

*Raising the investment sensitisation, readiness and investment matching of EUREKA SMEs*

# Content

- About Eureka
- Why E!nnoVest?
- How can you benefit?
- How does it work?
- The agenda



# EUREKA

Innovation across borders

**Ana Tomasek, Strategic Advisor  
EUREKA Secretariat**

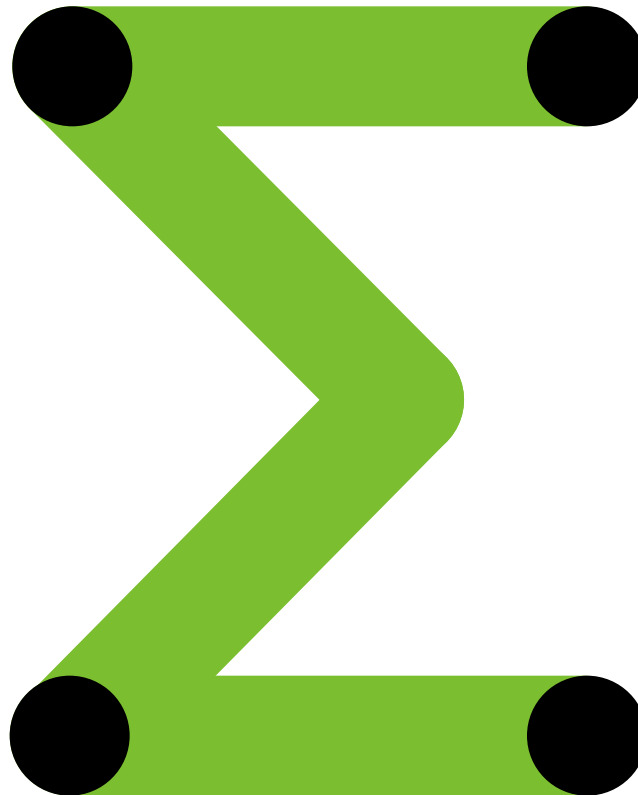
Brussels, 5 February 2016

Leading  
**platform** for  
international  
cooperation

Intergovernmental  
**network**

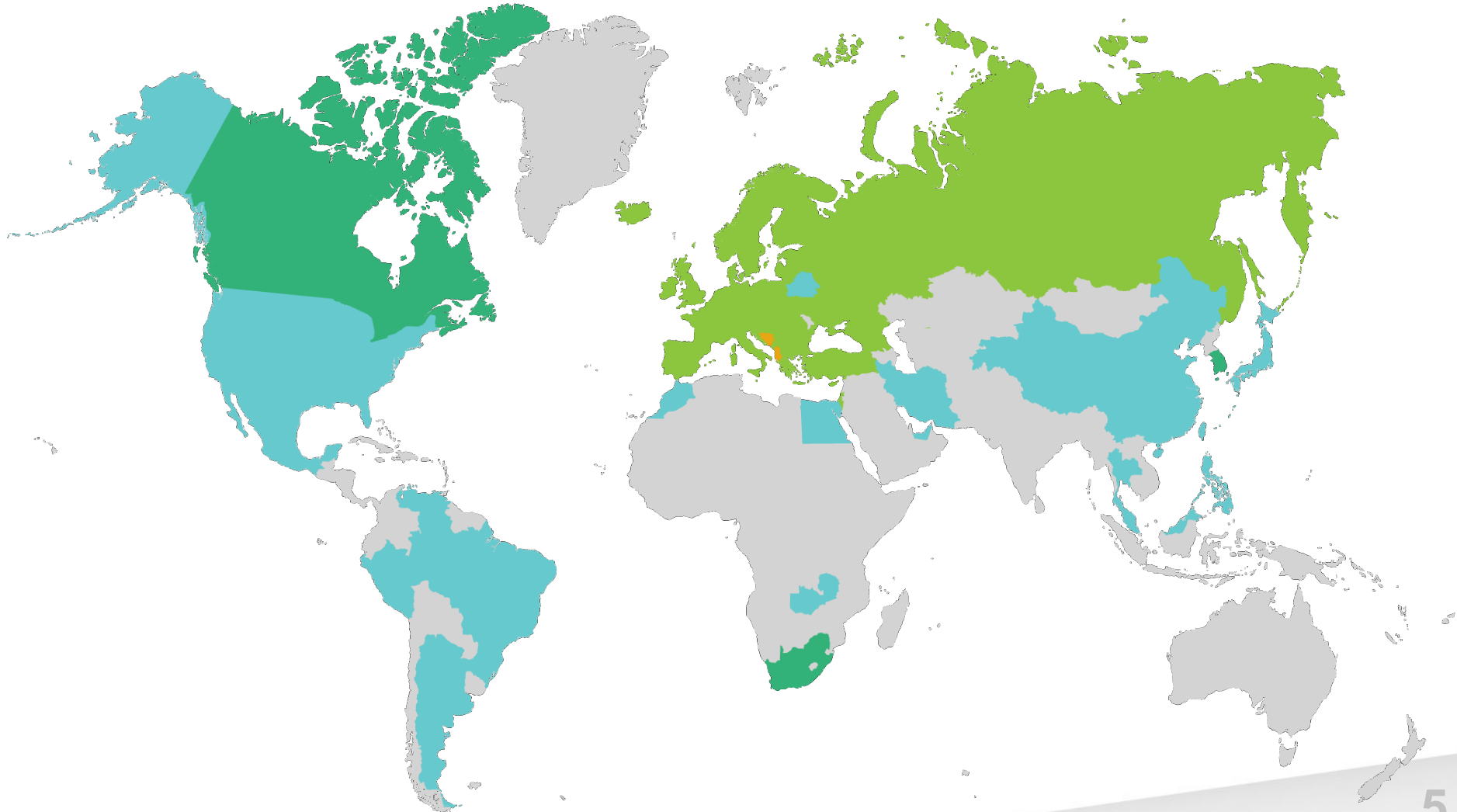
Supporting  
**market-oriented**  
**R&D** projects

