



smath

**Smart atmospheres of social and financial innovation
for innovative clustering of creative industries in MED area**

Deliverable no 3.6.1

**Setting-up local networks of private investors
interested to work with projects & ideas from Cis**



Project co-financed by the European
Regional Development Fund

Project information

Acronym		smath	
Title		Smart atmospheres of social and financial innovation for innovative clustering of creative industries in MED area	
Name of the Lead Partner organisation		Veneto region	
Project Nb		3225	
Duration of the project	Starting date	2018-02-01	Number of months
	Ending date	2020-07-31	30
Programme priority axis		Priority Axis 1: Promoting Mediterranean innovation capacities to develop smart and sustainable growth	
Programme specific objective		1.1 To increase transnational activity of innovative clusters and networks of key sectors of the MED area	
Call for projects		3rd call	
Type of project		Testing	
Internal ref number		3MED17_1.1_M2_084	
Partner responsible for the deliverable		Barcelona Activa	

Consortium:

Veneto Region - Direction of Cultural heritage Cultural Activities and Sport, IT, Lead Partner

Ca' Foscari University of Venice , IT

Autonomous Region Friuli Venezia Giulia , IT

Barcelona Activa SA SPM, ES

Institute of Culture of the Municipality of Barcelona, ES

Technopolis City of Athens SA, GR

The Culture and Heritage Industries Cluster, FR

TVT Innovation, FR

Agency for Territorial Marketing Ltd., SI

Zagreb Innovation Centre Ltd., SI

Table of contents

1. Introduction -
2. The content
3. Selection process
4. Pitching event
5. Recommendations and conclusions

1. Introduction –

The territories that are part of the SMATH project are accumulated by the fact of a rich presence of cultural engines and a suboptimal connection between this cultural engine and business oriented creative industries. The challenge is to achieve the full potential and boost the power of cultural engines in order for them to truly act as catalyst of creativity and innovation.

2. Main content

This document aims at explaining the goals of each activities done to offer financial opportunities for Cis in the frame of the Smath project. According to those activities each partner will select private investors and financiers in order to create a valuable network on financial operator. To explain how each partner has setting-up a network of private investors interested to work with project & ideas from Cis.

This network able to cooperate and support the CCI sectors with a variety of financial instruments tailor-made to CCIs needs and able to maximise their potentialities of growth.

The main activity consists in inviting financiers operators to one pitching event, where the 10 selected projects will be proposed for investment.

3. Selection process

Explain how you have selected investors and financiers.

How many they were.

ZICER has had the opportunity to collaborate with the CRANE network (Croatian Network of Business Angels) on several occasions, so we try to identify among their members experts who would be interested to cooperate and support innovative projects from CIs and to help project members with their expertise, skills and business contacts.

CRANE is a member of the European Network of Business Angels - EBAN based in Brussels, which is the world's leading organization of investors in the "Early stage" of the company, and it's the oldest organization of business angels in Croatia and one of the most successful organizations in Europe.

4. Pitching event

Explain when you realized a pitching event where the 10 projects have been proposed for investment.

How many people were there? How you've organized it (i.e. in collaboration with some institutions etc...)?

Which was the format of the pitch?

Pitching event will be organized in September 2020 among with the Open day. In that phase we will have ready all business plans fully developed and project representatives prepared for pitching in front of investors. We are also planning to invite stakeholders from the City of Zagreb (City office for Culture, City office for economy, labour and entrepreneurship), representatives of HAMAG BICRO (Croatian Agency for SMEs, Innovations and Investments) and founder of the first Croatian crowdfunding platform- CROINVEST

The pitching event will also contain examples of successful startups that, who with the help of investors, have found their way to the market and the successful placement of their products and services.

Pithing session: Each pitch will be scheduled for 5 minutes maximum. The pitch will be followed by a Q&A, where experts have 10 minutes to ask questions and give feedback. The selection committee will decide on the successful applicants. All projects (6) will have the opportunity to find out a realistic evaluation of the project by experts. Depending on the interests of investors, we hope that some projects will be enabled some kind of cooperation.

The best pitch in front of potential investors and public will get chance to assisted for the uploading proposal on the crowdfunding platform.

5. Recommendations and conclusions

Explain if you have suggestions to improve this activity, at the local and international level

At this moment we don't have any suggestions, after finalization of Pitching event we can give our conclusion.