

European Investor Gate (EIG)

611076



FP7-ICT-2013-10

Coordination and Support Action

11.5(b): Cross border services, investment readiness and legal advice for ICT SMEs, start-ups and entrepreneurs

Work Package 3

Deliverable 3.1 Selection Criteria and Evaluation Scheme

Dissemination Level RE

Submission date: 13.08.2014

Responsible Partner: Media Deals

Start date of project: 01.09.2013

Duration: 24 months

1) Overall Selection Criteria of the EIG Project

CRITERIA	Description of the Criteria	WEIGHT
ICT based product/service	The product/service is based on an ICT technology in at least one of the mentioned categories	15%
Level of innovation	The foreseen product/service has a strong innovation potential: is innovative and fresh compared to the current working method in the sector	15%
Market potential	There is a strong potential market opportunity for the developed product/service	25%
Implementability	There is a convincing access to market strategy for the product/service and competitive advantage. The business model shows good potential for scale	10%
Target group	The product or service has a defined target group of customers	10%
Team	Management team has skills and experience to grow the business	15%
Financing	Relevance of budget and financing plan the demand/offer to invest in the company is well defined and attractive to investors	15%

1a) Scale

Scale from 1 to 3
0: criteria not fulfilled (i.e no previous funding)
1: criteria not fully fulfilled - necessary adjustments (i.e. not enough previous funding)
2: satisfactory
3: criteria fully fulfilled

1b) Categories and Stages

ICT-Categories for Events

Socialisation

includes all ideas that focus on connecting people, devices or networks like cloud computing, smart grids, big data algorithms etc.

Visualisation

includes all ideas that focus on the visualization of content like Augmented Reality, projection technologies, 3D, screen technologies etc.

Mobilisation

includes all ideas that focus on managing and enabling mobility like location-based services, mobile devices, transportation, e-mobility etc.

Robotisation

includes all ideas that are hardware technologies like robots, drones, human-machine interfaces, game equipment, sensors, smart production etc.

Services

Includes all service-oriented products, software and devices such as e-learning, SaaS, utility computing, usability, e-commerce, finance, IoT platforms, enterprise management systems etc.

Security

Includes all IT solutions dedicated either to the security of data, soft- or hardware and infrastructure or to the security of users and their environment

Creative Industries

Includes various sectors of the creative industries such as design, user experience, games, software, film and video solutions

Stages

Seed

The first stage of venture capital financing. Seed-stage financings are often comparatively modest amounts of capital provided to inventors or entrepreneurs to finance the early development of a new product or service. These early financings may be directed toward product development, market research, building a management team and developing a business plan.

A genuine seed-stage company has usually not yet established commercial operations - a cash infusion to fund continued research and product development is essential. These early companies are typically quite difficult business opportunities to finance, often requiring capital for pre-startup R&D, product development and testing, or designing specialized equipment. An initial seed investment typically ranges from € 100 000 to € 500 000.

Early

For companies that are able to begin operations but are not yet at the stage of commercial manufacturing and sales, early stage financing supports a step-up in capabilities.

Start-up financing provides funds to companies for product development and initial marketing. This type of financing is usually provided to companies just organized or to those that have been in business just a short time but have not yet sold their product in the marketplace. Generally, such firms have already assembled key management, prepared a business plan and made market studies. At this stage, the business is seeing its first revenues but has yet to show a

profit. This is often where the enterprise brings in its first "outside" investors.

Early stage investment normally range from € 500 000 up to € 1 500 000 for high-tech start-ups.

Advanced

Capital provided after commercial manufacturing and sales but before any initial public offering. The product or service is in production and is commercially available. The company demonstrates significant revenue growth, but may or may not be showing a profit. Many companies in this phase are seeking a second or third financing round. Typically the amount for investment lies above € 1 000 000.

