

2. Work Package 2-6: Project objectives, work progress and achievements

2.1 Project objectives and person months planned for the period

| | |
|------|---|
| WP 2 | <ul style="list-style-type: none"> Awareness raising at local, regional and European level (with several sub-objectives) <ul style="list-style-type: none"> <u>Target groups:</u> <ul style="list-style-type: none"> Entrepreneurs and research communities Local, regional and European stakeholders (Enterprise Europe Network, EBN etc.) ICT Finance Marketplace and other project databases of H2020 and FP7 Investment events and ICT conferences Capacity building with investor readiness online/offline training <ul style="list-style-type: none"> <u>Target groups:</u> <ul style="list-style-type: none"> Entrepreneurs, researchers Investors |
| WP 3 | <ul style="list-style-type: none"> Lay the foundations of tailor-made training and personalised coaching and allocate the participants to the different project activities according to their needs Provide a continuous evaluation and selection process of the entrepreneurial stage and the investment needs of the participants as to offer them the right coaching opportunities and to facilitate their interaction with investors Launch of Connect Investor Club focussing on cross-border investments Organize 9 investment-forums in the course of the EIG project Organisation of 4 e-pitches |
| WP 4 | <ul style="list-style-type: none"> Host a 2 day bootcamp to boost the investment success of project participants with the highest commercialisation potential by providing investment training and informal opportunities for cross border networking between companies, investors and partners To develop an in-depth coaching and mentoring overview for 50 SMEs/entrepreneurs using experienced international mentors and financing professionals to address the weaknesses of each project To provide 40+ SMEs/entrepreneurs with hands-on investor readiness training which involves both online support and offline support |
| WP 5 | <ul style="list-style-type: none"> To increase matchmaking between ICT companies and investors via the establishment of a European version of the EuroQuity platform with an EIG community Establishment of the EIG website |
| WP 6 | <ul style="list-style-type: none"> Raise awareness on the project activities at EU and international level Disseminate the project to the public at large, progress raising and broadening interest and knowledge about commercialization in Europe's regions Contribute to clustering activities in particular through a common on line platform to projects supported under the objective 11.5 of the FP7 ICT work programme 2013 Participation in 4 events a year targeting the investor community and 8 events for the research and SME community (expected participation of 100 investors in the activities of European Investor Gate) |

Person Months Plan European Investor Gate

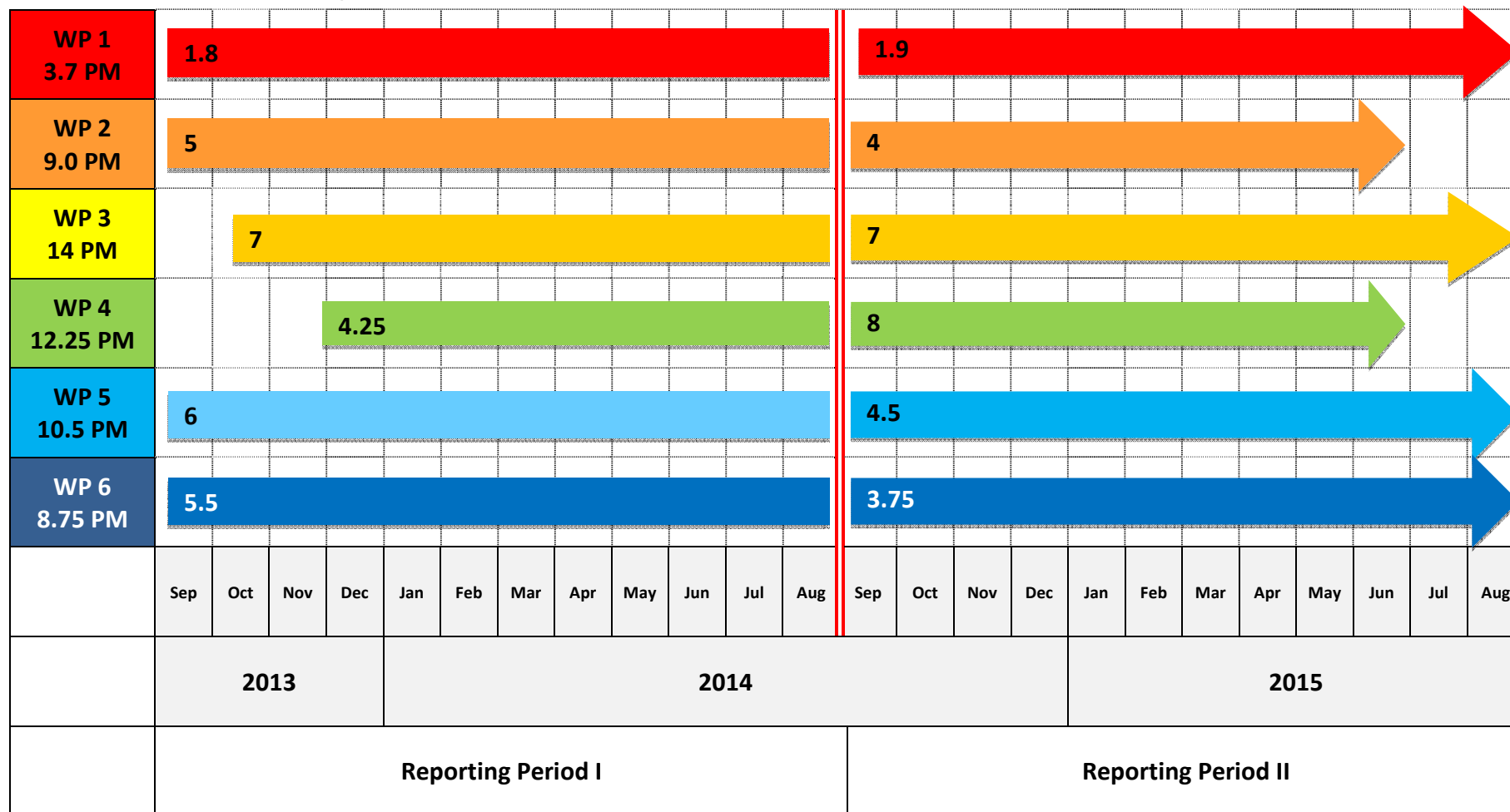


Figure 1: Plan of EIG Person Months per Reporting Period

2.2 Work progress and achievements during the period

WORK PACKAGE 2: AWARENESS RAISING AND TRAINING

a) Summary of progress towards objectives and details for each task

The key objective of work package 2 is to build capacity of the two target groups of European Investor Gate, A: ICT entrepreneurs and SMEs participating in EU funded programmes and those targeted by the actions of the Digital Agenda for Europe, and B. investors interested in investing in ICT businesses (business angels, venture capital funds, corporate investors, crowdfunders, and others). European Investor Gate will build on the achievements of the ICT Finance Marketplace in order to rationalize the approach to EU funded ICT projects and SMEs, extending to ICT SMEs targeted by the Digital Agenda, and scale the resources and tools created to extend the reach and footprint of such a capacity building programme.

Under this overall objective, separate distinct sub-objectives have been reached through the awareness raising and training activities:

Objective 1: Awareness raising at local, regional and European level

(for concrete dissemination materials produced see Work Package 6)

AWARENESS:

- Under the lead of Go Beyond all partners have established contacts with entrepreneurs and research communities at their local and regional level through mailings, communication and dissemination activities (see WP 6) as well as through local and regional events. Regional events include for example the Heidelberg Innovation Forum, the local Business Angel events of Go Beyond, the investment forums of Media Deals held in France, the investor meetings of Bpifrance or the meetings and breakfasts for entrepreneurs as well as larger summits carried out by DublinBIC.
- Information about the project has been provided to the different National Contact Points, to DG Connect, to the EBN network via our partner DublinBIC, to the Enterprise Europe Network, to different European investor networks, incubators and accelerators across Europe such as Wayra, peacefulfish, Cap Digital, EBAN, KfW and Create among others. The networks of the partners include the enterprise network of bwcon as well as the MFG innovation agency network, the DBIC enterprise network, the Irish Halo Business Angel Network, Media Deals' enterprise and business angel networks and finally the European business angel network of Go Beyond.
- Information on EIG was distributed via newsletters of the institutions. Furthermore, EIG's subcontractors and associated partners France Angels, BAND e.V., Business Angels Europe and IBAN (Italian Business Angel Network) disseminated the project to their partners and members.
- Overall, the EIG consortium alone has managed to contact more than 1300 contacts via mailings alone. Further participants have been reached by newsletters, social media activities, the EIG newsletter, at events as well as through personal networking. For concrete numbers and overviews see work package 6.
- All partners have widely distributed the different EIG flyers (see WP 6), held presentations at various events and communicated the services of the project in networking sessions. A roll-up has been produced to ensure a greater visibility of EIG.
- Under the lead of Go Beyond a database has been established which now contains more than 100 investor contacts and more than 1200 contacts of entrepreneurs, researchers and start-ups. Furthermore, the project has used the database to keep track of all training and pitching activities and of the participants profiting from the EIG services such as the bootcamp, the webinars, the investment forum or the e-pitches.

ICT FINANCE MARKET PLACE:

- The negotiations with the ICT Finance Market Place project on material and databases have been completed in September 2013 on behalf of Go Beyond and MFG with EBAN (European Business Angel Network) which has been a former member of the Access ICT and ICT Finance Market Place initiatives. An agreement was reached after several telephone conferences to transfer some of the relevant deliverables and data of ICT FM to the EIG project.
- The following documents have been provided to the EIG consortium in the course of the negotiations:
 - a) Deliverable 2.6 – Report setting out profiles of needs for access to finance
 - b) Deliverable 3.11 – Awareness raising events of ICT FM
 - c) Deliverable 3.12 – Final conference and report
 - d) Deliverable 5.15 – Introduction of companies to investors
 - e) Access ICT policy recommendations
 - f) Access ICT: Report – Final results from the European investor mapping
 - g) ICT FM: Access to Finance Toolkit (document)
 - h) Database with ca. 40 contacts
- These materials have been used to produce the Financial Guidelines for ICT Entrepreneurs and other training modules of the EIG project.
- The contacts have been invited by the consortium to join the EIG community on EuroQuity as well as the EIG activities. Furthermore, the ICT FM toolkit provided a useful basis for the development of the financial guidelines for ICT entrepreneurs developed by Go Beyond.

ICT CONFERENCES AND THIRD-PARTY EVENTS:

- The consortium has participated in a selected number of European ICT conferences across Europe. A list of the EIG investment readiness forums at events such as the NEM Summit and ICT2013 can be found below. This section targets the awareness raising events at local, regional and European level. Overall, the consortium has defined three major target groups:
 1. Entrepreneurs, researchers and start-ups from across Europe
 2. Investors and VCs
 3. European stakeholders such as intermediaries, incubators,All of these target groups have been addressed at the different events which not only include large summit but also business angel events or local start-up events.

