support

Offer operational expertise to the EDF Pulse Holding portfolio

EDF Pulse programs

We make a complete support system available to the business units, revolving around eight programs that make it possible to cover the continuum for innovation

EDF
PULSE
factory

to allow employees to
develop an idea

EDF
PULSE
incubation

for those who want to
develop an innovative
activity within the Group

EDF
PULSE
ventures

to support the growth of
start-ups

EDF
PULSE
design

to explore and prototype
new solutions thanks to
design

EDF
PULSE
connect

to open up the field of
possibilities outside the
Group by identifying business
opportunities

EDF
PULSE
pilot

to experiment new external
solution with a BU in an
industrial size

EDF
PULSE
performance

to settle kpi and help BU to
build their innovation
roadmap

EDF
PULSE
engage



“

We connect businesses to innovative ecosystems through **open innovation**.

”

EDF Pulse Connect

Connecting the best internal and external innovation players to source innovative solutions to accelerate EDF's decarbonisation and operational efficiency by

- connecting the right partners (and start-ups in particular) with the needs of the business units
- supporting business lines and partners to build effective, operational partnerships
- simplifying relations through dedicated collaborative tools.

EDF
PULSE
connect

Types of needs / problem to solve

Cross functional topics



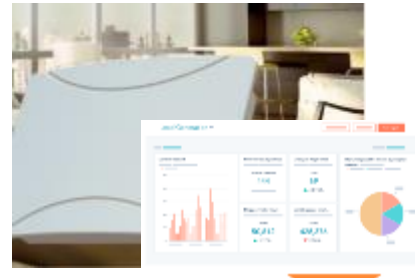
Robots & drones

Project Management

AI



Sensors



Digitalized building sites



Planning
Identification of people, objects, zones
Co-activity

Security



Zoning
Port charges lourdes
Surveillance, alerting

Specific needs

Air Quality

Connected workers

Storage

Heavy charging

Strategic topics

Wave energy

Furnace electrification

Talents (HR)

Our own topics

Decarbonation ports & aéroports

Security

“

We **engage** with innovation actors within and outside the EDF Group.

”

EDF Pulse Engage

Mobilize innovation stakeholders, both internal and external to the EDF Group, around our strategic challenges through cross-functional mechanisms: EDF Pulse Awards, Y., etc.

EDF
PULSE
engage

Provisional calendar

EDF Pulse Awards 2026

Framework (15/01/25 - 31/09/25)

Framework of the scheme - Rules
Application Platform
Definition of categories in partnership with Strategy and **OPCOM**

Applications (14/10/25 - 15/12/25)

Opening of applications on the platform
Communication

Selection (05/01/26 - 30/03/26)

Eligibility (DIPP)
Opcom pre-selection (sent at the end of December, pre-selection mid-January)
Excom N-1 selection panel

Support to the final (01/04/26 - 01/06/26)

Final



Themes: work in progress...

Alignment with « Ambitions 2035 »

- Reducing customers' carbon footprint
- Low-carbon electricity generation
- Expansion of electricity networks
- Development of flexibility solutions

Accelerating and developing electrification to achieve sovereignty

- 1) Developing low-carbon electricity generation while strengthening energy sovereignty. Meet the challenges of rising demand with low-carbon production methods (e.g. hydrogen, fusion, cogeneration, etc.).
- 2) Explore innovative low-carbon electrification and production solutions in key sectors:
- Industry
 - Buildings
 - Transport, soft mobility
 - Agriculture
- 3) Network monitoring and connection

Developing innovative solutions to manage and make the most of flexibility

Developing innovative technologies and methods to serve customers and the electricity system.

Examples:

- Demand management
- Production management
- Optimisation
- Energy storage
- Decentralised energy hub
- ...

Improving the environmental adaptability of our activities

Moving from a logic of mitigating negative impacts to one of creating positive impacts around construction sites and/or large electricity-consuming sites such as :

- Regenerative construction practices
- Site redevelopment
- Biomimicry
- ...

Resilience to the impacts of climate change

Improving business performance by making employees' lives easier and giving them the means to do their jobs better/ Improving operational efficiency

Develop innovative time-saving solutions (lead time) for construction, operation, maintenance and customer satisfaction, such as :

- digitalisation and AI
- robotisation
- additive manufacturing
- IoT systems
- continuous improvement...

