

Capgemini 

# Play to Win!



to  
**HSBC World Rugby  
Sevens Series - Paris**  
up for grabs

**Come** to the Capgemini booth no. H23  
**Pop** your smartphone on the game stands  
**Win** tickets to the Paris tournament!





At VivaTech, Capgemini brings the finals of Scrum7- A sport-tech start-up contest and industry's top executives featuring in panel discussions on sport, business, innovation & technology.

Inspired by Capgemini's sponsorship as the Global Innovation Partner of HSBC World Rugby Sevens Series, Scrum7 start-up finale will feature Top 6 start-ups go head-to-head in rugby sevens style matches battling for the Top 2 spots, in two themes- Team performance & Fan engagement.

Join the start-up battles & panel discussions at **BOOTH H23**

Or watch them live  
[@Facebook.com/Capgemini](https://www.facebook.com/Capgemini)  
[Capgemini.com/Scrum7](https://www.Capgemini.com/Scrum7)  
[@CapgeminiScrum7](https://www.instagram.com/CapgeminiScrum7)  
[#beaheadofthegame](https://twitter.com/beaheadofthegame)

## THURSDAY MAY 24, 2018

12:00

LUNCH TALK #1

### Improving performance

How can innovation bring new recipes to connect business performance and client satisfaction?

13:15

MATCH #1

### Theme #1 - Performance

Debate: Perform more or better?

14:15

TALK #1

**Virtualizing the experience of the fan vs. the player: generating new interest for horse race fans and non fans**

15:15

MATCH #2

### Theme #2 - Experience

Debate: A bigger audience or a more engaged audience?

16:15

TALK #2

**Comment l'ayant droit et le diffuseur peuvent-ils augmenter l'expérience du téléspectateur grâce à l'innovation?**

17:15

MATCH #3

### Theme #1 - Performance

Debate: Favor task-specific or generic tools?

## FRIDAY MAY 25, 2018

12:00

LUNCH TALK #2

### Enhancing experience

Fan vs. customer experience: same deal?

13:15

MATCH #4

### Theme #2 - Experience

Debate: Focus on the audience or the game?

14:30

TALK #3

**How can you better cater to hospitality customers?**

15:15

MATCH #5

### Theme #1 - Performance

Debate: Focus on data or process?

16:00

TALK #4

**Are eSports the future of sports?**

16:45

MATCH #6

### Theme #2 - Experience

Debate: Target physical or virtual audiences?

17:20

**WINNERS REVEAL**

### Also on the booth:

- Demos running all 3 days from Scrum7's Top 6 start-ups and Capgemini's Applied Innovation Exchanges showcasing technologies like Virtual Reality, Artificial Intelligence & Phygital
- Dedicated recruitment corner
- Saturday May 26, 2018 : All day student project pitches and programming initiation workshops