| Date | Title | Location | Dissemination Type | Reach | Partners |
|------------|--|--------------------|------------------------------|-------|----------|
| 17.10.2013 | BW goes Mobile Award | Stuttgart, Germany | Direct dissemination, flyers | 150 | MFG |
| 25.10.2013 | EU Policy Seminar "Taking Innovation to the Market" | Brussels, Belgium | Direct dissemination, flyers | 60 | MFG |
| 18.11.2013 | Business Angels Congress and Startup Event "Industrie 4.0" – Venture Forum | Heilbronn, Germany | Direct dissemination, flyers | 200 | MFG |

| | | | | | |
|----------------|--|-----------------------------------|---|-----|-----|
| | Neckar e.V. | | | | |
| 21.11.2013 | “Zünder Für Gründer” – Startup Event | Heidelberg, Germany | Presentation, direct dissemination, flyers | 80 | MFG |
| 10.-11.12.2013 | Opportunity Recognition Workshop | University of Heidelberg, Germany | Flyers, direct dissemination | 20 | MFG |
| 23.-24.01.2014 | Startup Europe Hub Meeting & Horizon 2020 Info Day | Brussels, Belgium | Presentation, direct dissemination | 80 | MFG |
| 24.01.2014 | Info Day Smart Systems, Horizon 2020 | Karlsruhe, Germany | Flyers, direct dissemination | 100 | MFG |
| 19.02.2014 | Gründergrillen | Stuttgart, Germany | Flyers, direct dissemination | 100 | MFG |
| 18.-20.03.2014 | EU FI PPP Conference | Athens, Greece | Presentation, flyers, direct dissemination | 400 | MFG |
| 09.04.2014 | Heidelberg Innovation Forum, Pitching Event | Heidelberg Germany | Direct dissemination, flyers, „Best Business Idea“ Award handed over by EIG project officer to best startup | 130 | MFG |
| 19.-21.05.2014 | Creative Camp, Lake Constance | Konstanz, Germany | Presentation, flyers, direct dissemination | 40 | MFG |

| | | | | | |
|------------|--|---|--|-----|----------|
| 29.11.2014 | VFX animation Skillnet | Guinness Enterprise Centre, Dublin, Ireland | Direct | 50 | DBIC |
| 12.01.2014 | @Diversity Event + Investment Readiness Workshop | Berlin, Germany | Presentation, Flyers; Investment Readiness Workshop by Media Deals | 100 | DBIC, MD |
| 15.01.2014 | Halo Business Angel Annual meeting | Portlaoise, Ireland | Presentation to investor group | 10 | DBIC |

| | | | | | |
|----------------------|--|---|---------------------------------|--------|----------|
| January – April 2014 | General dissemination to client companies | Dublin, Guinness Enterprise Centre, Dublin, Ireland Ireland | Flyers and email dissemination | 150 | DBIC |
| 29.01.2014 | Start-up Funding event in the LINC academy | Blanchardstown, Ireland | Direct and flyer | 30 | DBIC |
| 29.01.2014 | Halo Business Angel Forum | Stillorgan, Dublin Ireland | Direct, presentation and flyer | 30 | DBIC |
| 05.02.2014 | i-Factory Entrepreneurship seminar | Derry, Northern Ireland | Direct | 50 | DBIC |
| 06.02.2014 | Breakfast Seminar for European projects – hosted by Dublin BIC | Guinness Enterprise Centre, Dublin, Ireland | Presentation, flyers | 40 | DBIC |
| 25.03.2014 | Entrepreneurship seminar | Guinness Enterprise Centre, Dublin, Ireland | Flyers and direct dissemination | 80 | DBIC |
| 19.05.2014 | HBAN Congress | Dublin City Castle, Dublin | Flyers and direct dissemination | 100 | DBIC |
| 05.06.2014 | Dublin Docklands Innovation awards | Dockland Innovation Centre, Dublin | Flyers and direct dissemination | 50 | DBIC |
| 25.-27.06.2014 | EBN Congress | Lleida, Spain | Flyers and direct dissemination | 150 | DBIC, MD |
| 15.07.2014 | Government Department of Jobs, Enterprise and Innovation | Dublin, Ireland | Flyers and direct dissemination | 20 | DBIC |
| June – August 2014 | General dissemination re. bootcamp | Guinness Enterprise Centre, Dublin, Ireland | Flyers and email dissemination | 80-100 | DBIC |

| | | | | | |
|----------------|---|------------------|---|-----|---------|
| January 2014 | Cercle de Cultura Barcelona | Barcelona, Spain | Direct, flyers | 50 | MD |
| 15.04.2014 | Business Angels Europe – Dinner Conference | Berlin, Germany | Direct, flyers | 150 | MD |
| 18.-19.01.2014 | hy! demo, Berlin Startup event | Berlin, Germany | Direct, flyers | 200 | MD, GB |
| 15.04.2014 | France Angels Paris Summer University | Paris, France | Direct, presentation, flyers | 100 | MD |
| 09.04.2014 | Start west | Nantes, France | Direct, flyers | 150 | MD |
| 19.-20.05.2014 | EBAN Congress 2014 | Dublin, Ireland | Direct | 200 | MD |
| 22.05.2014 | Connect Investment Club | Cannes, France | Direct, presentation, flyers | 30 | MD, MFG |
| 03.07.2014 | Media Deals Investment Forum | Cannes, France | Direct, presentation, flyers | 30 | MD |
| 26.06.2014 | Access to Finance training session for EEN members organized by EASME | Paris, France | Presentation, direct dissemination | 20 | BPI |
| 01.-02.07.2014 | UKBAA (Investor Event) | Liverpool, UK | Presentation, direct dissemination | 100 | BPI |
| 8.-9.11.2013 | Mind the Bridge Venture Start-up Event | Milan, Italy | Presentation, flyers | 150 | GB |
| 25.11.2013 | Paris Business Angel Week | Paris, France | Presentation, direct dissemination | 200 | GB |
| 14.05.2014 | Meeting Business Angels Europe | Barcelona, Spain | Presentation, direct dissemination to business angels, flyers | 10 | GB |

Table 1: List of EIG Third-Party Events

Cooperation in the FP7 Framework:

- The EIG project has cooperated with some related FP7 projects to raise awareness among FP7 research project participants on the services of European Investor Gate. Among the collaborations were a mailing of I4MS to its participants which resulted in the selection and participation of the CloudSME project at the Heidelberg Innovation Forum. Cloud SME participated in the EIG Coaching Day and pitched in front of European investors on the second day of the event. In addition, a strong link has been established with the ACE project, which is one of the sister projects of EIG. European Investor Gate provided the training activities for the “New Frontiers for European Entrepreneurs” event in April 2014 and the two projects held an investment forum together at Future n Seine 2014 in Paris. In addition, the EIG project was present at the FP7 Future Internet Assembly in Athens with a presentation on the project activities as well as on the European digital agenda summit “ICT 2013” in Vilnius, where the EIG investment forum and open investor readiness session were held. Last but not least, William Stevens of Europe Unlimited has become a member of the EIG advisory board and disseminates the project in the framework of the Atalanta project which Europe Unlimited is part of.
EIG plans to extend its collaboration with the Horizon2020 programme in the future since H2020 accelerated in the second half of the first reporting period and more and more new projects are coming to life.

Objective 2: Capacity Building

1) ICT entrepreneurs and SMEs participating in EU funded programmes and those targeted by the actions of the Digital Agenda for Europe

Investor Readiness Training:

- EIG has joined local investment events across Europe to provide investment readiness training and to offer the opportunity to interface with potential investors and entrepreneurs/SMEs suitable for EIG. For the whole project 9 investment forums are planned, of which six have been held in the first reporting period.
- The investment forums which have been held so far are (for a detailed list see WP 3):
 1. NEM Summit 2013, Nantes, October 2013
 2. ICT 2013 Vilnius, November 2013
 3. Heidelberg Innovation Forum, April 2014
 4. New Frontiers for European Entrepreneurs, Brussels, April 2014
 5. Future en Seine, Paris, June 2014

The table below provides an overview on the investor readiness sessions on-site which have been held in connection to the EIG investment forums at European events:

| | Companies (investor readiness training) | Countries | Mentors | Investors |
|--|--|-----------|---------|-----------|
|--|--|-----------|---------|-----------|

| | | | | |
|---|--------------------------------------|--------------|-----------|-----------|
| ICT 2013 | 36 (open training, 12 pitches) | 7 | 7 | 15 |
| NEM 2013 | 11 | 6 | 9 | 8 |
| New Frontiers for European Entrepreneurs | 80 (open training, 51 pitches) | 12 | 22 | 18 |
| Heidelberg Innovation Forum | 20 | 6 | 12 | 29 |
| Futur en Seine | 11 | 5 | 8 | 10 |
| Total | 160 | Ø 7,2 | 59 | 78 |

Table 2: Investor Readiness Training at Events, 1st Reporting Period

- The project has regularly collaborated with regional, national and European partners involved with EU funded ICT projects, to invite the projects to join local investment events to receive an investment readiness training. The project has in particular established links with ACE, Atalanta and I4MS. Regional or national partners include accelerators, incubators and large research networks (Fraunhofer, Steinbeis etc.) and universities from all regions involved.

Training Material and Webinars:

- Go Beyond created the **Guidelines For Financing an ICT Start-up**, a powerpoint presentation of 21 slides comprising the results and findings of the ICT Marketplace and Access to Finance projects including reports, findings and summaries and statistics. The guidelines provide hands-on advice for ICT-founders, researchers and start-ups to establish or refine their financing strategy.
- The Guidelines referred to above were adapted and reworked into 2 x 1.5 hour online awareness raising webinars titled **Equity Financing Overview for ICT Entrepreneurs**. The first session is an introduction to equity financing and intended as a 'teaser' to get entrepreneurs to join the EIG Community; Part 2 is available only to members registered on the EIG community on EuroQuity. A breakdown of the two sessions is displayed below:

Part 1:

- ✓ Financing strategy
- ✓ Defining
- ✓ Refining
- ✓ Tips
- ✓ Launching the campaign
- ✓ Investor readiness
- ✓ Managing the financing round
- ✓ Tips

Part 2:

- ✓ Managing the Round and Closing
- ✓ Capital Structure
- ✓ Valuation
- ✓ General Docs
- ✓ Business Case
- ✓ Managing investors
- ✓ Deal lead
- ✓ Reporting
- ✓ Exit strategy
- ✓ Tips

These online events were held on 6 separate occasions to 42 registered entrepreneurs and company founders in the following dates:

Financing Overview Part 1:

- ✓ March: 5 & 18
- ✓ April: 10
- ✓ August: 18

Financing Overview Part 2:

- March: 13
- April: 17
- August: 19

- Registrants were obtained from:
 1. The initial ICT FM database provided by EBAN
 2. The Euroquity Community
 3. Go Beyond's database of companies and founders from the Gust platform from over 5000 companies
 4. The EIG community on Euroquity and email invitations to the Go Beyond community and by project partners to their own communities
 5. Other partners databases and contacts
 - This presentation was also further adapted into and used as an additional 'online training' presentation which was delivered at:
 1. NEM Summit 2013 in October at Nantes (by Brigitte Baumann) to approximately 35 ICT entrepreneurs and company founders as well as other interested attendees.
 2. ICT Investment Forum in November at Vilnius (presented by Matthias Frieden, GB Community Investor and Group Coach) to approximately 50 attendees including ICT entrepreneurs and company founders as well as other interested attendees
- Initially these were taught by Go Beyond and the partners taught the guidelines at other key events.

- Apart from these webinars specifically established for the EIG project, Go Beyond also opened its other webinars and courses to members of the EIG community.

The offline training workshops and online courses available for ICT project participants and entrepreneurs included the following:

| | |
|-----------------|---|
| Training | Find out who Business Angels or other investors are, why they invest time and/or money in start-ups and how to get started. Learn the early stage direct investing process and practices. |
|-----------------|---|

| | |
|----------------------|--|
| Due Diligence | Learn how investors conduct due diligence. |
|----------------------|--|

| | |
|-------------------|---|
| Deal Terms | Understand the general terms and conditions of shareholder agreements and the impact they may have on an investment. Note: the topics covered are the common EU practices |
|-------------------|---|

| | |
|--------------------------|--|
| Company Valuation | Discuss drivers and definitions of Valuation. Review common company valuation methodologies and ways valuation may be adjusted |
|--------------------------|--|

| | |
|------------------------------------|---|
| Manage and follow-on rounds | Discuss the phases of growth of a start-up, possible challenges that may arise during the life of an investment, the roles a Business Angel and other investors can have. |
|------------------------------------|---|

| | |
|---------------------------|---------------------------------|
| Exit an investment | Management of the exit process. |
|---------------------------|---------------------------------|

| | |
|-------------------|---|
| Financials | Learn about (or review) the fundamentals in financial reporting, financial analysis and investment tools. |
|-------------------|---|

Podcasts:

- The training presentation was further adapted from The Guidelines into 8 short presentations covering each main component identified and necessary for ICT start-ups and founders and available as downloadable podcasts to all EIG community members.

The subjects are as follows:

- 1a – [Preparing the Round: Building your financial strategy](#) (14 slides)
- 1b – [Preparing the Round: Sources of funding](#) (18 slides)
- 2a – [Launching the Campaign: Preparing pitch and presentation documentation](#) (16 slides)
- 2b – [Launching the Campaign: Setting up the company structure](#) (13 slides)
- 3a – [Managing and Closing the Round: Managing](#) (25 slides)
- 3b – [Managing and Closing the Round: Closing](#) (14 slides)
- 4a – [Managing Investors: Investors](#) (10 slides)
- 4b – [Managing Investors: Follow-on rounds](#) (7 slides)

(All podcasts are available via the EIG project website; please click on the respective links.)

- The podcasts were not foreseen in the original plan of the project but were produced by the partners nonetheless to provide more added value and useful tools for the entrepreneurs and researchers participating in EIG and to offer further incentives to join the project. In addition, the podcasts have proven to be a concise instrument to complement the investor readiness trainings and webinars.