2) Company Evaluation Table

Please fill in the table in accordance with the attached criteria and graduation scale (from 0 to 3)										SELECTION CRITERIA						
Rank	Name of project/company	Status of contact	Applicant (Select Company/Founder)	Country	Industry	ICT category	Stage	Capital raised to date	Capital seeking	ICT based product/service	Level of innovation	Market potential	Implementability	Target group	Team	Financing
										15%	15%	20%	10%	10%	15%	15%
	Name	Contacted by whom? State of the Art				See categories above	See above			0-3	0-3	0-3	0-3	0-3	0-3	0-3

RATING/COMMENTS				RECOMMENDATION			
Overall Rating	Comments	Euroquity registration status	Has already joined EIG	1st Recommendation	2nd recommendation	3rd recommendation	Name of Evaluator (organisation)
Average of all ratings		Registered/ Reg. not yet completed	Yes/No	One of the following can be selected: <ul style="list-style-type: none"> Webinar/Podcast Investment Forum Bootcamp E.Pitch 	One of the following can be selected: <ul style="list-style-type: none"> Webinar/Podcast Investment Forum Bootcamp E.Pitch 	One of the following can be selected: <ul style="list-style-type: none"> Webinar/Podcast Investment Forum Bootcamp E.Pitch 	MFG/BPI/GB/DBIC/MD

3) Specific Evaluation Table for the Silicon Stroll Bootcamp in Dublin, November 2014

Company Profile								Pitch Details						Web Summit Dublin		
Name of project/ company	Status of contact	Applicant (Select Company/ Founder)	Country	Industry	ICT category	Stage	Email	Company has pitched before	If yes, where ?	Participation e.pitch	Highly recommended for e.pitch	Quality of Pitch	Recommended for pitch preparation session	Selected for Alpha Programme	Selected for Web Summit Pitch	Comments
								Yes/No		Yes/No	Yes/No		Yes/No	Yes/No	Yes/No	

3a) Quality of Pitches

Scale
Excellent
Good
Average
Needs improvement (see comment section)
Insufficient

3b) Training Recommendations before the EIG Bootcamp

Early Stage	Advanced Stage
EIG Podcasts on Pitching and Executive Summaries for Investors obligatory	Recommendation to participate in the EIG e.pitch with feedback from EIG consortium and investors (if there is need for improvement, participation in the preparation session)
Webinar by Go Beyond on Financing Strategies or Deal Flows	EIG Podcasts on Pitching and Executive Summaries for Investors if needed
Pitching Training in the framework of an EIG pitch preparation session	Webinar by Go Beyond on Financing Strategies or Deal Flows

Examples Company Evaluation

Aermatica	Company	Italy	Remotely piloted aircraft systems, components and related services	Robotization	seed	500.000 revenue	600.000 – 800.000	1	2	3	2	2	1	2	There are no info about the team, the financials and the sales strategy. Not sure really ICT company. Do not need bootcamp	registered	yes	E.Pitch	I.Forum		GB
Alleantia	Company	Italy	Virtualizing 'things' for transforming the Enterprise through ready-to-go Internet of Things Services	Robotization	Advan	100.000 revenue	800 000 – 1.200.000	3	2	3	1	2	2	1	Difficult to assess their innovation as it is high technical	registered	yes	Boot-camp	Webinar	I. Forum	GB
Vivocha	Company	Italy		Mobilization	Advan	1.500.000 revenue	1500000 - 2500000	3	3	2	3	3	3	3		registered	yes	Boot-camp	I.Forum		DBIC

Euro Freelancers	Company	Belgium	Through a digital marketplace, we match our pool of independent EU consultants and project managers with organizations looking for freelancers.	Socialization	seed	45.000 revenue	25 000 - 75 000	3	1	2	2	3	1	1	There have added some info on financials, but asked for some more. Surprised this does not already exist	registered	yes	Boot-camp	I.Forum		GB
SignalGenerix Ltd	Company	Cyprus	SignalGenerix is a leading high-tech Cypriot Research and Development (R&D) company operating in the fields of Digital Signal Processing (DSP) and Communications.	Security	early	717.022	500.000	3	2	1	1	2	2	1	The company has been working for 10 years, they seem to be as a research organization rather than commercialization, Not sure how attractive they are for investors. Probably need private investor readiness training.		yes	Boot-camp			GB