



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	
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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

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1. Introduction –

The territories that are part of the SMATH project have in common 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 activity 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. Also the document aims to explain how each partner has set-up a network of private investors interested to work with project & ideas from Cis.

This network can 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.

2.1 How to do a pitch

During the first 30 seconds of presentation, investors will decide whether to stay tuned with the presentation or pick up their mobile phone and disconnect.

Why do 98% of presentations bore you? Because most presentations respond to the same pattern: a person reciting from memory, when not reading, the information presented on a slide through a general title and an endless series of lists hierarchically ordered vignettes and all decorated with one or more images to fill the entire space, because if it's there it's to occupy it.

We can hardly conceive of a presentation outside of these parameters.

Faced with such presentations, the audience adopts rational behaviour as they pass directly to read the slide, at best, or to disconnect as it lack interest or is a waste of time (you could have mailed me the file thinks most of the assistant investors in the room). The goal is to differentiate yourself from the rest.

The PowerPoint should be used to its fair extent and in a background, because actually the most important of a presentation is the presenter and his/her Speech.

All text and artwork should support this speech. Slides should become the thread driver, paraphrase and expand what comes out of the presenter's mouth.

A text-laden presentation is high likely to go unnoticed. How to get the hearing attention? Telling a story.

All presentations follow the same process creative: a previous planning job, determining its structure, design it and expose it in front of the audience.

The presentation should begin when you consider private investment as a source of alternative funding. From that moment on, you should start your planning, and it goes by to answer a series of questions.

1. What is the Problem ?

It is necessary to make it clear that there is a big problem that we're going to solve or an opportunity that we're going to exploit

Explain how you solve that problem or how we're going to take advantage of that window of opportunity. It's not the place. to make in-depth technical explanations use scientific language. Explain the benefits of your solution, not the complexity technique of it.

2. Which is the Structure?

Explain how you make the money, who pays you, the channels gross margins and scalability. Is the time to make it clear if it's a model already validated with first sales and which customers are already using it.

3. Which is the Market?

If it is a novel model and of which there are no references in the market, look for comparisons in other sectors.

It's time to dedicate a few sentences to describe the market segment where it will be held, the size, its growth, the number of companies that they operate, moving volume of business and what drives it.

4. What is the Solution?

It's time to describe the magic or the ingredient secret that hides our product or service. What we do or have to make it impossible for anyone to easily duplicate or exceed our solution.

5. Who is your Client?

Explain who your client is, how you're going to get to him and the key factors in your marketing strategy. If they already exist customers it's time to name them.

6. How is your Team composed?

At an early stage, investors measure a project by the quality of the promoter team. It will be necessary to highlight the scientific, technical and business faculties, experience as a risk mitigating factor, and the degree of temporary, reputational and financial commitment to for the project.

In cases where the team is incomplete, it is good to acknowledge it, to be aware of the gaps and manifest the need to cover them up.

7. Which are your Financial projections?

Financial projections should be attractive and credible. Ambitious enough for the investor, who perceives them as an opportunity, and credible It is sufficient to include a projection of the variables important financial scans, such as income, expenses, benefits, staff and needs.

It is also interesting to include the evolution of key indicators of developed activity.

8. What are your Objectives?

Explain the key achievements reached to date (team formation promoter, prototype development, platform beta patents, obtaining public funding, first customers, first employees, business model, recurring income, internationalization, etc.).

But we also need to specify the main objectives to reach and put them in relation to the amount of money requested from investors. So the investor can know what the fate of your money is, what you will do with it, how it will be used, how far it will go and what will be achieved.

3. Selection process

Explain how you have selected investors and financiers.

The Pitching event from the NEST Pays d'Arles was organized jointly with the support of Chamber of Commerce and Industry of Pays d'Arles in order to insure an institutional support as well as to get easier access to our target group. The CCI invited their members – investors, banks, businesses, to the Pitching event, that took place on the 10th of March 2020.

How many they were.

Besides business, members of the CCI and entrepreneurs, we had 5 investors present at the event : Caisse d'épargne CEPAC (bank), WISEED (crowdfunding), ULULE / Premières sud (crowdfunding), Fonds d'investissement PACA EMERGENCE (investment fund), Bpifrance (public investment bank)

4. Pitching event

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

The pitching event was organized on the 10th of March 2020.

This date was fixed at the end of the coaching period that lasted throughout the month of January (individual coaching) and February (training on Business plan and marketing strategies and two sessions on writing and presenting a Pitch to financial investors). At the pitching event, 6 projects that were supported by SMATH in NEST Pays d'Arles were presented.

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

Around 30 people attended the event. We expected a higher turnout but because of the sanitary crisis in France, some confirmed guests never showed up.

The event was organized jointly with the Chamber of Commerce and Industry within their premises. They suggested they organise a quick presentation of their Business Incubator – Adrenaline, at the beginning of the event, as well as two pitches by emerging projects within their Business Incubator. This mutualisation allowed us to ensure a higher participation of investors and stakeholders interested in discovering new projects.

Which was the format of the pitch?

The format of the pitch was simple but rehearsed prior to the event within the coaching sessions. Participants had 6 minutes to present their project, the economic model, the innovative approach of their product as well as their needs (financial, strategy, investment). All participants followed and respected the imposed timeline.

