PROJECT FINAL REPORT

Grant Agreement number: 611076

Project acronym: EIG

Project title: European Investor Gate

Funding Scheme: FP7-ICT-2013-10

Period covered: from September 2013 to August 2015

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FINAL PUBLISHABLE SUMMARY REPORT

EUROPEAN INVESTOR GATE

1 Final Publishable Summary Report

1.1 Executive Summary

It has been largely observed that, regardless of the great potential, relevant ICT research results are not being transferred to the market and investors are often missing the opportunity to foresee the tangible productivity of innovation. Furthermore, innovative ICT founders and start-ups using disruptive technologies often have difficulties in bridging the gap between public funding and private equity investment.
The central goal of the European Investor Gate (EIG) project was therefore to bring results of European research projects to the market and to make ICT researchers, first-time entrepreneurs or small and medium-sized enterprises (SMEs) investor ready through tailor-made "investor readiness" coaching and training. At the same time EIG raised awareness among investors for innovative early stage research projects and their economic potential during its two years of existence. In the last two years, the EIG consortium has established and completed different EIG **hands-on services for ICT entrepreneurs and researchers**, the investor readiness trainings, the awareness raising mechanisms, the selection process as well as online and offline matchmaking both at events and via the EIG community on EuroQuity.

The project has succeeded in establishing an **investor readiness training concept** with different modules for all phases from very early innovation stages of research projects to start-ups in advanced stages. On the one hand, the project partner Go Beyond has provided publicly accessible Guidelines for Financing and ICT Startups and on the other hand, training sessions with different steps for implementing financing strategies for ICT entrepreneurs have been developed as part of the overall webinar and training sessions offer. Apart from these training modules, which all address the need of ICT researchers and entrepreneurs to get ready for a financing round and preparing for an investment, the project has also held different onsite investor readiness sessions and one-to-one coaching sessions focussing on topics such as business modelling, pitching training, preparing for private investment and fostering cross-border investments or internationalisation. Apart from the trainings, **podcasts** have been developed by European Investor Gate as an additional feature for all entrepreneurs and researchers interested in improving their financial strategy and preparing a financing round. All podcasts are available for free on the EIG homepage.

Once the ICT entrepreneurs and researchers had profited from the various training opportunities offered at the investor readiness sessions, in the webinars and one-to-one sessions or in the podcasts, the participants were able to one of the next stages of the project – **the matchmaking activities**. The **e-pitches** have proven to be a good tool to connect the entrepreneurs and researchers directly with investors from across Europe. They were connected to an online pitching training and a technical training and provided participants with the opportunity to practice their pitching skills and profit from direct matchmaking – all they needed was a webcam and a headset. Between 25 and 50 investors from various European countries registered for each e-pitch to see the 5 or 6 selected companies present their innovative business ideas.

Another activity were the **12 investment forums and the EIG Silicon Stroll Bootcamp**. The investment forums were mostly connected to large start-up or ICT summits such as the ICT 2013, the NEM Summit or the Heidelberg Innovation Forum. Both investors and the founders and start-ups profited from the networking and matchmaking opportunities: Investors found out more about innovative technologies and ideas which have been developed and could be worth investing in and the entrepreneurs got in touch with potential financial providers or strategic partners from their sector. A real highlight in the matchmaking activities of EIG was the final **Hot Deals Event** in June 2015 where a disruptive concept was tested: Entrepreneurs about to close a financing round who had already secured a part of their investment pitched together with their investors and connected with other co-investors in order to close their round.

In addition to the onsite events, the bootcamp and the sessions for investors, EIG has also succeeded in making online matchmaking one of its core activities. **In the framework of the project, the EuroQuity platform – hitherto a German and French cooperation bringing together investors and company founders – has been expanded to a European level.** The EuroQuity platform connects entrepreneurs,

founders and start-ups with investors. The platform is operated by the EIG project partner Bpifrance in close cooperation with KfW. This community will be sustained even after the end of the project so that there will be an ongoing matchmaking process.