Facilitating  
**access to**  
**finance**

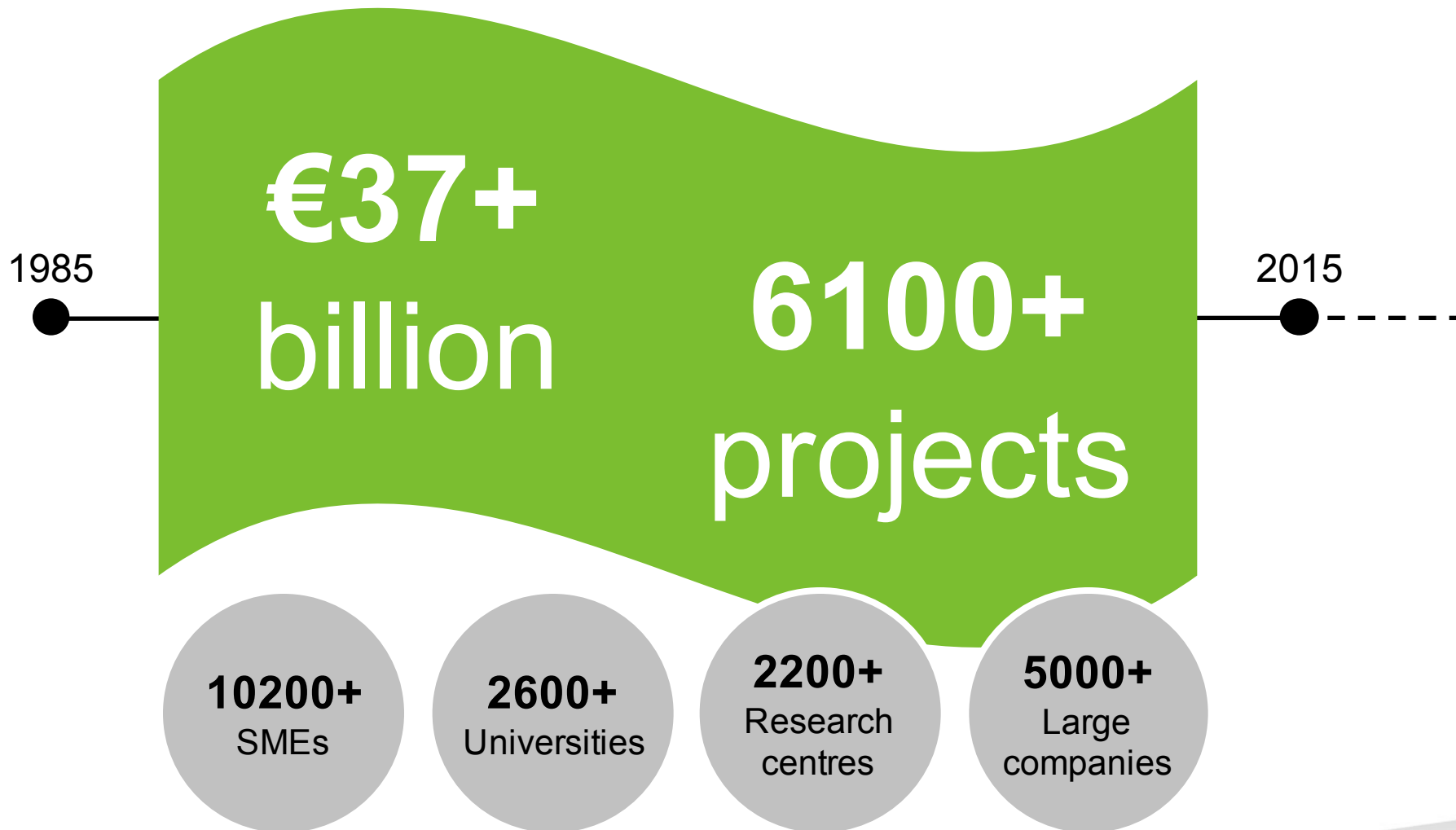


# More than 40 EUREKA countries

- Full members
- Associated countries
- National information points
- International cooperation



# More than €37 billion invested





# EUREKA pilot programme





The logo features a large Greek letter sigma (Σ) in a dark grey font. A green dot is positioned above the vertical bar of the sigma, and another green dot is positioned below it. To the right of the sigma, the word "InnoVest" is written in a grey, lowercase, sans-serif font. Below the entire logo, the text "EUREKA InnoVest Programme" is written in a smaller, grey, uppercase, sans-serif font.

**ΣiInnoVest**  
EUREKA InnoVest Programme

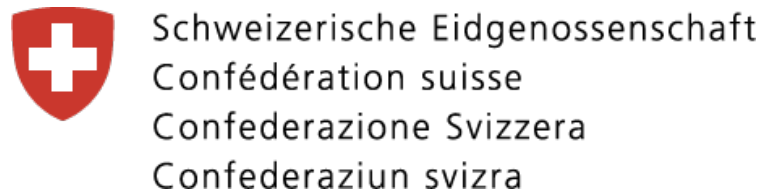
Former:

The logo consists of the word "EUREKA" in a bold, green, uppercase, sans-serif font. To the right of the word is a small black square containing a white Greek letter sigma (Σ). Below the word and symbol, the tagline "innovation across borders" is written in a smaller, grey, lowercase, sans-serif font.

**EUREKA** Σ  
innovation across borders

**EUREKA**  
HIGH-TECH  
INVESTMENT PROGRAMME

# Hosting Partners



# E!nnoVest Programme



# Delivering SME growth & success stories

**EUREKA**   
innovation across borders

**Venture Academy**  
Copenhagen, 21 April 2015

> € 2.5 m



Oscar Chabrera



Christian Vieider



Harri Hallila

# Delivering SME growth & success stories

**Oscar Chabrera**  
**Vilynx**

...Eureka High-tech Investment Programme 2015  
allowed us to expose to a great number of investors ...

**Rune Bjerkestrand**  
**Piql**

... we got valuable coaching that significantly helped to improve our pitch.  
...events were very good opportunities for us further "sharpen" our  
presentation ...we made relevant and good contacts that hopefully will lead  
into concrete results both relative to business opportunities and a deal  
with an investor. ...