2) Investors interested in investing in ICT businesses (business angels, venture capital funds, corporate investors, crowd-funders, and others)

- European Investor Gate has established an investor database with more than **100 contacts** of European investors. This investor database was mainly established through the connections and databases of the five EIG partners. Further contacts were added through the EIG events or e-pitches and awareness raising activities. The ICT Finance Marketplace database was also used to invite further investors.
- Overall, 97 investors have attended the investment forums of the EIG project.
- In addition, the Connect Investor Club as a core group of investors interested in cross-border investments has been established, for details see work package 3.
- Investors were informed regularly via the EIG newsletter on the latest project activities. Invitations to investors were sent out for specific events such as the investment forums and e-pitches.
- Go Beyond has developed a training module for the training of investors to better recognise the potential of innovative ICT research projects or business ideas which will be used in the second period of EIG.
- At the networking sessions for investors and meetings of the Connect Investor Club EIG has:
 1. Assisted early and later stage investors understand the type of support EU funding provides to research projects and SMEs and to understand the rationale for funding,
 2. Informed investors on innovative ICT technologies and sectors and crucial research findings – also from EU projects
 3. Encouraged more investment in ICT by private partners, possibly in co-investment with public partners
 4. Updated the investors database regularly and identified additional investors with specific interest for ICT EU R&I programmes and projects

b) Major outcomes and significant results:

- **D2.1** Comprehensive guidelines on financial strategies building on lessons learned from the ICT Finance Marketplace (M2)

The comprehensive guidelines have been made available as a first step to establish and refine financing strategies for researchers and entrepreneurs from the ICT sector. They have been made available via the EIG website.

- **D2.2** Development of specific training material developed to enhance investment readiness of partners in EU projects (M5)
Apart from the materials and the 2 x 1.5 hour modules produced for the EIG webinars, 8 podcasts have been created in order to provide further hands-on tools for the researchers and entrepreneurs participating in the EIG project.
- **D2.5** Database of investors reached through awareness activities and interested in ICT EU R&I programmes and projects (first version M12). The requested number of 100 investors has been exceeded and the database will be updated in the second period of EIG.
- The project has exceeded the number of 1000 investors, entrepreneurs and researchers to be contacted and has reached more than 1300 persons and institutions so far.

c) Deviations from Annex I

- Due to the minimal number of companies provided by ICT Finance Marketplace towards the 1000 database (approximately 30+ from the expected 1000), significant time and resources were expended in order to seek, target and on board potential members towards the project.
The EIG project has successfully managed to contact more than 1300 contacts in total across Europe. However, so far only **183 users** have completed a profile for the EIG Community on the EuroQuity platform instead of the **350 completed profiles envisaged**. Despite the major dissemination and awareness raising efforts, there has been difficulty with convincing the participants to register on an online platform. The added value of the EuroQuity platform has been largely communicated to researchers and entrepreneurs, but the participants have expressed a **preference for onsite events and direct support through one-to-one coaching sessions**. All in all, matchmaking and connecting entrepreneurs and investors often is a question of trust and to conclude financial deals, several personal meetings are necessary to establish a connection between the investor and the founder concerned. This was the case with the investment of Golaem for example. The company first met the investors of France Angels at the EIG investment forum in Nantes and then made arrangements for follow-up meeting in France.

Ongoing Amendment

- The EIG consortium is currently preparing an amendment, please see WP1 on project management for details.
- The podcasts have been produced by Go Beyond together with Bpifrance in order to create more added value and a hands-on tool for entrepreneurs, start-ups and researchers. They will complement the webinars, guidelines and investor readiness sessions of EIG. The project will further continue to provide onsite coaching sessions to have an online as well as an offline coaching offer for participants.

d) Statement on use of resources

| | Total PM | Plan PM Period 1 | MFG PM spent Period 1 | MD PM spent in Period 1 | GB PM spent in Period 1 | DBIC PM spent in Period 1 | BPI PM spent in Period 1 | PM Spent in Period 1 all partners |
|------|----------|---------------------|-----------------------------|-------------------------------|-------------------------------|---------------------------------|--------------------------------|---|
| WP 2 | 9 | 5 | 0,8 | 0,99 | 3,78 | 1,56 | 0 | 7,13 |

Table 3: Statement on use of resources, WP 2

WORK PACKAGE 3: PRE-SELECTION AND IDENTIFICATION OF NEEDS

a) Summary of progress towards objectives and details for each task

Goal: The objectives of WP3 are intertwined with those of WP2 and WP4. The tasks to be undertaken under this work package will be based on the contacts already established during the awareness raising and training process of WP2 and will be primarily aimed at establishing a continuous selection process, picking suitable enterprises throughout the project for the different types of training and pitching events offered by EIG and EuroQuity. Out of the 350 companies, the 50 most advanced ones are to be selected for participation in the Dublin Bootcamp (WP4). The activities of WP3 will be dedicated to allocating the project participants to the different project events and trainings, such as the webinars, the e-pitches, the investment forums and other coaching activities. The overall goal will be to deliver hands-on consulting and training which will be tailor-made for the different stages of development the participants are at. There will be specialised offers for advanced stage start-ups as well as for early stage founders or researchers.

Objective 1: Evaluation criteria and allocation of project participants – Foundation of training activities

Evaluation Criteria:

- Media Deals has elaborated evaluation criteria at the beginning of the project to ensure that participants can be selected in a comprehensive and transparent way for the different project activities such as the investment forums, e-pitches or the bootcamp.
- The overall criteria are the following:

| 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% |

Table 4: Evaluation Criteria developed in Work Package 3

- Further criteria that have been taken into account are the stage of development and the IT-sector:

Stages:

- a) Seed
- b) Early
- c) Advanced

Sectors:

- d) Services
- e) Robotics
- f) Visualisation
- g) Mobilisation
- h) Socialisation
- i) Security
- j) Creative Industries

- All start-ups, researchers and founders applying for the EIG community have been evaluated with a scale of 0 to 3 points in the common evaluation table accessible to the whole consortium:

Scale:

- a) Criteria not fulfilled: 0 points
- b) Criteria not fully fulfilled – necessary adjustments: 1 point
- c) Satisfactory: 2 points
- d) Criteria fully fulfilled: 3 points

- Evaluation table for researchers, founders and start-ups:

| Please fill in the table in accordance with the attached criteria and graduation scale (from 0 to 3) | | | | | | | | | |
|--|-------------------------|--|------------------------------------|---------|----------|----------------------|-----------|------------------------|-----------------|
| Rank | Name of project/company | Status of contact | Applicant (Select Company/Founder) | Country | Industry | ICT category | Stage | Capital raised to date | Capital seeking |
| | | | | | | | | | |
| | Name | Contacted by whom? State of the Art | | | | See categories above | See above | | |

| SELECTION CRITERIA | | | | | | | |
|---------------------------|---------------------|------------------|------------------|--------------|------|-----------|--|
| ICT based product/service | Level of innovation | Market potential | Implementability | Target group | Team | Financing | |
| 15% | 15% | 20% | 10% | 10% | 15% | 15% | |

| RATING/COMMENTS | | | |
|------------------------|----------|---------------------------------------|------------------------|
| Overall Rating | Comments | EuroQuity registration status | Has already joined EIG |
| | | | |
| Average of all ratings | | Registered/ Reg. not yet completed | Yes/No |
| | | | |

| RECOMMENDATION | | | |
|--|--|--|----------------------------------|
| 1st Recommendation | 2nd recommendation | 3rd recommendation | Name of Evaluator (organisation) |
| 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 |

Table 5: EIG Evaluation Table

Evaluation Process and Allocation of Participants (EIG competition):

- Media Deals has provided a continuous evaluation and selection process of the entrepreneurial stage and the investment needs of the participants as to offer them the right coaching opportunities and to facilitate their interaction with investors. This process has been supported by all partners of the EIG project.
- Together, the EIG partners have laid the foundations of tailor-made training and personalised coaching and allocate the participants to the different project activities according to their needs. The participants have been provided with tailor-made recommendations according to their needs:

| SELECTION CRITERIA | | | | | | | | | | |
|---------------------|---------------|----------|------------------------|---------------------------|---------------------------|---------------------|------------------|------------------|--------------|------|
| Industry | ICT category | Stage | Capital raised to date | Capital seeking | ICT based product/service | Level of innovation | Market potential | Implementability | Target group | Team |
| | | | | | 15% | 15% | 20% | 10% | 10% | 15% |
| Telecomms | Socialization | advanced | | 500000€ - 1000000€ | 2 | 2 | 3 | 3 | 2 | 3 |
| gaming and e-health | Socialization | early | | 50 000 € - 500 000 € | 2 | 2 | 2 | 2 | 2 | 2 |
| Education | mobilization | early | | 30000€ - 150000€ | 2 | 2 | 2 | 2 | 2 | 2 |
| Finance | socialization | advanced | | 1 000 000 € - 3 000 000 € | 3 | 2 | 2 | 2 | 2 | 3 |

Figure 2: Screenshot of Company Evaluation Process

- Within EIG a filtering process was envisaged which was called the “EIG competition”. In the course of the competition participants were selected for the investment forums or the e-pitches as well as for the bootcamp (see WP 4).
- Media Deals developed the concept for the foreseen European competition dedicated to ICT companies, entrepreneurs and founders (definition of sector targets, implementation strategy and framework) according to the EuroQuity platform.
- In the course of the EIG competition start-ups, founders and researchers were selected for the 6 investment forums held so far as well as for the Silicon Stroll Bootcamp which will be held in the second reporting period. The EIG project decided after the end of the competition in August 2014 to continuously offer webinars, podcasts and coaching activities for those participants that were not selected as to give them an opportunity to refine their business concepts and financing strategies.

Objective 2: Connect Investor Club focussing on cross-border investment

Launch of the Investor Club:

- In May 2014 Media Deals has successfully initiated the launch of Connect Investor Club focussing on cross-border investments in Cannes.
- The kick-off meeting successfully took place in Cannes on May 22nd 2014 with the attending investors, and representatives of the DG Connect and Media Programme. The investors exchanged views and experience regarding investment in the sector. They all agreed on common ambition to share existing deals in order to foster co-investment opportunities. All investors have expressed their interest and experience in international and sectorial early stage investment. The Club of investor is invited to join the online European E-Pitches as well as the investment forums. The last meeting of the club took place on September 30, 2014 during the NEM Investment Forum.
- The tasks and activities connected to the creation of the club included:
 - Selection and Invitation of investors
 - Organisation of the meeting/discussion/work programme in Cannes
 - Design of a logo
 - Moderation of the Event in Cannes
 - Mobilisation of the attending participants to the club objectives and activities
- The figure below provides an overview of the members of the club from 9 different European countries:

connectinvestor
club

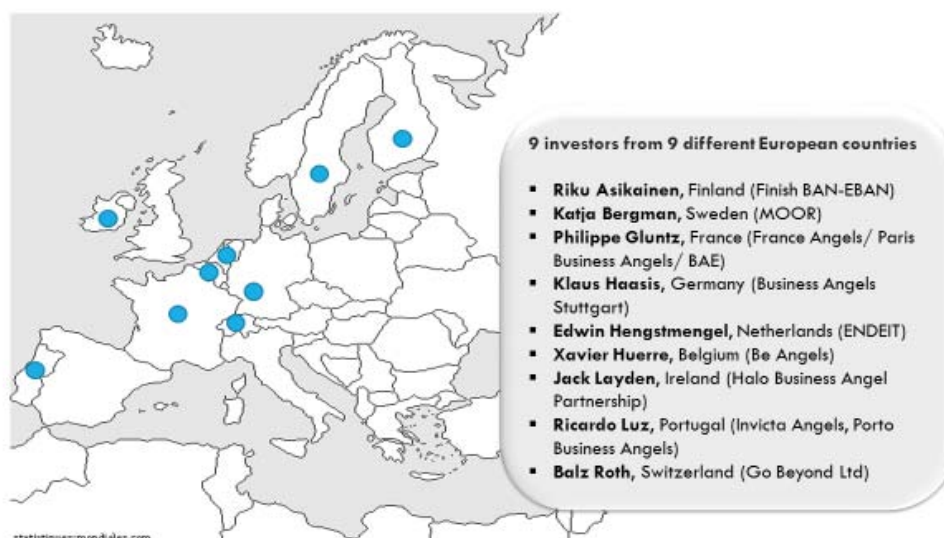


Figure 3: Overview Connect Investor Club

- Further meetings of the club are planned for the second reporting period of the EIG project, including an e-pitch dedicated to the club to display promising investment deals suggested by the investors as well as an investment forum for deals in closing encouraging cross-border investment. In addition, it is envisaged to use training modules for investors developed by Go Beyond to offer training sessions for the club and other investors in the future.

Objective 3: Establishment of 9 investment forums

- The goal was to organize 9 investment-forums in the course of the EIG project. These Investment Forums are held in various European countries and provide the right environment for companies to brainstorm with entrepreneurs working in the content and networks' sector as well as to discuss investment and partnership opportunities with specialised sector financiers. The investment forums are connected to further training and pitching opportunities for the companies.