1.2 A summary description of project context and objectives

Context

The main idea on which EU Programmes, such as the Seventh Framework Programme, were built and initiatives, such as the Digital Agenda, were undertaken, is that "knowledge lies at the heart of the European Union's Lisbon Strategy to become the **most dynamic competitive knowledge-based economy in the world"**. The establishment of solid durable linkages between knowledge and entrepreneurial initiative is the essence of this strategy. When it comes to ICT, the economic exploitation of knowledge mostly gained in research activities becomes even more essential, since the economic impact of ICT Research and Innovation (R&I) results has been largely recognised. In the context of both the Digital Agenda for Europe (DAE) and of the now closing Framework Programme 7, the role of ICT innovation in Europe's economy has been highly appreciated. The fact that the 2011 DAE report opens with the following statement is indicative of the financial importance assigned to ICT technologies, in order for Europe to attain growth:

> *The sovereign debt crises and the ensuing economic turmoil of 2011 are in part due to uncertainty in the market that future growth rates would be sufficient to service debt. This underlines the importance of the EU having a robust growth strategy alongside a regime of prudent fiscal management. The Digital Agenda for Europe (DAE) is a crucial component of such a growth strategy in that it sets out concrete steps whereby Information and Communication Technologies (ICT) can enhance productivity and innovation capacity, as well as generate new business opportunities and jobs. The contribution of ICT is significant as recently ICTs have contributed around half of the growth in EU productivity2 and they will remain a critical factor in future growth.*[2]

In parallel to that, one of the FP7 fact-sheets states that "ICTs account for nearly half of the productivity gains in our economies today, with gains stemming both from the production of innovative high value ICT-based goods and services and from improvements in business processes through the diffusion, adoption and use of ICTs across the economy"[3].

Central Goal

Within this context, **the European Investor Gate (EIG)** project is an initiative aiming to tackle one of the most prominent issues related to the outcomes of research and innovation projects receiving or having received EU funding. While the 7th Framework Programme is reaching its end and we are getting ready to face the new Horizon 2020 generation of funded projects, there is general consensus that EU subsidies have been a necessary and irreplaceable tool for ICT researchers to carry on their research projects and for SMEs to integrate innovative ideas, but it has been also largely observed that, regardless of the its potential, this knowledge is not being transferred to the market and that investors are often missing the opportunity to foresee the tangible productivity of innovation.[4]

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2 See the Digital Agenda for Europe, Annual Progress Report

3 See the European Commission's FP7 fact-sheet, with comprehensive brief presentations of all the thematic areas the Programme covers, including ICT: http://ec.europa.eu/research/fp7/pdf/fp7-factsheets_en.pdf

4 The European Commission has dedicated significant effort to raise awareness on the fact that, from the big number of R&D projects supported by EU finance, "only a small number go on to commercialise the results and successfully spin out a viable business and go on to attract finance and capitalize on the EC investment. As a result of this situation, many potentially very exciting new technologies, products and services never get to the market place- and never get to the equity community". (See the brief of the 2010 report conducted in the context of the Access-ICT project: http://ec.europa.eu/information_society/newsroom/cf//itemdetail.cfm?item_id=6541)

Since 2010, which was the year that saw the launch of the Europe 2020 Flagship Initiative "Innovation Union"[5], there has been wide acceptance of the fact that Europe has to increase the effectiveness of the investments needed to get ideas to the market. The Commission's Communication on the "Innovation Union" states that "remaining barriers for entrepreneurs to bring *ideas to market* must be removed" and sets as its objectives the following:

> *Better access to finance, particularly for SMEs, affordable Intellectual Property Rights, smarter and more ambitious regulation and targets, faster setting of interoperable standards and strategic use of our massive procurement budgets*
>
> *Prioritising and protecting investments in our knowledge base, reducing costly fragmentation and making Europe a more rewarding place for innovation and for bringing ideas to market.*

In this sense, the main concept behind the consortium's motivation to support the cross-border cooperation and investment readiness of ICT project participants and SMEs could be summarised by the saying "Not knowledge stocks, but knowledge flows"[6]. It is a question of what has been called the "fifth freedom", representing the flow of innovative ideas. Among policy-makers and stakeholders, there is a general understanding that:

> *Genuinely open innovation requires brokerage, intermediaries and networks in which all players can participate on an equal basis. [...] Knowledge transfer between business and academia should be strengthened, and made to happen trans-nationally. [...] This should be reinforced and further improved. The results of publicly-funded research should be made more accessible and available. Research information systems should be improved, linked up, and made more inter-operable [...].*[7]

Taking into account the preconditions above, the consortium has developed a rationalised approach to the two target groups and a twofold perspective:

A. Researchers, Innovators and Entrepreneurs

Two-fold perspective:

1. Assessments of the entrepreneurial dimension of closed or on-going ICT research projects have been carried out. Efforts to allocate to already existing, and mostly to future projects, an entrepreneurial aspect from an early stage of their conception and development have been made. Links – offline, at a regional level and, online, at a transeuropean level – with the respective communities of local entrepreneurs, focused on the same thematic areas as the researchers have been created.

2. The financial tools already at the disposal of innovative SMEs targeted by actions of the Digital Agenda for Europe have been evaluated and the appropriateness of their business models has been assessed. Locally and transnationally, a network of contacts composed of investors, venture capitalists, business angels, links with research partners etc. has been provided.

B. Investors

Awareness has been raised among investors in order to improve their understanding of the benefits of entering early stage ICT RTD projects, in particular EU framework projects, and how to position themselves within this high growth market. The opportunities for match-making and building cross border investment deals made available through the ICT Finance Market Place platform have been further enhanced thanks to the

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5 The principals on which the Innovation Union Initiative was based were expressed in the Communication COM(2010) 546 of the Commission to the Council and the Parliament, the Social and Economic Committee and the Committee of the regions, dated October 6th 2010: http://ec.europa.eu/research/innovation-union/pdf/innovation-union-communication_en.pdf

6 See the 2009 article "Abandon stocks, embrace flows by John Hagel III, John Seely Brown and Lang Davison in the *Harvard Business Review:* http://blogs.hbr.org/bigshift/2009/01/abandon-stocks-embrace-flows.html

7 *Idem*, p.18: http://ec.europa.eu/research/innovation-union/pdf/innovation-union-communication_en.pdf

networks of contacts of the Consortium members and in particular through access to the established EuroQuity platform which will be provided by the partner BPIFRANCE. This platform already provided EIG entrepreneurs with access to some 7640 registered investors (170 Venture Capital companies) from France and Germany.

Objectives and Services of EIG

The development of the EIG platform aimed to further contribute to the EU Horizon2020 objectives where a stronger emphasis on technology transfer and commercial exploitation of knowledge gained in EC funded projects was laid out. As a starting point, the members of the consortium had identified the following general and specific issues/ draw-backs occurring in the field of ICT and digital innovation across Europe:

- The most crucial moment in the life-cycle of an innovative project occurs in the **technology transfer** or **start-up** phase, when public research subsidies should give way to private finance. Public support aiming to leverage private seed and start-up funds to fill this gap is currently too fragmented and intermittent or its management lacks the necessary expertise. The consortium partners are experts in supporting companies make the transition from public to private financing with several partners directly managing private sector investment funds.

- ICT start-ups, being essentially product and innovation-focused, often lack the capacity to adapt to the business environment. The consortium partners have considerable experience in equipping SMEs with the skills to successfully develop their business.

- ICT **SMEs** often find it hard to raise sufficient investor attraction and they are often inexperienced in efficiently raising interest for their profile. Entrepreneurs have difficulty in accessing personalised investment-readiness training programmes, due to time and geographical constraints. The EIG consortium has built up a wealth of both online and offline investor readiness training tools and events which can be rapidly deployed in a European context.

- The overall conditions and slow standardisation of **Intellectual Property Rights** (IPR) continue to be perceived as negative factors for further integration of ICT innovations. This underlines the importance of an efficient IPR regime for the support of enterprise innovations. Despite these constraints, the EIG consortium benefit from considerable knowledge, based on 'on the ground' experience of overcoming IPR issues to support the growth of innovative companies.

- ICT **Investors** lack not only easy-access exposure to a large number of attractive deals with development potential, but also specific knowledge on the latest technological achievements and innovative results of ICT Framework R&I projects. They therefore miss access to a variety of high quality investment opportunities. The key role of the EIG project will be to present this knowledge to the partners already established investor networks.