# What are the challenges?



# Entrepreneur's **awareness** about

available investment sources and options

Crowdfunding

VC

EC/SMEI

BA

# ...and the most suitable

is often limited!

- dependent on business strategy
- previous financing choices & future obligations impact investment readiness
- resources needed to secure finance





# “Investability” of the projects

Often weak!

- fail meet Investors criteria;
- few information and evidence;
- lack of scalability; ...

## Presentational failings

can generate negative reaction, in spite of good concept!



# High demand for capital

Investors are very selective !

# Finding specialised investors matchmaking

is difficult,  
especially at cross-  
border level!

# Entrepreneurs

- **Raise your knowledge**
  - financing options available and most suitable sources for your business
  - How you can benefit
- **Get investment-ready**
  - know the investors' criteria
  - improve your business proposal, learn and practice to pitch successfully to investors
- **Find investors**
  - meet and pitch to the right investors

# Visibility

Stand out  
and get funded!



# Investors & Industry Experts

- **Develop insights**
  - be aware of the newest development patterns in the European ICT, Life Sciences and Cleantech sectors
- **Follow quality SMEs**
  - have access to a large number of promising and financeable EUREKA companies, carefully selected and coached
- **Find co-investors & get known**
  - network with other investors, and representatives from other financing-agencies

# Calendar

## **Step 1: Live Webinars**

Feb 16, 23 and March 1, 7, 15



## **Step 2: Venture Academies**

5,21 April and May 2016



## **Step 3: one2one Mentoring**

May 2016



## **Step 4: Online companies selection**

May 2016



## **Step 5: E!nnoVest Venture Forum**

8&9 June 2016



## **Step 6: Investment Fora**

September - December 2016







# Step 2 – Venture Academies

## Highlights

- 1 day event
- 15 participating SMEs
- 4 to 6 coaches

## 5 Onsite Academies

- The Hague Venture Academy, April 1
  - Berlin Venture Academy, April 5,
  - Helsinki Venture Academy, April 12 (Tbc)
  - Madrid Venture Academy April 21,
  - Lausanne Venture Academy, April
- 
- Online and onsite **reviews by active investors**
  - **30 SMEs selected** to attend the **E!nnoVest Venture Forum**



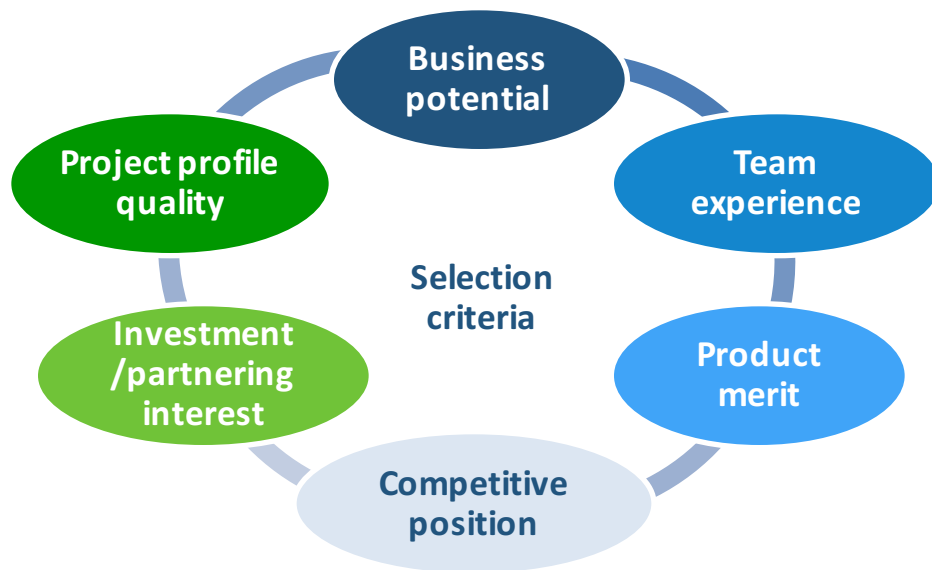
# Step 3 - One2one Mentoring

- 35 Companies (Germany, Spain, Croatia, Switzerland, Sweden, Norway, Finland, Netherlands)
- 4 hours mentoring



