

Physical AI

Beyond Code, Into Action.

ABOUT THE INITIATIVE

At BCG, we support bold ideas that have the potential to reshape industries.

Through the **BCG Innovation Challenge**, powered by BCG The Seeds, we help **early-stage startups** tackle their most critical strategic dilemmas and accelerate.

WHO SHOULD APPLY

Artificial intelligence is moving beyond the digital space and into the **physical world**, enabling machines, robots, and systems to operate autonomously – perceiving, deciding, and acting in real time. **We are looking for startups developing solutions in areas such as:**

- **Industrial and collaborative robotics**
- **Autonomous systems** (drones, AGVs, smart vehicles)
- **Autonomous optimization of complex systems** (e.g., energy, manufacturing, logistics)

HOW TO APPLY

Share your startup's vision applying by **May 10th, 2026!**

The **10 startups** tackling the **most captivating challenge** in the selected theme will be chosen for a strategy workshop at **BCG Milan office in mid-June 2025.**

Be ready to pitch:

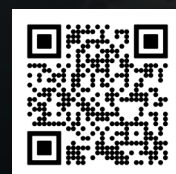
- Who you are & your mission (5 min)
- Your biggest challenge & your first hypothesis to tackle it (10 min)

AND IF YOU WIN?

The winning startup will gain access to a **dedicated project with BCG**, designed to address its most critical strategic priorities:

- Market opportunity assessment
- Go-to-market strategy
- Growth and scaling plan
- Product development

LEARN MORE



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Scan the QR code.