EIG Investment Forums, 1st Reporting Period

- So far, 5 of the 9 investment forums have already been held. The other 4 investment forums are planned for 2015 (two in Germany, one in Brussels and one in France, tbc). Each one of these events has gathered high growth potential start-ups and European early stage investors.
- The table below provides an overview of the 6 investment forums held in cooperation with major European ICT or start-up summits:

| Date | Title | Location | Dissemination Type | Reach | Partners |
|----------------|----------------------------------|---------------------|--|-------|-------------------|
| 28.-30.10.2013 | NEM Summit 2013 Investment Forum | Nantes, France | Direct, presentation, flyers; EIG Training Roundtable on Business Modelling and Financing Strategies and Internationalisation; Kickoff EIG | 250 | All partners |
| 06.-08.11.2013 | ICT2013 Investment Forum | Vilnius, Lithuania | Direct, presentation, flyers; EIG Training Roundtable on Business Modelling and Financing Strategies Women Entrepreneurship Session (GB and MFG) | 300 | MD, GB, MFG, DBIC |
| 08.04.2014 | Heidelberg Innovation Forum | Heidelberg, Germany | Flyers, personal invitations, | 130 | All partners |

| | | | | | |
|------------|--|----------------------|--|-----|----------------|
| | | | direct; EIG Coaching Day on Financing, IPR, Business Modelling and Pitching Training | | |
| 29.04.2014 | New Frontiers for European Entrepreneurs | Brussels, Belgium | Flyers and direct dissemination; EIG Training Roundtable on Business Modelling and Financing Strategies | 150 | GB, MFG, MD |
| 12.06.2014 | Future en Seine, EIG Investment workshop | Paris, France | Direct, presentation, flyers; Pitching, online training beforehand | 100 | MD, MFG, GB |

Figure 4: Overview EIG Investment Forums, 1st Reporting Period

Structure of the Investment Forums:

- The investment forums include either previous training of the start-ups in one to one sessions or open investor readiness sessions for start-ups, researchers and founders at the event itself. The participants then get the opportunity to present their concepts and ideas to investors and potential partners in a pitching session.



Example NEM Summit 2013, Nantes (4 sessions):

- 29 October (morning): Investment & Entrepreneurship Forum, Investment Readiness session / *public session*
- 29 October (afternoon / 14h30 – 18h30): Investment & Entrepreneurship Forum, Coaching session / *private session*
- 30 October morning (2×90' pitching): Investment & Entrepreneurship Forum, Pitching session; two public "Investment" sessions of 90 minutes were organised, during which 11 entrepreneurs were presented to 8 investors (2 investors were excused the day before)
- 30 October in the afternoon (14h30 – 16h00): Investment Entrepreneurship Forum, Entrepreneurship session; a public session of 90 minutes, during which market and technology experts attending the NEM

Summit presented the market and technology trends to the investors and entrepreneurs. This session of 90 minutes allowed to share between investors and entrepreneurs the market, business and technological visions and trends, taking the opportunities of the attendance of NEM experts from Research, Industry and Investment communities at NEM summit.

- Eleven European SMEs and entrepreneurs specialized in Networked Electronic Media developments, and selected on the basis of applications to be submitted a couple of weeks prior to the meeting were coached and have presented their business concepts to a group of European investors carefully chosen to fit to companies' and projects profiles and needs for investment.
- All selected start-ups participated in a coaching session to get ready for their pitch presentation taking place on the following day. The session aimed at helping them fine-tune their pitch presentation with the support of a coach and an investor. During this interactive session, the start-ups were able to comment other presentations and ask questions to the moderators.
- 10 European investors having access to European early stage companies from the ICT sector at both Vilnius and Nantes events.
- NEM 2013 and ICT 2013 also gave entrepreneurs new insights in how to seek financing, be ready to go-to-market and monetize young companies and the market, business and technological visions and trends, taking the opportunities of the attendance of NEM experts from Research, Industry and Investment communities at NEM Summit

Example ICT 2013, Vilnius (4 sessions):

- 6 November (afternoon): Investment & Entrepreneurship Forum, **Pitching Coaching session / private session**
- 7 November (morning/9-11:00am): **Open Investor Readiness Training**, a public session organized in cooperation with the EU-projects EIG and ACE.
- 7 November (11:00-18:00): Investment & Entrepreneurship Forum, **Pitching session**; two public "Investment" sessions were organised during which 12 entrepreneurs were presented to the invited 15 investors
- 7 November (14h45 – 15h30): Investment Entrepreneurship Forum, **Open discussion of 45 minutes, during which Neelie Kroes**, Vice President of the European Commission, in charge of the digital agenda, debated with the audience. The discussion continued another 45 minutes during which a **roundtable discussed exit strategies**. This session looked at the way of dealing with exit from the points of views of the Business Angel community, Venture Capital companies but also looking at trade sales and IPO on alternative markets



- Twelve European SMEs and entrepreneurs specialized in ICT, and selected on the basis of applications to be submitted a couple of weeks prior to the meeting were coached and have presented their business concepts to a group of European investors carefully chosen to fit to companies' and projects profiles and needs for investment.

- 15 European investors having access to European early stage companies from the ICT sector at both Vilnius and Nantes events.
- All selected start-ups participated in a coaching session to get ready for their pitch presentation taking place on the following day. The session aimed at helping them fine-tune their pitch presentation with the support of a coach and an investor. During this interactive session, the start-ups were able to comment other presentations and ask questions to the moderators.
- Besides, a stand was at the disposal of the 12 start-ups and to showcase their technologies and promotion material.
- The jury of 15 investors rewarded three of the companies in the following categories: best investment opportunity, best pitch presentation and best growth potential

EIG Coaching Day:

- A major success has been the EIG coaching day held in the framework of the Heidelberg Innovation Forum 2014 in Germany. At the forum, a whole day was dedicated exclusively to training of researchers and start-ups in early innovation phases.
- The programme of the EIG Coaching day on 8th April 2014 was the following:

| | | | |
|---------------------------------------|--|------------------------------------|---------------------------------------|
| 09:00 – 09:30 | Welcome Coffee and Get Together | | |
| 09:30 – 10:00 | Getting started: Don't plan, just do it! (Alexandra Rudl, MFG) | | |
| 10:00 – 10:30 | Pitching Dos and Don'ts: Interactive Session (Corinna Voß, MFG) | | |
| Coaching Sessions | | | |
| 11:00 – 12:30 Check your Financing | 11:00 – 12:30 Check your Business Model | 10:30 – 12:30 Protect your idea | 10:30 – 12:30 Test Pitching Battle |
| 13:30 – 15:00 Check your Financing | 13:30 – 15:00 Check your Business Model | 13:30 – 15:00 Protect your idea | 13:30 – 15:00 Test Pitching Battle |
| 15:15 – 16:15 Check your Financing | 15:15 – 16:15 Check your Business Model | 15:15 – 16:15 Protect your idea | 15:15 – 16:15 Test Pitching Battle |
| 16:30 – 18:00 Check your Financing | 16:30 – 18:00 Check your Business Model | 16:30 – 18:00 Protect your idea | 16:30 – 18:00 Test Pitching Battle |
| 18:00 – 18:15 | Wrap-up | | |
| 18:15 – 20:00 | Optional: Free working session for start-ups and researchers to refine their presentations | | |

Table 6: EIG Coaching Day, Heidelberg Innovation Forum 2014

- In the pitching battles the participants had the opportunity to test their presentation beforehand in front of a jury. In the different coaching sessions the start-ups and researchers discussed all aspects of their projects from the business model to financing or IPR.

- Another EIG Coaching Day is planned for 2015, the full press release is available here: <http://innovation.mfg.de/en/news-and-features/the-2014-heidelberg-innovation-forum-ideas-for-smart-production-1.24130>
- The report is available on the homepage of the Heidelberg Innovation Forum: <http://www.heidelberg-innovationforum.eu/6353.html>

Objective 4: Establishment of 4 E-Pitches

- In collaboration with the EIG consortium, Media Deals has so far organised 3 out of the 4 e-pitches for the EIG project.
- At each e-pitch session, 5 to 6 start-ups from across Europe presented their innovative business ideas. The sessions are moderated by different partners of EIG, the selection process and training of the participants is carried out by Media Deals, Go Beyond, MFG and DBIC.

E-Pitches held so far:

| <u>24 April 2014</u> | <u>8 July 2014</u> | <u>9 September 2014</u> |
|-----------------------|----------------------------|-----------------------------|
| Qymatix, Germany | Gamedonia, Spain | Free-Linked GmbH, Germany |
| digital worx, Germany | Induction Manager, Ireland | Inside Visions, Portugal |
| Bistri, France | CineGV, Ireland | Medicodose, France |
| Ogarit, France | Apprentus, UK | Bankhawk Analytics, Ireland |
| Sereneo, France | Dreamtechsoftware, Ireland | Boolino, Spain |
| Alleantia, Italy | | Incitat, France |

- The next e-pitch planned for December 2014 together with an extra pitch for the Connect Investor Club.
- The sessions are held via the AdobeConnect web conference system of Bpifrance which is why concrete data of the e-pitches will be displayed under WP 5 (see below).
- The e-pitches have proved to be a very successful format for involving investors from across Europe in the project. The consortium has therefore decided to continue with the e-pitch sessions in 2015 even though the requested number of pitches has already been reached.

b) Clearly significant results

- **D3.1** Selection criteria and evaluation scheme
- **D3.2** Kick-off Connect Investor Club on 22 May 2014
- **D3.3** Track Record: 6 investment forums connected to European Summits held so far (3 to come)
- The investment forum 2013 at the NEM Summit in Nantes was awarded the title “best workshop of the summit”.
- The evaluation scheme is fully operational and the EIG competition has been completed.
- The online catalogue has been replaced by a comprehensive evaluation scheme and the e-pitches as a useful tool for start-ups to pitch online in front of European investors. The e-pitches will continue in the second reporting period.

The established training and matchmaking mechanisms have already been fruitful: For instance, the French start-up [Golaem](#) which provides crowd simulation solutions for films presented their idea at the EIG investment forum at NEM 2013 in Nantes and have now closed an **investment deal** with EIG’s subcontractor France Angels and a VC fund.

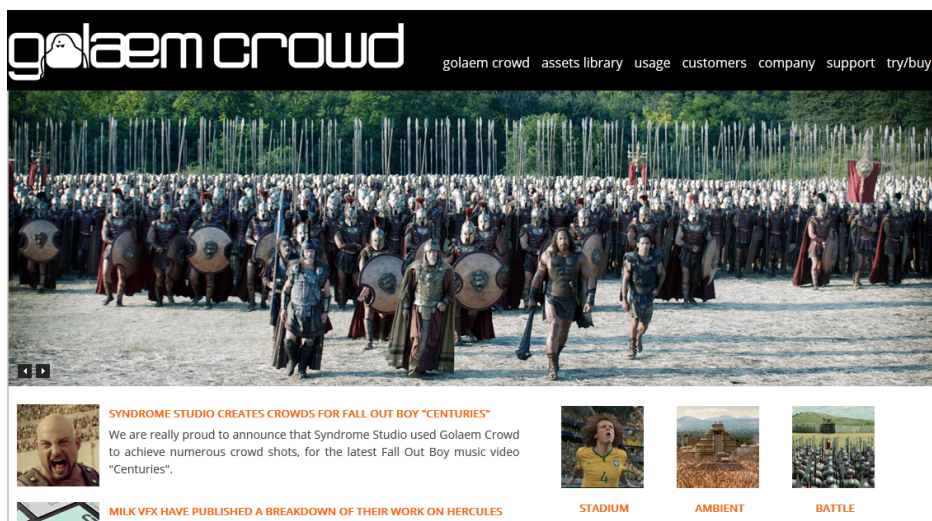


Table 7: Homepage Golaem, Investment Deal of EIG project

c) Deviations from Annex I – Ongoing Amendment

- Task 3.2: The online catalogue has been replaced by the establishment and launch of the Connect Investor Club. The club has been a great instrument to involve investors from all across Europe and to foster cross-border investment strategies. The data of the companies are now collected with the evaluation scheme of task 3.1.
- Task 3.3: The investment plans and the report have been replaced as in the evaluation process all relevant data on investment needs are already gathered. Rather than having a filtering process which leaves start-ups and research aside and gives only some participants the chance to join the activities, the consortium has decided to open the e-pitches, podcasts and open trainings to all participants in order to offer something to all registered users of EIG.
Furthermore, the e-pitches have been added as a useful tool for start-ups to pitch online in front of European investors. The e-pitches will continue in the second reporting period.

d) Statement on use of resources

| | Total PM | Plan PM Period 1 | MFG PM spent Period 1 | MD PM spent in Period 1 | GB PM spent in Period 1 | DBIC PM spent in Period 1 | BPI PM spent in Period 1 | PM Spent in Period 1 all partners |
|------|----------|---------------------|-----------------------------|-------------------------------|-------------------------------|---------------------------------|--------------------------------|---|
| WP 3 | 14 | 7 | 1,52 | 3 | 1,4 | 1,53 | 0 | 7,45 |

Table 8: Statement on use of resources, WP3

WORK PACKAGE 4: PERSONALIZED COACHING TO RESEARCHERS AND ENTREPRENEURS

The overall objective of WP4 is to optimise the chances of investment success for the most promising project participants selected in WP3.