# Step 4 - Online qualification

Panel of experts rate your **Company profile** and **presentation** online. Get specific feed-back and see how you compare to your peers on 6 criteria



# Profile your company properly!



## Michael Ferguson Gymetrics

Participating in the Alpine High-Tech Venture Forum was a valuable experience in many respects. Apart from the visibility it provides, the pitch preparation sessions are also very helpful..... **I strongly recommend to all fellow entrepreneurs participating in the forum to pay careful attention to the profile description and pitch content when applying. This can make a real difference in securing the right one-to-one meetings at the Venture Forum.**

# Company profile



**Ms. Annalisa Gardella**  
Senior Project Manager

Annalisa is Project Manager at Europe Unlimited since October 2012. In her previous professional career she has gained international expertise working for many years as events manager in the healthcare and food sectors both in corporate and association environments. Annalisa is Italian and she has lived in Belgium, Germany and the United States. She speaks fluent English, German and French.

**Sectors of Personal Expertise:** food & beverages / life sciences / energy, clean technology, environment

## Organisation: Europe Unlimited

Brussels, Belgium

### Europe's leading network connecting high-tech entrepreneurs to investors through business events.

The core activities of the company and Tech Tour are international investment events where innovative entrepreneurs present to, and meet with venture investors and corporate partners. These events are hosted by development agencies and clusters in association with strong local partners fostering investment, innovation and entrepreneurship. Today the group including Tech Tour and the International Venture Club, organises 25 international events where 1,000 selected entrepreneurs meet with venture capital investors and corporate partners. The Tech Tour group with offices in Brussels and Geneva and a new location has the ambition to become the number 1 community platform facilitating world-class innovative entrepreneurship and investment.

**Tags:** investment / Medical Instrumentation / partnering / entrepreneurs / online community

**Activity:** private company (start-up/sme) with an innovative product, technology or service

**Technology Sectors:** food & beverages / ict / webmedia / games & entertainment / life sciences / energy, clean technology, environment / environment / connected home / innovation video capture and analytics solutions / new smart tvs experiences / new mobile music scenarios / digital health

**Geographic expertise:** europe

## Financial Data

### Shareholders/Investors

Xaline / Newion Investments / SRIB

### Previous Rounds of Financing

Date	Stage	Company Valuation	Invested
1/2000	Startup	3000000 €	1000000 €
1/2008	Expansion/Growth	1700000 €	200000 €



# Company profile

## Project: Online Innovation Community

### Europe's leading Social Business Network centered around high-tech innovation and entrepreneurship

Europe Unlimited's core activities are partnering events for entrepreneurs, investors, advisers, researcher and governmental de agencies. It operates out of its Brussels with 25 staff. The company now wants to bring over ten years' networking and a information on high-growth start-ups online through One2Unlimited.com. One2unlimited.com encourages entrepreneurs and in be successful, helping to promote their accomplishments and put them directly in touch with business and investors. The uni propostion of One2unlimited.com lies in its vertical approach to innovation and entrepreneurship within high-technolog, diminishing the risks of start-ups and commercialisation of research platforms by accelerating fundrasing and search of strateg on a pan-European level. We estimate high market opportunities based on forecasting a total market of no less than 160,000 poi organisation throughout Europe, including R&D focused Universities, professional and informal early-stage investors, advise large-sized companies and high-growth start-ups. We assume that we will be able to win a 1% market share by 2012 with regar members, hosts and value added resellers, while we expect to cover 15% market share for free users.

**Tags:** semantic / profiling / matching / innovation / networking

**Products:**

**Markets:**

**Geographic:**

## We are looking for:

### Financing

One2unlimited.com is currently fully funded through Europe Unlimited Holding SA and IRSIB, but would consider strategic inv can add significant technological value to the development of One2Unlimited.com within its roll-out and programming functionalities.

Activities: early stage (seed / start-up)

### Partnership

Technology and R&D partnerships on .net or compatible technologies, with a focus on software applications that facilit networking, including data mining tools, social networking tools, semantic web and viral marketing tools, presentation and vic tools.

