



🕒 03 June 2021, 10:00 (CEST)



AkzoNobel x TNW: Paint the Future Tech Appeal

Connecting with passionate tech innovators is the goal of a new Paint the Future partnership between AkzoNobel and the “heart of tech”, TNW (The Next Web).

Joining forces on the Paint the Future **2021 global startup challenge**, the two companies will share the power of open innovation across their networks. The aim is to reach more startups before the July 20 submission deadline.

“AkzoNobel’s innovation ecosystem combines the best of the startup and corporate worlds: agility and innovative technology with experience and investment potential,” says Ally van der Boon, Paint the Future Program Manager at AkzoNobel. “We’re excited to collaborate with cutting-edge startups in tech to bring surfaces to life – TNW is the perfect partner to help us do that.”

TNW's mission is to connect people who love tech. With extensive experience in media and events, the global digital brand will extend AkzoNobel's invitation to join the largest collaborative innovation ecosystem in the paints and coatings industry.

“Because AkzoNobel commits to working on sustainable business opportunities with challenge winners, being able to attract high quality submissions is critical,” says Wopke Dost, Head of Delivery, TNW Programs. “That’s why TNW’s in-house team of startup scouts and research analysts are getting the word out to early-stage tech companies who meet the challenge criteria: tailor-made Paint the Future collaborations will help them grow.”

Paint the Future, launched by AkzoNobel in 2019, runs a variety of programs to accelerate innovation. The dynamic ecosystem includes startups, academia, research institutes and suppliers, and has resulted in 18 successful solutions to date.

Are you ready to bring surfaces to life with AkzoNobel? Join the global startup challenge below.



Paint The Future - The AkzoNobel Startup challenge

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