Goals:

- Host a 2 day bootcamp to boost the investment success of project participants with the highest commercialisation potential by providing investment training and informal opportunities for cross border networking between companies, investors and partners
- To develop an in-depth coaching and mentoring overview for 50 SMEs/entrepreneurs using experienced international mentors and financing professionals to address the weaknesses of each project
- To provide 40+ SMEs/entrepreneurs with hands on investor readiness training which involves both online support (assisting the project participants in showcasing their companies on the online portal) and offline support (providing training to project participants to pitch before international investor panels in WP5)

a) Summary of progress towards objectives and details for each task

Objective 1: Host a two-day bootcamp to boost the investment success of project participants with the highest commercialisation potential

Structure and Planning of the Bootcamp:

- Preparations for the bootcamp – now titled “The Silicon Stroll Bootcamp”, are underway with the event due to take place in Dublin on 3rd and 4th November 2014.
- Selection of the 50 participants is complete with all companies confirmed, and 80% of international (non -Irish companies) confirmed flights and reserved hotels.
- Preparations for the event at the Guinness Enterprise Centre are ongoing, the bootcamp will consist of a first day dedicated to show cases and training and a second day for pitching and connecting with investors as well as further coaching sessions.

Dissemination Activities and Partnerships:

- The Silicon Stroll Bootcamp event takes place directly before the [Web Summit](#), a leading global event, attended by 20,000+ participants from across the globe. These consist of Fortune 500 companies as well as the world’s leaders and thinkers on innovative, cutting edge technologies. The Web Summit are supporting the Silicon Stroll Bootcamp by providing reduced price tickets for our companies. A high percentage of the bootcamp participants have already confirmed their participation in the Web Summit event.
- Dissemination regarding the Silicon Stroll Bootcamp is currently taking place, with a targeted strategy towards the European investment community planned for end September throughout October.
- A special flyer has been created for the bootcamp by DBIC:



Figure 5: Flyer Silicon Stroll Bootcamp Dublin

Objective 2: In-depth coaching and mentoring overview for 50 SMEs/entrepreneurs using experienced international mentors

- Partner discussions have taken place regarding the coaching and mentoring aspect of WP4, with the intention to tailor the service depending on specific individual company requirements.
- This support will be initiated upon completion of The Silicon Stroll Bootcamp, as the event will be used to identify and allocate specific companies to their mentoring partners. In the case of advanced stage companies, the consortium may assist these collectively to provide specific supports in their individual areas and markets of expertise.
- The concrete mentoring plans will be defined at the partner meeting held in Dublin in November 2014.

Objective 3: To provide 40+ SMEs/entrepreneurs with hands on investor readiness training which involves both online support and offline support

- This objective is currently on-going as companies, specifically early stage entrepreneurs are being put through a training package which consists of webinars run by Go Beyond, entrepreneurial podcasts, together with online pitch preparation where companies receive feedback from the consortium collectively. A number of these companies then go on to present to investors via an online e-pitch mechanism managed by BPI France.
- The Silicon Stroll Bootcamp will provide hands on mentoring for all 50 participants over the duration of the event.
- Further in-depth mentoring will take place after the bootcamp, as the event will be used to identify and allocate specific companies to their mentoring partner, where their individual mentoring plans will be put into place.

b) Clearly significant results

- 50 SMEs/Entrepreneurs selected and confirmed for participation
- Google, IBM and PayPal confirmed to support the Silicon Stroll Bootcamp

- All venues, hotels and transport reserved.
- Collaboration with the [ACE project](#) – 15 of the final 50 participants are drawn from the ACE project, the ACE and EIG projects have a number of opportunities for collaboration to include events and shared dissemination.
- 50 companies undergoing mentoring at various levels.
- 9 companies have undergone strategic review pitch practice and feedback
- 7 companies have pitched at the Halo Business Angel forum
- 20 companies are actively engaged in direct investment preparation mentoring
- **Deliverables to be completed in reporting period 2**

c) Deviations from Annex I – Ongoing Amendment

- Task 4.4 – Due Diligence Stress Testing was removed from the revised DoW as a part of the ongoing amendment. Due diligence will instead form part of the in-depth mentoring for those that require it. The resources for this aspect of the project have been moved to assisting a higher number of companies though the in-depth mentoring phase – from 40 to 50 AND to provide continuous training and support to more participants via webinars, e-pitches and investment forums.
- Task 4.1: It was decided to reduce the number of participants for the bootcamp from 80 to 50. The EIG Consortium decided that the project would have greater impact by selecting project participants and tailoring the various support types to their individual needs – webinars, e-pitches, investment forums and the bootcamp. This enables a more regular and accessible calendar of activities to present to participants and keep them engaged with EIG. It was also decided that the event would be expanded to two days for companies to secure a high calibre experience from the engagement.

d) Statement on use of resources

| | Total PM | Plan PM Period 1 | MFG PM spent Period 1 | MD PM spent in Period 1 | GB PM spent in Period 1 | DBIC PM spent in Period 1 | BPI PM spent in Period 1 | PM Spent in Period 1 all partners |
|------|----------|---------------------|-----------------------------|-------------------------------|-------------------------------|---------------------------------|--------------------------------|---|
| WP 4 | 12,25 | 4,25 | 0 | 0 | 1,55 | 2,17 | 0 | 3,72 |

Table 9: Statement on use of resources, WP4

WORK PACKAGE 5: ONLINE AND OFFLINE ACCESS TO INVESTORS

The objective of WP 5 is to establish an online European Investor Gate Community and deliver online services to increase matchmaking between ICT companies and investors. For this purpose, the consortium decided to use the EuroQuity platform (www.euroquity.com)

Goals:

- To increase matchmaking between ICT companies and investors via the establishment of a European version of the EuroQuity platform with an EIG community
- Establishment of the EIG website

a) Summary of progress towards objectives and details for each task

Objective 1: Increase matchmaking between ICT companies and investors via the establishment of a European version of the EuroQuity platform with an EIG community

Development of the EuroQuity platform:


- The development of a new space to hold the European projects has been accomplished in the framework of the EIG project. The start page is accessible via <https://www.euroquity.com/eu>. It allows to users coming from all the EU countries to join EIG (not only the French and German ones)
- The development of new functionalities to allow several moderators from different countries to deal with the validation of new members in the EIG community and in the European space is complete.
- Opening of the European Investor Gate (EIG) in the European space in November 2014 on: <https://www.euroquity.com/eu/european-investor-gate>.
- The development of a new registration processes for the new European and EIG members to enter the EIG community has been developed by Bpifrance.
- Bpi has given full access to the consortium members to the EIG admin functionalities. The EIG consortium has been able since the first quarter of the project to use the EuroQuity platform and the EIG project website and to have a moderator role to animate the community. They are able via EuroQuity to validate new users, add documents, have a look at the users' profiles and projects descriptions, access to statistics and via the project website, to write and post articles, videos, create a links library to access to other resources.

Current status of the platform:

- The EIG community currently has 181 members in the EIG community on EuroQuity: 112 companies, coming from 16 European countries, 21 founders and 34 investors (the fourth possibility on EuroQuity is to register as an advisor).
- 1387 exchanges between the community members have been recorded (a least one received, one sent).

European Start page:

fr | de | eu



a service by **bpi**france
in cooperation with **KfW**

Login

Electronic address

OK

Register now

Find out more

Your profile

Register

1

Sign up

2

Join the communities

3


Contact the members

Welcome to EuroQuity a match-making service for companies, investors and support partners from across Europe.

> Presentation

COMPANIES

4493 registered




Register

Presentation | Testimonials

FOUNDERS

2434 registered




Register

Presentation | Testimonials

INVESTORS

6654 registered




Register

Presentation | Testimonials

ADVISORS

2590 registered



Register

Presentation | Testimonials

EuroQuity Blog

22.07.2014

Selection for EIG Bootcamp

23.05.2014


Develop attractive lending and investment products for the audiovisual industry

19.05.2014

2nd EIG e-pitch - Present your business idea or your company to investors

> View the blog

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EUROQUITY OPENED TO EUROPE


The EuroQuity platform will be opened up to investors, companies, project managers and advisers from all over Europe during the **NEM SUMMIT** which takes place in Nantes from the 26th to 30th of October 2013. Formerly only available in France and Germany, the EuroQuity platform will now be available to match make companies and investors from other European countries through the establishment of the first community led by the **European Investor Gate(EIG) initiative which aims to support cross border investment in highly innovative ICT entrepreneurs from anywhere in Europe.**


European Investor Gate (EIG) is coordinated by MFG (Medien und Filmgesellschaft) from Baden-Wuerttemberg in Germany with partners from France (Media Deals and BPI-France), Malta (Go Beyond), Ireland (Dublin Business Innovation Centre) and associated partners from Business Angels Europe and leading business angel groups in Italy, France and the UK.

Supported by






This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no 611076

Figure 6: EuroQuity European Start Page

EIG community on the European space:

fr | de | eu



a service by **bpi**france
in cooperation with **KfW**

Login

giles.ecocquen@bpi-france.fr

OK

Register now

Find out more

Your profile

Register

EUROPEAN INVESTOR GATE

167 members

Approved profiles: ALL

European Investor Gate member directory

You are looking for:

> Companies

> Project Holders

> Investors

> Advisors

Resources proposed by European Investor Gate

Document

> EIG Newsletter June 2014

Document - 113.89 Ko, pdf

EuroQuity Blog

22.07.2014

Selection for EIG Bootcamp

23.05.2014


Develop attractive lending and investment products for the audiovisual industry

19.05.2014

2nd EIG e-pitch - Present your business idea or your company to investors

> View the blog

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Many EU funded projects have led to considerable advances in ICT research and the development of innovative technologies. Despite the commercial potential of many of these project outcomes, these new ideas often fall into the so-called "valley of death", the gap between knowledge generation and its commercialization. Many potentially exciting and useful new technologies do not make it to commercial reality as investors miss the opportunity to invest early in these new products or service.

The central goal of the European Investor Gate project (EIG) is to bring results of European research projects to the market and to make ICT researchers, small and medium-sized enterprises (SMEs) or first-time entrepreneurs, investor ready.

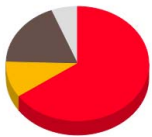
The European Investor Gate (EIG) community in EuroQuity is the place to match ICT entrepreneurs and investors.

European Investor Gate is operated by MFG – Medien und Filmgesellschaft Baden-Wuerttemberg – Germany, Media Deals – France, Go Beyond – Malta, Dublin Business Innovation Center – Ireland, Bpi-france and Business Angels Europe – Brussels as an associated partner.