- **Venture Capital** remains restrictively small in Europe, and as a result, innovative companies with the potential to expand into international markets have limited access to growth finance trans-nationally. EIG partners, who are experienced in working together, will work to build cross border investment deals for innovative companies thus overcoming regional and national investment limitations.

- Despite the recent efforts and achievements, ICT innovation in Europe is still suffering from lack of cooperation resulting in phenomena of **duplication and fragmentation**. The EIG project and consortium will contribute to addressing these issues in a practical and coherent manner, providing success stories demonstrating cross border cooperation.

Thus, the central objective of the European Investor Gate (EIG) project was to bring results of European research projects to the market and to make ICT researchers, first-time entrepreneurs or

small and medium-sized enterprises (SMEs) investor ready through tailor-made "investor readiness" coaching and training. At the same time EIG raises awareness among investors for innovative early stage research projects and their economic potential during its two years of existence.

Within this overal objective, there are several sub-objectives having been pursued in the framework of the project:

- Assess the projects' entrepreneurial and market perspectives right from the start to ensure successful technology transfer
- Enhance investment readiness for founders, entrepreneurs and participants in ICT projects in EU Framework Programmes through coaching and training
- Raise awareness on the investment potential of ICT research projects and early stage founders, not only among SMEs and larger companies, but also among investors to bridge the innovation gap
- Provide a platform for access to finance for the innovative SMEs or entrepreneurs after having developed investment readiness
- Provide clear qualitative and quantitative diagnostics about the individual financial needs and investment readiness of the ICT project participants categorize them and develop tailor-made services
- Conduct, in parallel with the online activities, personalised match-making and thus boost the investment success of the ICT project participants with the highest commercialisation potential

To tackle these issues, the EIG consortium has established and completed different EIG **hands-on services for ICT entrepreneurs and researchers**, the investor readiness trainings, the awareness raising mechanisms, the selection process as well as online and offline matchmaking both at events and via the EIG community on EuroQuity.

Figure 1 Overview of the EIG Services

1.3 Main Scientific and Technical Results

The overall results of European Investor Gate have been an improved interaction between investors and innovative ICT entrepreneurs or researchers, higher investor readiness of innovative ICT entrepreneurs as well as higher awareness among investors for the commercialisation potential of research projects. In addition, various investment deals have been completed in the course of the EIG programme.

In the two years of its existence, the EIG consortium has established and completed different EIG **hands-on services for ICT entrepreneurs and researchers**, the investor readiness trainings, the awareness raising mechanisms, the selection process as well as online and offline matchmaking both at events and via the EIG community on EuroQuity.

The activities of European Investor Gate were carried out from September 2013 until August 2015. The concrete working process of European Investor Gate with all work packages except management is described in Figure 1 below:

Figure 2 Workplan European Investor Gate

EIG's Achievements in a Nutshell

The EIG programme has been successful in many ways: In its two years of existence, European Investor Gate has provided **online and offline trainings for more than 1700 researchers and entrepreneurs**, has produced several podcasts and training materials and has also provided in-depth mentoring for companies. In addition, EIG has completed **7 e-pitches and 12 investment forums** in total, with more than **40 companies having gone through EIG's in-depth mentoring programme** and about **300 start-ups presenting their business ideas to investors.**

All in all, the established training and matchmaking mechanisms have been very fruitful, as there have been 16 companies from various European countries securing investment in the course of the EIG programme.

Some of these companies such as Free-Linked GmbH, Golaem, Smoope and many others, have participated in all stages of EIG: They started with first online trainings and podcasts, then joined the onsite training sessions and round tables, went through pitch reviews, participated in the e-pitch sessions and finally got accepted for EIG's investment forums such as the Heidelberg Innovation Forum, the Hot Deals Event, the Silicon Stroll Bootcamp in Dublin and others.

