



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**

Partner : TVT Innovation



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

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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 CCIs 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.

The investors were selected within our networks (for example the Var Business Angel Network) and also by looking at a regional level the investors involved in the CCI sector (for example a former Kiss Kiss Bank Bank manager). The financiers are part of the innovation network and work within the Digital and Innovation Center with us, some are also specialized in social innovation funding (for example France Active).

We invited them to the pitch event and are planning to have them participate to the market Place (if it take place virtually) and future capitalization activities.

4 both private (Var Business Angel, Crowdfunding expert) and Public financial stakeholders (France Active, Economic Development Agency) will be part of the Creative Nest.

4. Pitching event

Explain when you realized a pitching event where the 5 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?

We organized the Pitch event online on April 3, 2020 because it took place during the start of the Covid Crisis situation. We had to change the format last minute and invite our project holders and jury members to participate using the Zoom platform.

3 projects holders were able to participate: Studio a2, Le Nez, Tinsel and did their pitch in front of 4 Jury members: Le Port des Créateurs, France Active, Crowdfunding expert, Visual art manager.

https://twitter.com/TVT_Innovation/status/1248527935847440385

5. Recommendations and conclusions

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

We were happy because we were able to do re-imagine the Pitch Event online, the project holder and the Jury members did their best to make it happen. After the event, all project holders had good tips and new financial support measures they could try to get.

It could be interesting to have a transnational pitch event where all the European participants could meet and share their experience and contacts.