Supported by



BREAKDOWN OF MEMBERS



109 companies

17 project holders

31 investors

10 advisors









Figure 7: EIG Community on EuroQuity

27

Profiles of Founders and Companies:

Keyword(s): All words

109 companies matching your criteria

| | | |
|---|--|--|
|  | Lumafit Eat worn wearable sensor that recognises and scores exercises such as situps via head motion trajectory... | Languages: en Last modified: 09/16/2014 |
|  | Transon Power Units BV Transon Power Units BV New compact clean and cheap energy for cars, trucks, homes, companies, laptops, phones, etc... | Languages: en Last modified: 09/16/2014 |
|  | SYTORUS We are a one-stop-shop for data protection officers. The European Union is changing its laws relating to Data Protection with the drafting of the General... | Languages: en Last modified: 09/12/2014 |
|  | NIKKOIA SAS Capteurs d'images à base de matériaux organiques. NIKKOIA est une société développant, fabriquant et commercialisant des capteurs d'images visible et... | Languages: fr Last modified: 09/15/2014 |
|  | Inside Visions Inside Visions wants to connect the brand and the shopper in-store through accurate insight. Providing analytics about shoppers and advertising... | Languages: en Last modified: 09/10/2014 |
|  | NEODE Outsourcing of indirect purchases. The NEODE Solution catalogue offers a wide range of products and services... | Languages: en, fr Last modified: 09/10/2014 |
|  | POSTGOL REPLAY YOUR MATCH: YOUR SOCCER GAME IN HD. POSTGOL records soccer games (5 vs 5, 7 vs 7, 8... | Languages: en Last modified: 09/15/2014 |
|  | Emerac Collected and Discover what you love in Music. InMusic gives fans greater access to independent artists and... | Languages: en Last modified: 09/02/2014 |

Refine your search

Available languages

- ☐ English (84)
- ☐ French (43)
- ☐ German (2)

Age

Years

0 - > 15

Date updated

Days

180

Looking to raise funds

- ☐ Yes (75)
- ☐ No (20)
- ☐ Monitoring developments (14)

Community

- ☐ INVESTnet (1240)
- ☐ Bpifrance Excellence (243)
- ☐ Entreprise Europe (109)
- ☒ European Investor Gate (109)
- ☐ Bpifrance Rhône-Alpes (63)
- ☐ AFII (62)

[Expand](#)

Location







- ☐ France (45)
- ☐ Ireland (28)
- ☐ Germany (6)
- ☐ Italy (5)
- ☐ United Kingdom (5)
- ☐ Spain (4)
- ☐ Luxembourg (3)
- ☐ Portugal (3)
- ☐ Belgium (2)
- ☐ Finland (2)
- ☐ Netherlands (2)
- ☐ Cyprus (1)
- ☐ Denmark (1)

Figure 8: Profiles of the Users in the EIG Community

Investors and Advisors inside the EIG Community:

Keyword(s): All words

31 investors matching your criteria

| | | |
|---|---|---|
|  | bush robert Individual investors | Languages: en Last modified: 08/15/2014 Projected investments: 10KE - 250KE |
|  | G2 partners Business angels Strategy for Innovation advisor / expert in strategic marketing / innovation management / open innovation | Languages: en Last modified: 07/22/2014 Projected investments: 10KE - 25KE |
|  | Klaus Haasis Individual investors | Languages: en Last modified: 07/10/2014 Projected investments: 25KE - 250KE |
|  | Florence RICHARDSON Individual investors | Languages: en Last modified: 06/11/2014 Projected investments: 10KE - 50KE |
|  | Wojciech Urbaniak Individual investors | Languages: en Last modified: 05/29/2014 Projected investments: 5KE - 20K € |
|  | Alain Collinet Individual investors | Languages: en Last modified: 05/26/2014 Projected investments: 20KE - 30KE |

Refine your search

Available languages

- ☐ English (26)
- ☐ French (5)
- ☐ German (2)

Date updated

Days

180

Community

- ☐ INVESTnet (220)
- ☐ Bpifrance Excellence (218)
- ☒ European Investor Gate (31)
- ☐ PARIS REGION ENTREPRISES (28)
- ☐ Bpifrance Rhône-Alpes (27)
- ☐ CCIR Rhône-Alpes (27)

[Expand](#)

Location

- ☐ France (8)
- ☐ Italy (8)
- ☐ Germany (6)
- ☐ Belgium (2)
- ☐ United Kingdom (2)
- ☐ Denmark (1)
- ☐ Ireland (1)
- ☐ Luxembourg (1)
- ☐ Malta (1)
- ☐ Poland (1)

[Collapse](#)

Figure 9: Profiles of Investors in the EIG Community

Keyword(s): All words

10 advisors matching your criteria

| Logo | Advisors | Details |
|------|--|--|
| | Advisors SmartUP Communications Financial investment advisor We are working for the Hungarian Startup ecosystem The SmartUP is working for Startups ! We are strongly believe Your ideas and working hard for Your success! From idea to investment! | Languages: en Last modified: 09/16/2014 Financing stage: Start-up, Creation, Development |
| | Advisors MIF advisory Financial investment advisor Corporate Finance (M&A, raising funds) and EU Funding Opportunities (grants, calls) experts MIF advisory is a corporate finance and EU Funding Opportunities firm offering three main types of | Languages: en Last modified: 09/08/2014 Financing stage: Post-creation, Development, Buyout / succession / LBO |
| | Advisors Startup Manufactory Fund raisers Startup Manufactory, is a buildcubator that specializes in developing startups, scaling SMEs and building accelerator programmes for corporates. Startup Manufactory's value proposition is turning | Languages: en Last modified: 09/08/2014 Financing stage: Start-up, Creation, Post-creation, Development, Buyout / |
| | Advisors Technoport Council in Entrepreneurship NA NA | Languages: en Last modified: 08/29/2014 Financing stage: No information |
| | Advisors firstangel.co Council in Entrepreneurship Innovate like a start-up Coaching for founders, start-ups and mature companies to transform ideas to validated business models. | Languages: en Last modified: 07/29/2014 Financing stage: Start-up, Creation, Post-creation, Development, Buyout / |
| | Advisors VDIVDE Innovation + Technik GmbH Council in Entrepreneurship supporting the start up of companies Supporting the start up of companies, which focus on products and services in the information and communications technology sector within the | Languages: en Last modified: 04/09/2014 Financing stage: Start-up, Creation, Post-creation, Development |
| | Advisors Ambroise Conseil Other advisors for businesses Conseil opérationnel en financement de l'innovation Notre cabinet apporte à ses clients un conseil sur les différents dispositifs de financement de l'innovation: | Languages: fr Last modified: 03/26/2014 Financing stage: Amorcage, Création, Post-creation, Développement, Reprise / |
| | Advisors Europe Unlimited Other advisors for businesses Europe's leading platform connecting hi-tech | Languages: en Last modified: 02/20/2014 |

Refine your search

Available languages

☐ English (8)

☐ German (1)

☐ French (1)

Date updated

Days

Community

☐ Investor(s) (24)

☒ European Investor Gate (10)

☐ Ordre des Experts Comptables Rhône-Alpes (5)

☐ BVK - Beraternetzwerk (2)

☐ CCIR Rhône-Alpes (2)

☐ INVESTnet (2)

[Expand](#)

Location

☐ Germany (3)

☐ United Kingdom (3)

☐ Belgium (1)

☐ France (1)

☐ Hungary (1)

☐ Luxembourg (1)

Type

☐ Council in Entrepreneurship (4)

☐ Financial investment advisor (2)

☐ Fund raisers (2)

☐ Other advisors for businesses (2)

Development stage:

☐ Development (9)

☐ Creation (8)

☐ Post-creation (8)

☐ Start-up (8)

☐ Buyout / succession / LBO (4)

☐ No information (1)

Figure 10: Profiles of Advisors in the EIG Community

Objective 2: Establishment of EIG Website

- Creation of the EIG project website and evolutions done regarding the project modifications and the needs of the partners <http://www.eig-project.eu>
- From October 2013 on there have been ca. 10 000 visits and 51 000 view pages.
- 44 demands of contact via the form initially accessible online have been sent.
- The EIG website has been updated several times since the beginning of the project.

European Investor Gate offers hands-on services for researchers, founders and start-ups! Register now and get investor ready, present your business idea to investors or join one of our online pitches !

OUR SERVICES:

INVESTMENT FORUMS & PITCHING EVENTS
NEXT EVENT: Investment Forum Brussels, 30.09.2014

➔ READ MORE

E. PITCHES
NEXT E. PITCH: 09.09.2014

➔ READ MORE

SILICON STROLL BOOTCAMP
3 & 4 November 2014, Dublin, Ireland

➔ READ MORE

WEBINARS AND PODCASTS
NEXT WEBINAR: Financing Overview for ICT Entrepreneurs;
18./19.08.2014

➔ READ MORE

TO PROFIT FROM OUR
SERVICES REGISTER ON
EuroQuity

EuroQuity

Connect on www.euroquity.com/eu/european-investor-gate, the matchmaking service for investors and companies looking for capital.

Figure 11: EIG Project Website

Historique mensuel

Visites et pages vues

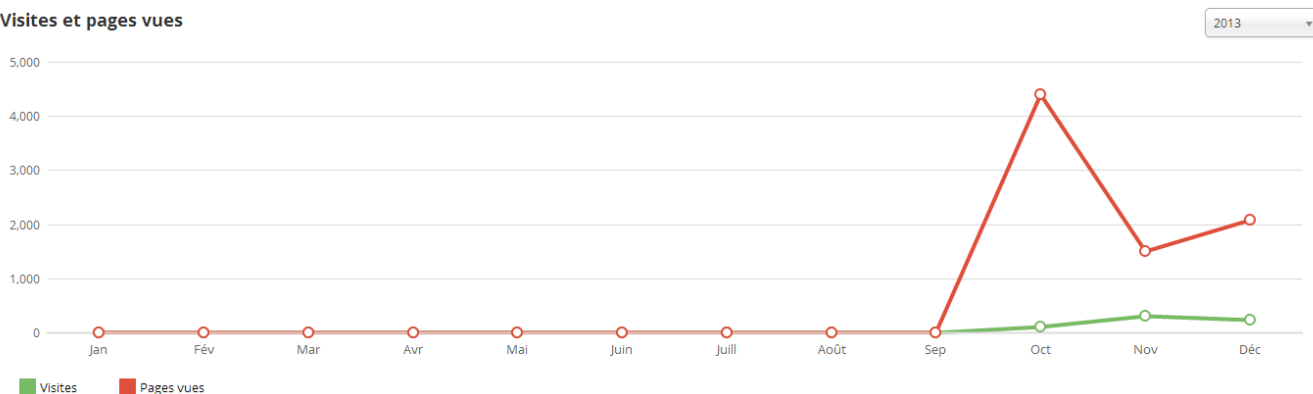


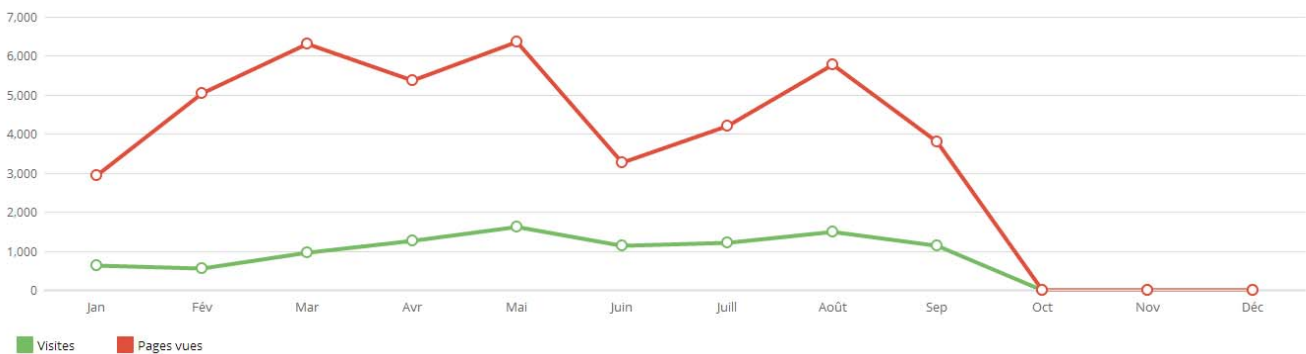
Figure 12: EIG Website Statistics and Page Views

| | | | |
|----------------|------------|--------------|------------------|
| Juillet 2013 | N/A | N/A | N/A |
| Aout 2013 | N/A | N/A | N/A |
| Septembre 2013 | N/A | N/A | N/A |
| Octobre 2013 | 113 | 4 406 | 95.47 Mo |
| Novembre 2013 | 316 | 1 506 | 82.69 Mo |
| Décembre 2013 | 231 | 2 084 | 91.26 Mo |
| Total | 660 | 7 996 | 269.43 Mo |

Historique mensuel

Visites et pages vues

2014



| | Visites | Pages vues | Bande passante |
|----------------|---------|------------|----------------|
| Janvier 2014 | 638 | 2 930 | 119.9 Mo |
| Février 2014 | 550 | 5 037 | 233.64 Mo |
| Mars 2014 | 974 | 6 322 | 358.21 Mo |
| Avril 2014 | 1 256 | 5 379 | 495.4 Mo |
| Mai 2014 | 1 621 | 6 367 | 586.16 Mo |
| Juin 2014 | 1 135 | 3 269 | 357.29 Mo |
| Juillet 2014 | 1 207 | 4 201 | 637.35 Mo |
| Aout 2014 | 1 502 | 5 780 | 283.76 Mo |
| Septembre 2014 | 1 137 | 3 799 | 340.08 Mo |
| Octobre 2014 | N/A | N/A | N/A |
| Novembre 2014 | N/A | N/A | N/A |
| Décembre 2014 | N/A | N/A | N/A |
| Total | 10 020 | 43 084 | 3.33 Go |

Figure 13: EIG Website Statistics and Page Views Part 2

Objective 3: To generate private investments in ICT results exploitation increasing the market impact of ICT research

E-Pitches developed by the EIG consortium to foster private investments

- The EIG European e-pitches have been created following the model developed in France by Bpifrance, using a web conferencing system. EIG has initiated this new approach for the European sphere and trains and coaches the EIG members. All partners participate in each EU-pitch (selection, coaching, technical support, moderation).
- During an hour, 6 state-of the-art companies present their projects to an audience of investors using a web-based video conference system.