Activities: r&d

# Company profile

## Project Description

### Technology / Product Advantage

As mentioned, the advantage of the new online business is that it is able to take advantage of our existing live event network of 5000 entrepreneurs, investors and economic agents and advisors taking part every year, increasingly using the www.e-unlimited.com today is developed in-house as a proprietary solution based on .NET Microsoft technologies. The platform is fully integrated with the existing event business and as it has been developed in house is proprietary and flexible. The current solution allows for the latest semantic RDF technologies and identifiers. Our online video+powerpoint recording & viewing tool has been developed in association with the University of Trento. The profiling, reviewing & networking tools are specified based on the company's long operating well over 10 years successfully into the market. We intend to speed up the development of the online functionality for the new project.

### Business Opportunity & Market Potential

The most active potential users of new online community are 1) the tens of thousands of new start-up entrepreneurs (across the wider Europe) with innovative projects looking for start-up investment, growth, spin-off or partnering or thousands of corporations and investors in Europe and internationally looking for the best innovation and innovation investment, partnering, licensing or acquisition 3) the thousands of regional, local and sectoral economic development agencies across wider Europe promoting the innovation from & to their region, incubator, innovation centre, university or development agency. The online approach allows for detailed qualitative tail-end matching based on sophisticated "peer" reviewing & networking which allows for the best innovative projects to surface and make contacts with the relevant members.

### Go2 Market Strategy/Internalization Expansion Plans

The One2unlimited.com web community business-model is scalable, cheaper and faster to roll out than the company's current activities. It will strengthen the existing value proposition, improving sales while reducing the indirect cost of event organization. It is a viral marketing platform. Value added will be provided to customers in the form of fast search and matching function for strategic needs, benchmarking, ratings, reviews and social networking functionalities such as messaging, commenting and community will be based around professional needs and interests, and therefore not compete with but enhance network social media such as LinkedIn, or Facebook. Revenue generation will be based on two levels of membership offering high levels, above those of a free user profile, addressing those pro-actively using the tools to find a match to their requirements professionally mining the data of the community. That is SMEs and Researchers or Business Angels and small Venture Capital larger investors, investment boutiques, corporations and government organisations respectively.

### Achievements & Milestones

·Helped SMEs raising more than €1.5 billion; ·Promoted more than 2,500 entrepreneurs; ·Establish links between research and industry on an ongoing basis; ·Managed over 100 Venture and Partner events; ·Worked with EC and regional institutions on over 25 FP6, & FP7

### Patents / IP Protection

Patents pending for the Innovation Online Community

#### Customers

Advisors & Experts

#### Partners

DERI

#### Competitors

EEN & regional networks



# Step 5 E!nnoVest Venture Forum

June 8-9, 2016

Stockholm, Sweden

## Forum Highlights

- Forum Jun 9
- Dry-run clinics Jun 8
- 30-40 company presentations
- 2 streams (ICT; Life sciences)
- >30 international and regional investors and experts
- Expert speakers heading discussion panels on industry and technology trends
- Pre-arranged One2One



# Presentation sessions

- Panel with 5 industry and investor experts
- 8 mins presentation + 7 mins Q&A
- 5-6 companies present



# Step 6 - Venture Forum events

- Copenhagen, Nov 2016
- Netherlands, Cleantech, Nov 2016
- Dusseldorf, Dec 2016



# How to register?

The screenshot displays the EUREKA InnoVest Programme website. At the top, the logo features a stylized Greek letter sigma (Σ) followed by 'InnoVest' and 'EUREKA InnoVest Programme' below it. A navigation bar includes 'Home', 'Events' (highlighted in green), 'My Profile', 'My Messages', and 'My Reviews'. Below this, there are tabs for 'Upcoming', 'Past', and 'All'. On the left, a sidebar menu lists: 'Overview', 'Companies: Why participate?', 'Investors: Why participate?', 'Selection Process', 'About EUREKA', 'Testimonials', 'Contacts us', and 'Registration' (indicated by a green arrow). A 'Login' button is at the bottom of the sidebar. The main content area shows a photo of a group of people in a meeting, followed by the heading 'EUREKA InnoVest Programme' and a paragraph explaining the program's goals and organizers.