Innovate in preventive approaches to achieve zero injuries and, as a priority, eradicate serious and fatal accidents and significantly reduce absenteeism.

Defining innovative approaches to improve the health and safety of employees and partners :

- Focus on high-risk environments (e.g. lifting, heights, roads, etc.)
- Deployment of new systems to comply with the 10 vital rules and the rules applicable at Group level
- Taking account of health issues in the workplace

“

We **support** the development of innovative industrial projects.

”

EDF Pulse Pilot

Customised support to develop innovative industrial projects

- Identify **project opportunities** within or outside the Group leveraging promising technologies
- Combine diverse **internal and external expertise** to develop pilot projects
- Test pilot **project scaling** with full risk management

EDF
PULSE
pilot

“

We invest in start-ups to
**create synergies with the
EDF Group's business
units.**

”

EDF Pulse Ventures

Create value

Generate value for the EDF Group
by investing in start-ups

Meet the needs of the Business Units

Encourage synergies between the start-up and the
Business Units to create new offerings and
accelerate towards carbon neutrality

Gain agility

Benefit from the agile operation of a start-up to
increase flexibility and innovate faster

Share information

Provide start-ups with our expertise and benefit
from their market experience in return

EDF
PULSE
ventures

almost

540 M€

invested since 2017 in
internal and external start-ups

23

start-ups in portfolio

14

partner funds

3-4

new external investments/year



Thanks

EDF Pulse Ventures portfolio



Automated building inspection solution



Industrial water recycling solution



Carbon credit assessment and rating service



Mobility-as-a-Service solution



Solution for real-time monitoring of industrial process performance



Solution for measuring and monitoring biodiversity using environmental DNA



Solution for financing offgrid and low-carbon mobility projects



Osmotic power generation solution



Designer and manufacturer of electrolyzers



Industrial waste recovery and CO2 sequestration solution



Platform for bringing together renewable energy developers and landowners



Large-scale metal 3D printing solution for industry



Data and document certification solution



Key loss assistance service



Solution for digitising field operations



SaaS software for measuring and managing carbon footprints

For more information and contacts: [Innovation community in VEOL](#)



INNOVATION STUDIO



Roni Habbal

Associate Director – Commercial Innovation, Swinburne University of Technology



Roni has over 17 years of experience in R&D, technology innovation and strategic business development.

He has worked in climate, waste, water and clean energy technologies with global leaders such as SUEZ, Veolia and Schneider Electric.

He now helps founders and start-ups scale by securing capital, partnerships, and market opportunities.

Who is the Swinburne Innovation Studio?

The Swinburne Innovation Studio is **the University's hub for entrepreneurship, innovation and venture acceleration**. We connect founders, researchers, students and industry to build and grow high potential ventures that solve real-world problems.

What we do

- Provides a platform for founders to develop and scale their ventures through structured programs
- Offer mentoring, coaching and founder-first support
- Connect startups to Swinburne's research, talent, capital, infrastructure and partners
- Champion innovation that's scalable, sustainable and impact-driven

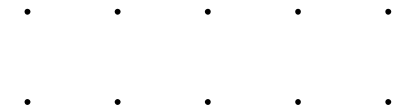


Website

swi.nu/innovation

Email

innovationstudio@swin.edu.au



INNOVATION
STUDIO

Swinburne Innovation Studio Programs & Events

Entrepreneurial Journey

- Initiate program (Idea stage)
- Luminate program (Pre-accelerator)
- Elevate program (Accelerator)
- Venture Cup (Showcase event)

Specialised Tracks

- Researcher-specific programs
- Industry & Partner Initiatives (e.g. Pulse Innovate)

Community & Learning

- Public monthly masterclasses
- Community events/talks



Subscribe to SIS newsletter



Follow us on LinkedIn



Swinburne Ventures

- **Swinburne Ventures** is Swinburne's in-house commercialisation fund that invests into Swinburne spinouts and associated start-ups in exchange for equity in those start-ups.
- **Swinburne Ventures** can **co-invest** in start-ups if they can demonstrate a strong strategic alignment with the university, including through:
 - IP licensing and commercialisation
 - R&D contracts



INNOVATION
STUDIO

Q&A

Take the Next Step: Apply & Celebrate with Us

Join our launch on 10 September



Apply by 21 September