Overview

These pitches take place in France every third Thursday in the month at 5 PM, using Adobe Connect web conferencing platform. This enables EuroQuity's best early-stage companies to present directly their

projects in front of VC, CVC, and business angels. 6 companies are selected every second month, and an average of 40-50 investors register to attend the sessions.

Highlights

- Top quality projects and presentations delivered: upfront selection is strict, and managers are coached both on the speech clarity and on the document contents by fundraising experts.
- Time-saving: investors do not need to move from the office
- Anonymity: investors can log in and ask questions anonymously

Opening EIG e-pitches

The screenshot shows a video conference interface. The main window displays a presentation slide for INCITAT environnement. The slide title is "The Machine to Machine offer that allows cities to reduce unsorted wastes". It features three images: a modern building with a glass facade, a row of blue and white recycling bins, and a red robotic arm lifting a bin. To the right of the presentation, there is a sidebar with a video grid showing 7 participants, a list of attendees (29) including hosts, presenters, and participants, and a chat window with messages from participants.

Before the pitch

- *3 weeks before*
EIG partners make a selection of companies. All of them come from the EIG community on EuroQuity. Bpifrance is in charge of selecting the French companies.
- *2 weeks before*
→ When the definitive list of 6 companies is set, a technical test performed by Bpifrance is required to make sure that presenters:
 - do not have issues to run Adobe Connect on their computer
 - do not have audio and video issues
 - have a proper bandwidth
 - can go through their document online without layout problems
 - get a basic understanding of Adobe Connect

A test lasts about 5-10 minutes with each presenter

- ➔ Invitations are sent to investors by every EIG partner via e-mail, presenting companies anonymously in an attractive way (teaser).
Bpifrance invites all the French seed / early-stage funds and business angels, creates and manages the registration form for all.

- *1 week before*

Under real conditions (online), managers do the pitch facing their webcam. After each pitch, the experts' team comments it and gives advice and recommendation on any improvable aspect of the presentation.

- *A few days before (France only)*

Managers of the French companies modify the document according to the comments. They can go back and forth with the external experts until the document's quality is optimal for maximum impact on investors

During the pitch

- Back-office supervision (sound, video, quizzes, documents change...) is performed by Bpifrance
- A member of EIG introduces the session and the presenters
- Each manager presents his project and the need for capital on a 8-12 slide Powerpoint document, visible on every attendee's computer
- Pitch is 8 minutes long, and is followed by a Q&A session of 2/3minutes each, in which investors ask questions to the manager, by typing on the screen
- Short quizzes appear on Adobe Connect, allowing investors to rate the company from a scale 1 to 5, and make comments on the presentation
- Next manager comes up, and so on

After the pitch (follow-up is done by Media Deals and Bpifrance)

- On the next day, all the registered investors get the links to the companies' profiles on EuroQuity, where they can get the presentation documents from, and contact the manager.
- Those who cannot attend the pitch are given the link to see the session recording.

b) Clearly significant results

- **D5.1** EIG community opening concept
- EIG website online
 - **3 EIG online pitches** have been performed so far
 - **17 companies** presented their project
 - **50 investors** (funds, business angels and corporate venture) were registered for the 1st pitch, **55** for the 2nd, and **40** for the 3rd.

c) Deviations from Annex I – Ongoing Amendment

- Bpifrance has offered to use its web conferencing system for the new European e-pitches together with a technical training for the platform. This change forms a part of the coming amendment. The e-pitches have been added to the project as a new activity and have been successfully tested in France before.

d) Statement on use of resources

| | Total PM | Plan PM Period 1 | MFG PM spent Period 1 | MD PM spent in Period 1 | GB PM spent in Period 1 | DBIC PM spent in Period 1 | BPI PM spent in Period 1 | PM Spent in Period 1 all partners |
|------|----------|---------------------|-----------------------------|-------------------------------|-------------------------------|---------------------------------|--------------------------------|---|
| WP 5 | 10,5 | 6 | 1,8 | 0,5 | 1,73 | 0,32 | 2,17 | 6,52 |

Table 10: Statement on use of resources, WP5

WORK PACKAGE 6: DISSEMINATION, EXPLOITATION AND SUSTAINABILITY

For the first reporting period, the objectives of the work package on dissemination and exploitation are the following:

- Raise awareness on the project activities at EU and international level
- Disseminate the project and its findings to the public at large, progress raising and broadening interest and knowledge about commercialization in Europe's regions.
- Create visibility of EIG project results and network
- Ensure wide access to EIG project activities and broad exploitation of EIG results
- Contribute to clustering activities in particular through a common on line platform to projects supported under the objective 11.5 of the FP7 ICT work programme 2013
- Participation in 4 events a year targeting the investor community and 8 events for the research and SME community (expected participation of 100 investors in the activities of European Investor Gate)

a) Summary of progress towards objectives and details for each task

Objective 1: Communication and Dissemination

Dissemination Materials and Preparation:

- Production and Update of Dissemination Plan
- Development, launch and maintenance of project website: www.eig-project.eu
- Development of project logo
- Development of project flyer
- Development and production of project rollup



european investor gate

Figure 14: European Investor Logo, colour and grey scale

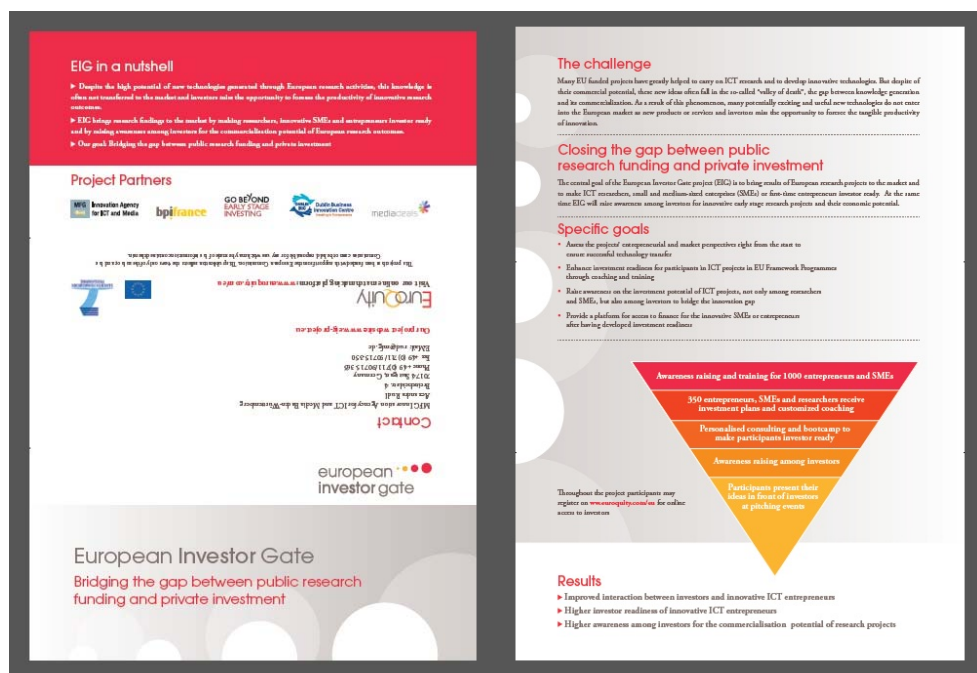


Figure 15: European Investor Gate Project Flyer

Communication Activities:

| | Website | Flyer | Roll Up | Facebook Channel | LinkedIn Group ICT Tech Transfer | Twitter channel Innovation Match | Mailings |
|----------------------------------|---------|-------|---------|------------------|-------------------------------------|-------------------------------------|----------|
| Dissemination of EIG Project via | x | x | x | / ¹ | x | x | x |

Table 11: Dissemination Channels of EIG

¹ The Facebook channel of our partner Media Deals has been used frequently to communicate EIG events such as the investment forums. The consortium has therefore decided not to open its own Facebook page.

- The project has been very active in disseminating the EIG project as regional, national and European level through newsletters (both EIG's own newsletters and the newsletters of the consortium and other collaborators) as well as through social media, articles and blog entries or via partners projects and subcontractors.
- The communication channels of our three subcontractors BAND e.V., IBAN and France Angels as well as of our associated partner Business Angels Europe have been used frequently to communicate the different project activities. Furthermore, EIG has established a close cooperation with the ACE project which has also distributed EIG events and activities.

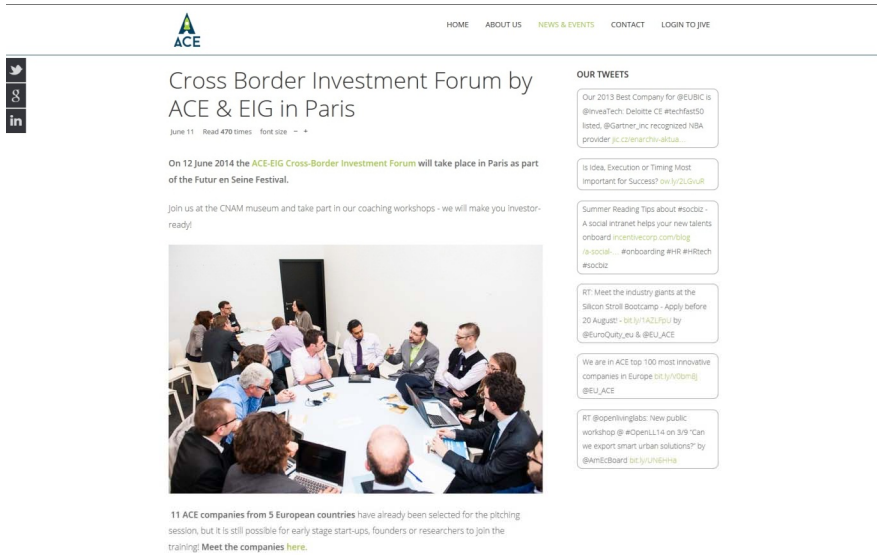


Figure 16: Website Article on EIG & ACE Cross-Border Investment Forum in Paris

Twitter:

- Since all EIG partners have Twitter-Accounts, the EIG has not created its own account but instead used the accounts of the partners to disseminate EIG. The twitter account of MFG is connected to the Heidelberg Innovation Forum and twitters via @innovationmatch. Formerly, the MFG Innovation Agency twittered via @MFG_Innovation.
- Below some examples of tweets on EIG are displayed, the hashtags #europeaninvestorgate and #EUinvestorgate have been established.



Figure 17: Tweet on Best Business Idea Award of the Heidelberg Innovation Forum 2014

Facebook and LinkedIn:

- EIG does not have its own Facebook page, but has instead used the Facebook pages of the consortium to display news on the EIG project. Particularly Media Deals, Go Beyond and MFG have regularly published news on EIG via their Facebook accounts which has been a valuable channel for the project.
- In addition, the LinkedIn group “ICT tech transfer” which is managed by MFG is used for disseminating EIG activities such as the investment forums, the e-pitches and other events.