**EUREKA InnoVest Programme**

The EUREKA InnoVest Programme (EInnoVest) aims to boost the investment awareness and readiness of Eureka innovative SMEs, promote these companies towards the investment community and actively facilitate investment matching with experienced investors. EInnoVest is organized by EUREKA in cooperation with EBAN, EBN and Europe Unlimited, and it is the second edition of the pilot programme Eureka High-tech Investment Programme, which took place in 2015.

Specifically, EInnoVest will:

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**Σ!nnoVest**  
EUREKA InnoVest Programme

Home | Events | My Profile | My Messages | My Reviews

Upcoming | Past | All

**Σ!nnoVest**

Overview  
Companies: Why participate?  
Investors: Why participate?  
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About EUREKA  
Testimonials  
Contacts us  
Registration

Login

Email   
Password

**Presenting Business**

Participation to the E!nnovest Programme is reserved to companies invited by the EUREKA network and includes:

- Participation to 5 live webinars on Investment Readiness in March/April
- Participation to one Regional Venture Academy in April
- Participation to the E!nnovest Venture Forum in June (upon selection)
- Participation to Investment Forum in September/November (upon selection)
- One2Zone Mentoring
- Investment Readiness tools

**Use reg. code**

**31**  
Register Now  
or before **29-04-16**

**€**  
Registration fee  
**FREE!**

**ON INVITATION**


**GOT A PASSWORD?  
LOG IN  
AND REGISTER NOW!**

**CREATE A  
NEW ACCOUNT  
AND REGISTER NOW!**


# Webinars

[Home](#) [Events](#) [My Profile](#) [My Messages](#) [My Reviews](#)

[Upcoming](#) [Past](#) [All](#)



Investment Readiness Webinars  
February-March 2016



## Overview

Three Investment Webinars will take place to address crucial challenges that entrepreneurs are facing when looking for investment.

- **Risk mitigation**  
When? Tuesday, February 16, 2016, 11:30AM - 12:30PM CET  
<https://attendeegotowebinar.com/register/2247322974266146561>
- **How to develop a compelling Value Proposition**  
When? Tuesday, February 23, 2016, 11:30AM - 12:30PM CET
- **Investors relations and negotiations**  
When? Tuesday, March 1, 2016, 11:00AM - 12:00PM CET  
<https://attendeegotowebinar.com/register/1424992730294387713>
- **Communication with Investors**  
Monday, March 7, 2016, 2:00PM - 3:00PM CET  
<https://attendeegotowebinar.com/register/3527238071881208065>
- **How to develop a sustainable business Model**  
When? Tuesday, March 15, 2016, 11:30AM - 12:30PM CET

Overview

Webinar 16 February

Webinar 23 February

Webinar 1 March

Webinar 7 March

Webinar 15 March

Coaches

Login

Email

Password

Login

# Academies

**EUREKA InnoVest Programme**

Home | Events | My Profile | My Messages | My Reviews

Upcoming | Past | All

**Σ!nnoVest**

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- Investment Readiness tools

**Use the same reg. code**

**31**  
Register Now  
or before **29-04-16**

**€**  
Registration fee  
**FREE!**

**ON INVITATION**

**GOT A PASSWORD ?  
LOG IN  
AND REGISTER NOW!**

**CREATE A  
NEW ACCOUNT  
AND REGISTER NOW!**

# Our Investor Networks

## INDEPENDENT VC FUND MANAGERS



## CORPORATE INVESTORS



## INSTITUTIONAL & GOVERNMENT INVESTORS





# Our Investor Networks

## BUSINESS ANGELS



GO BEYOND  
EARLY STAGE  
INVESTING

TBAA



FNABA



ABAN  
african business angel network



HBAN  
Halo  
Business  
Angel  
Network



HIGH TECH CAMPUS



metavallon





**JOIN US**  
[www.eurekainnovest.eu](http://www.eurekainnovest.eu)



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