At the end of the pitches, the Jury, comprised of investors: Caisse d'épargne CEPAC (bank), WISEED (crowdfunding), ULULE / Premières sud (crowdfunding), Fonds d'investissement PACA EMERGENCE (investment fund), Bpifrance (public investment bank), as well as stakeholders: director of Pôle ICP, director of CCI, one representative of ACCM Municipality, deliberated and chose one lauréat – a winning project, that had the highest potential for a rapid implementation – LE BIS. This project was selected as well to be accompanied through the crowdfunding experience within SMATH.

4.1 How to organize a pitching event

Three key points to take in account in order to organize a pitching event

1. Defining the event's scope:

The following questions should be asked and answered:

- ✓ Is this a standalone event?
- ✓ Could synergies be broad by organising the forum in the framework of another event
- ✓ Should the forum be sectoral or multisectoral? (A sectoral event maximises the synergies between start-ups and investors, but limit the mobilisation and might exclude quality start-ups. It is recommended to choose one largely inclusive sector (such as ICT) or 2 sectors to focus on).
- ✓ What is the maturity of the local start-ups that will be showcased?
- ✓ What are my selling points (for start-up & investor mobilisation)?

Once these questions are answered, prepare the save the date (including mobilisation arguments) to send to your local networks and international partners.

2. Mobilising entrepreneurs and start-ups

Find **the appropriate partners** which could ensure a quality deal flow, meaning:

Building partnerships with good incubators and accelerators able to mobilise start-ups with proven viable projects o Encouraging the mobilisation of start-ups presented/sponsored by an experienced professional (business angel, renowned serial entrepreneur, investor).

Information can be more widely disseminated through press releases, mailings and lists, but in that case the selection process should be more thoroughly carried out to make sure projects are viable and ready to be presented to investors.

3. Mobilising investors

Partnership will be built with local investment networks (Venture Capital associations & Business angel networks) in order to maximise the mobilisation and impact of the forum.

Targeted and personalised communication will be sent to the main local early stage investors which have not been mobilised/have not answered to the mobilisation call launched through local investment networks.

4. *Time management*

Keeping the timing will be essential as equal presentation time will be given to all start-ups.

The following programme could be followed (indicative):

- Brief introduction by the implementing partners and main local partners (investment networks, etc.)
- Pitching by start-ups (recommended timing: 3 minutes minimum each, 7 minutes maximum each).
- 2 questions maximum from the audience after each presentation. Investors fill in their start-up evaluation form which will be collected and handed to every start-up at the end of the pitching session.
- Coaching sessions and/or networking.

5. *Encouraging networking*

Maximum time should be given to networking and/or coaching sessions. According to the option selected, the networking can either be:

- ✓ Informal (networking lunch/cocktail)
- ✓ Organised yet still informal (For example: each entrepreneur is invited to sit behind a table with his/her name on, and interested investors are invited to move and discuss/coach with the start-ups he/she is interested in)
- ✓ Planned (For example: Investors are asked in advance which start-up he/she would prefer to coach & agendas of meetings are prepared accordingly for entrepreneurs and investors. At least 4 meetings should be planned per investor)

After the event

Get the feedback from participants !!!

5. Recommendations and conclusions

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

I think from our point of view, it was a good decision to associate the Chamber of Commerce and Industry at our Pitching event, especially since they are the main institution connecting all economic actors on our territory. This was a success because we ensured quality participation of investors for our project beneficiaries as well as a larger visibility of SMATH's support results.

Pictures of the event : <https://www.industries-culturelles-patrimoines.fr/archives/smath/les-porteurs-de-projets/#more-13268>

Newsletter : <https://oxi90.com/MVUPKLH60/BFA5757DC47C452487739C784E65B259.php>

List of participants.

Name, Surname	Company, stakeholder	City
BRIE Patrice	CCIPA	ARLES
BOUCHER Cathy	CCI PA	ARLES
Hurdebourcq Philippe	CIPEN	Arles
PREISS Cyril	Gigascope	Milly sur Theraïn
MOSCHETTI di FELICE Christian-Marie	PROVENCE 7	MARSEILLE
Ludivine Lamotte	Pôle C&P	Arles
Justamond Marie-José	Suds	ARLES
Nguyen Charlotte	Projet Sur le pouce pousse	Arles
Lemay Loïc	Blacktwin/Murex	Toulon
Figueroa Nathalie		Arles
Jarmasson Lionel	Canopé	Arles
GIROT Olivier	CA ACCM	Arles
Falavard-Avondet Celine	Independante	Pelissanne
Bertrand Laetitia	Pôle C&P	Arles
Domange Camille	CDO Avocats	Arles
Hebrard Sebastien	ACCM	Arles

Ponze Veronique	CCAS	Arles
Juan Eric	La Fabrique	Arles
Baltag Olga	Pole C&P	Arles
Barbaroux Morvan	Adrenaline	Arles
Philibert Sebastien	CCIPA	Arles
Paglia Stephane	CCIPA	Arles
Walid Lacidi	Posity	Arles
Gourmelen Jean Christophe	CEPAC / bank	Arles
Bouvier Serre Yohann	WISEED / crowdfunding	Toulouse
DUMOND Caroline	ULULE / Premieres sud /crowdfunding	Aix en Provence
BURLAT ORIANE	PACA EMERGENCE /investment fund	Marseille
LOGET Carole	Bpifrance / public investment bank	Avignon

SMATH Beneficiaries	Projects
Rachid MIZRAHI	MOBITERRE
Miki NECTOUX	
Karin CHIRON	LE BIS
Henri MAQUET	VESTIMAN
Pascal HUBNER	MANADES 2.0
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