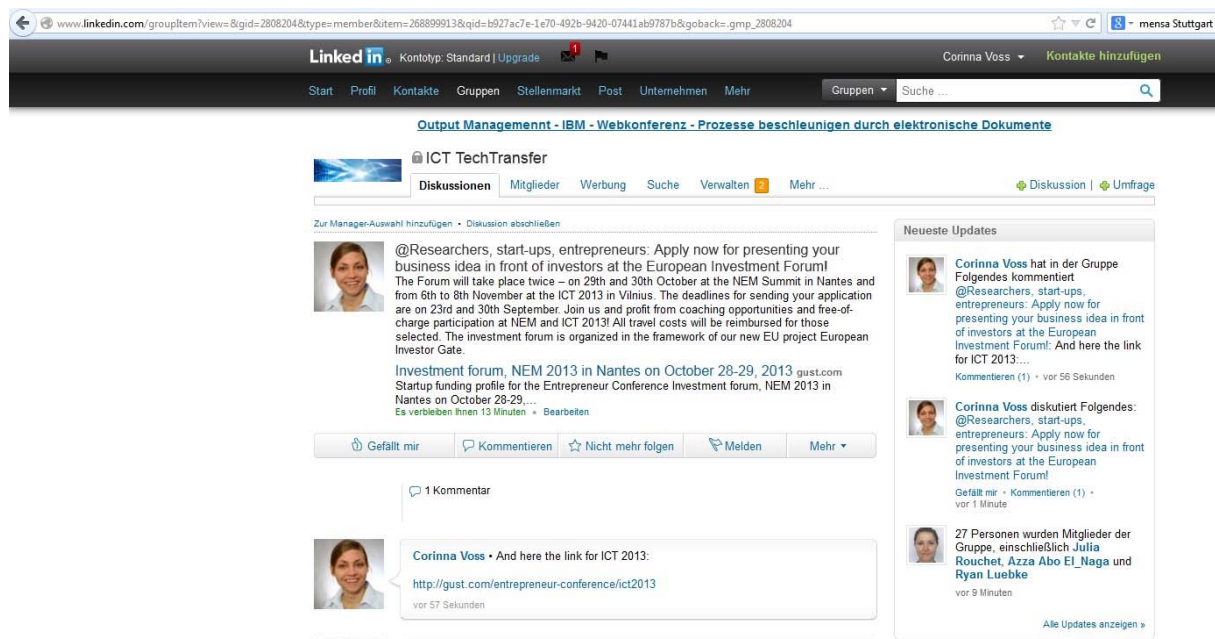


Figure 18: LinkedIn Post on EIG Investment Forums in Nantes and Vilnius

Articles:

The EIG project activities have also been promoted in various articles in magazines and on external websites. An example is displayed below:



Figure 19: Article on EIG, Deutsches Eigenkapitalforum

Objective 2: European access to EIG project activities and exploitation of EIG results

Measures targeting the European sphere to communicate EIG activities:

| Indicators | Total |
|---|-----------------|
| No of persons reached via Mailings | 1315 |
| EIG Newsletter | 10 |
| Mentioning of Project in Newsletters | 57 ² |
| Flyers distributed | 1400 |
| Flyers on bootcamp distributed | 350 |
| Flyers on competition distributed | 400 |
| Flyers for investors distributed | 110 |
| Blog Posts | 2 ³ |
| Articles published (online and offline) | 20 |
| Articles EIG website | 13 |
| Banner | 1 |

Table 12: Communication Indicators of EIG

- Overall the project has focused on one to one communication with investors, founders and entrepreneurs according to the target groups mentioned below by addressing the potential participants directly at events.
- Follow-ups have been done by distributing flyers and email communication to have the participants register on the European Investor Gate community of the EuroQuity platform.
- The following groups have been targeted with the dissemination activities:

Target group A: Researchers, Innovators, Entrepreneurs

- Researchers and developers from early stage ICT RTD projects and research projects in EU framework programmes
- Other Researchers, Coordinators, Industrial R&D Units from the area of ICT technologies
- Innovative SMEs and start-ups from the ICT Industries experienced in FP7 research projects
- SMEs from the ICT industries with an interest in R&D activities

Target group B: Investors

- Investor and Business Angels Networks from all over Europe
- Venture Capital Associations, Corporate RTDs
- Private Investors

² Newsletters of: Peacefulfish, MFG, Bpifrance, MFG Innovation Agency, EBAN, DG Connect, medianet newflash, EBN, DBIC, Go Beyond, Enterprise Europe Network; In addition, the EIG subcontractors have regularly disseminated the EIG events and online pitches in their own newsletters.

³ The blog of EuroQuity has been used to disseminate the EIG project. <http://blog.euroquity.com/de/>

Target group C: Multipliers

- Networks and support supplying organisations from all over Europe
- Corporate R&D departments
- Press and media

Table 13: Target Groups for Dissemination Activities, EIG

The main channels to connect with the European public sphere are:

The EIG Website:

The current start page of European Investor Gate (see WP 5) with direct links to the 5 European Investor Gate services which are:

- Investment Forum
- E-Pitches
- The Silicon Stroll Bootcamp in Dublin
- Webinars
- Podcasts

Main messages on the EIG website:

- Information on the project
- Clear dissemination of the EIG services
- Access to the EIG platform on EuroQuity
- Information on how EIG support entrepreneurs, researchers and founders
- Information on matching entrepreneurs and investors

The EIG Newsletter:

The EIG newsletter is sent to the whole EIG community every month to give participants and investor an update on recent activities:

Newsletter

June 2014

european
investor gate

Dear members of the EIG-network,

We're excited to share with you our upcoming events and training opportunities for the coming month.

Please feel free to contact us if you would like to participate in any of our events and coaching activities. We look forward to seeing you at one of our sessions in the very near future!

Contact:

To register for the **EIG e.pitches and other project activities** please contact Perrine Hamon: phamon@media-deals.org.

For **trainings**, please use the links on our website www.eig-project.eu in the "events" section. Kindly contact elizabeth.lowell@go-beyond.biz to obtain a voucher code and you will be able to attend free of charge.

Figure 20: EIG Monthly Newsletter

Direct Dissemination at European Events:

A list of all third-party-events attended can be found under work package 2. Overall the EIG project has participated in far more than then envisaged 12 events per year targeting the start-up and research community as well as investors across Europe.

Press Releases:

So far, the project has published three press releases on the kickoff of the project, on the EIG coaching day in the framework of the Heidelberg Innovation Forum and on the Silicon Stroll Bootcamp in Dublin which will be held on the 3rd and 4th of November.

The press releases have all been published on the EIG website under "News":

http://www.eig-project.eu/News_r1.html

b) Clearly significant results

- **D6.1** Communication and Dissemination Plan
- **D6.2** Communication and Dissemination Report
- All communication materials have been produced (roll-up, flyer, website, logo)
- Various third-party events have been attended for training sessions and to disseminate the project
- Many communication channels have been activated and regularly used

c) Deviations from Annex I

N/A

d) Statement on use of resources

| | Total PM | Plan PM Period 1 | MFG PM spent Period 1 | MD PM spent in Period 1 | GB PM spent in Period 1 | DBIC PM spent in Period 1 | BPI PM spent in Period 1 | PM Spent in Period 1 all partners |
|------|----------|---------------------|-----------------------------|-------------------------------|-------------------------------|---------------------------------|--------------------------------|---|
| WP 6 | 8,75 | 5,5 | 1,35 | 1,75 | 1,5 | 0,26 | 0,74 | 5,6 |

Table 14: Statement on use of resources, WP6

2.3 List of deliverables and milestones

| TABLE 1. DELIVERABLES | | | | | | | | | | |
|-----------------------|-----------------------------------|---------|--------|------------------|--------|----------------------------------|--|---------------------------------|------------------------------------|---|
| Del. no. | Deliverable name | Version | WP no. | Lead beneficiary | Nature | Dissemination level ⁴ | Delivery date from Annex I (proj. month) | Actual / Forecast delivery date | Status No submitted / Submitted | Comments |
| D1.1 | Project management Plan | 2 | 1 | MFG | O | CO | M1 | M2 | Subm. | Update because of new project activities (Investor Club, e-pitches, podcasts) |
| D1.2 | Minutes of Advisory Board meeting | 1 | 1 | MFG | R | PP | M10 | M11 | Subm. | |
| D1.3 | Project Report I | 1 | 1 | MFG | R | RE | M12 | M13 | Subm. | |

⁴

PU = Public

PP = Restricted to other programme participants (including the Commission Services).

RE = Restricted to a group specified by the consortium (including the Commission Services).

CO = Confidential, only for members of the consortium (including the Commission Services).

Make sure that you are using the correct following label when your project has classified deliverables.

EU restricted = Classified with the mention of the classification level restricted "EU Restricted"

EU confidential = Classified with the mention of the classification level confidential " EU Confidential "

EU secret = Classified with the mention of the classification level secret "EU Secret "

| | | | | | | | | | | |
|------|--|---|---|-----|---|----|------------|-----|------------------------|---|
| D1.4 | Project Report II (Final Report) | | 1 | MFG | R | PU | M24 | M24 | 2 nd period | |
| D2.1 | Comprehensive guidelines on financial strategies building on lessons learned from the ICT Finance Marketplace | 1 | 2 | GB | O | PU | M2 | M3 | Subm. | |
| D2.2 | Development of specific training material developed to enhance investment readiness of partners in EU projects | 2 | 2 | GB | O | RE | M5 | M5 | Subm., Podcasts added | Update with podcasts |
| D2.3 | Track record of 350 participants having received online and offline training | | 2 | GB | O | RE | M 22 | M22 | 2 nd period | |
| D2.4 | Track record of 40 participants having received individual coaching | | 2 | GB | O | RE | M18 | M18 | 2 nd period | |
| D2.5 | Database of investors reached through awareness activities | 1 | 2 | GB | O | RE | M12 M22 | M12 | First version subm. | Second version for final reporting period |
| D3.1 | Selection criteria and evaluation scheme (formerly stakeholder | 1 | 3 | MD | O | RE | M9 | M10 | Subm. | |

| | | | | | | | | | | |
|------|--|---|---|------|---|----|-----|-----|------------------------|--|
| | questionnaire -> already covered through EuroQuity application form) | | | | | | | | | |
| D3.2 | Kickoff Connect Investor Club (formerly definition of pre-selection criteria and definition coaching concept -> already covered by D3.1 and D2.1/D2.2) | 1 | 3 | MD | O | RE | M9 | M9 | Subm. | |
| D3.3 | Track record of 9 investment forums (formerly sectorial investment planning and investment plans -> replaced to have more pitching opportunities) | | 3 | MD | O | PU | M23 | M23 | 2 nd period | |
| D4.1 | Coaching and mentoring overview for 50 companies (formerly mentoring plans for only 40 companies -> idea is to offer the service to more companies and focus on the actual | | 4 | DBIC | O | RE | M23 | M23 | 2 nd period | |

| | | | | | | | | | | |
|------|---|---|---|------|---|----|-----|-----|------------------------|--|
| | mentoring itself) | | | | | | | | | |
| D4.2 | Investor Bootcamp Report based on evaluation questionnaires with regard to the exploitation of EU projects completed by participating companies | | 4 | DBIC | R | RE | M16 | M16 | 2 nd period | |
| D5.1 | EIG community opening concept | 1 | 5 | BPI | O | RE | M2 | M2 | Subm. | |
| D5.2 | Lessons learned from platform operation | | 5 | BPI | R | RE | M23 | M23 | 2 nd period | |
| D6.1 | Communication and Dissemination Plan | 1 | 6 | MFG | R | RE | M1 | M1 | Subm. | |
| D6.2 | Communication and Dissemination Report | 1 | 6 | MFG | R | RE | M12 | M13 | Subm. | |

Table 15: Deliverables Overview, EIG Project, 1st reporting period

| TABLE 2. MILESTONES | | | | | | | | |
|---------------------|----------------|-----------------|------------------|----------------------------|-----------------|------------------------------------|----------|--|
| Milestone no. | Milestone name | Work package no | Lead beneficiary | Delivery date from Annex I | Achieved Yes/No | Actual / Forecast achievement date | Comments | |

| | | | | | | | |
|------|--|---|------------|--------|------------------------|-----|--|
| M1.1 | Kick-off event in connection with NEM summit in Nantes | 1 | MFG | M3 | Yes | M3 | |
| M1.2 | Final Conference in the Framework of the Heidelberg Innovation Forum | 1 | MFG | M21 | 2 nd period | M21 | |
| M2.1 | Negotiation with ICT Finance Marketplace partners regarding the use of existing resources finalized | 2 | GB | M2 | Yes | M2 | |
| M2.2 | Organisation of training sessions | 2 | GB | M 2-22 | ONGOING | M22 | |
| M3.1 | Meeting Consortium - Advisory Board for selection of project participants | 3 | MD | M10 | Yes | M10 | |

| | | | | | | | |
|------|--|---|------|-----|------------------------|-----|--|
| M3.2 | Establish Investment Forums and Connect Investor Club (formerly publishing of all resources – catalogues and investment plans – on platform -> milestone now adapted to new deliverables) | 3 | MD | M23 | ONGOING | M23 | |
| M3.3 | 4 European e.pitches held as webconferences (new milestone) | 3 | MD | M24 | ONGOING | M24 | |
| M4.1 | Bootcamp with 50 participants, investment training (formerly 80 participants, now participants are allocated to bootcamp and investment forums) | 4 | DBIC | M15 | ONGOING | M15 | |
| M4.2 | 50 companies investor ready after bootcamp | 4 | DBIC | M22 | 2 nd period | M22 | |

| | | | | | | | |
|------|---|---|-----|----|-----|----|--|
| M5.1 | EIG community opening on EuroQuity (formerly 40 participants) | 5 | BPI | M4 | Yes | M4 | |
| M6.1 | Submission of Communication and Dissemination Plan | 6 | MFG | M1 | Yes | M2 | |

Table 16: Milestones Overview, EIG, 1st reporting period