Below an overview of all of the EIG services and the complete mechanism of the project has been provided:

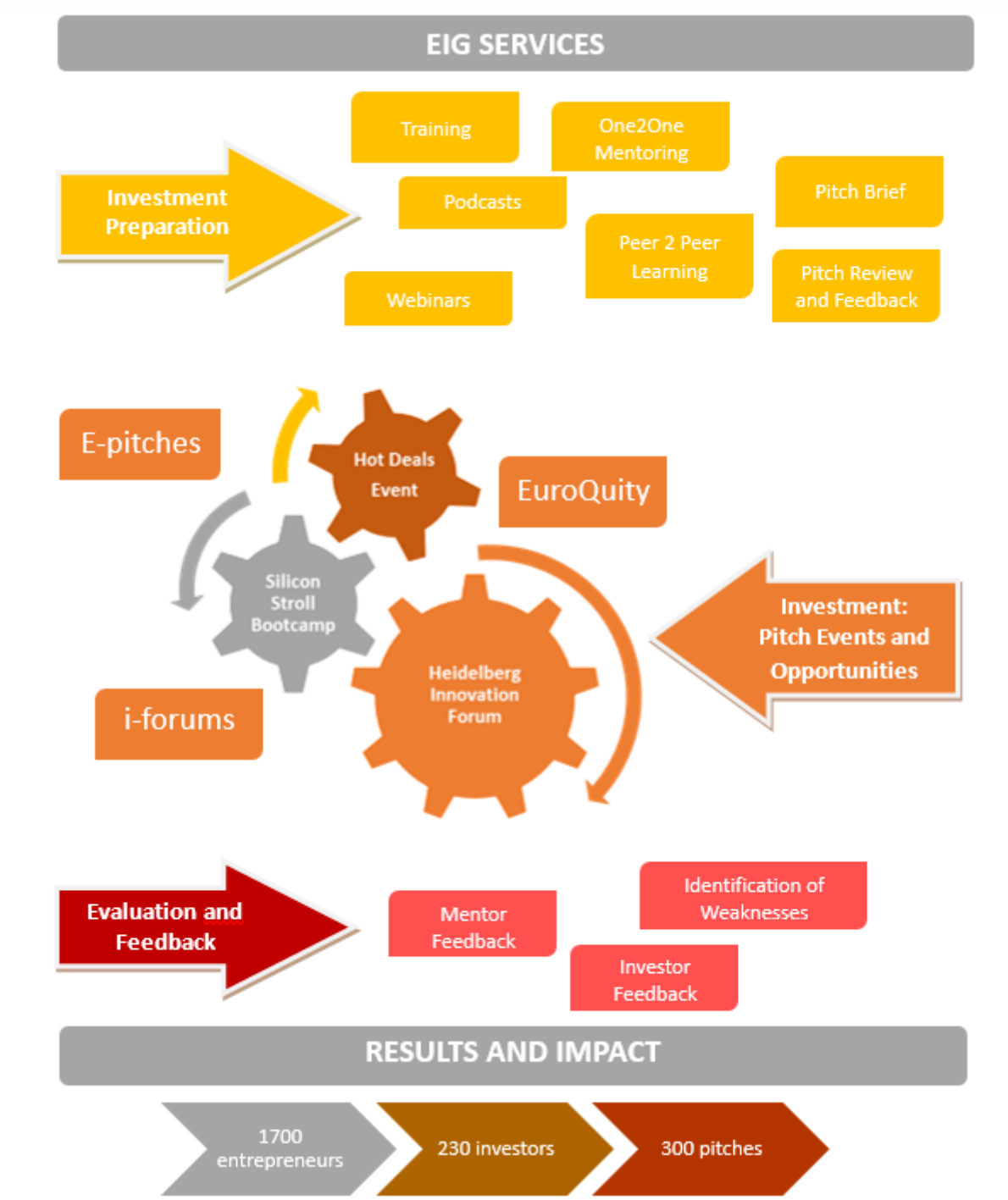


Figure 3 Overview EIG Mechanism and Services

1.3.1 Work Package 2: Awareness Raising and Training

The key objective of work package 2 was to build capacity of the two target groups of European Investor Gate and to establish awareness raising mechanisms as well as trainings and training materials for two target groups:

A) ICT entrepreneurs and SMEs participating in EU funded programmes and those targeted by the actions of the Digital Agenda for Europe
B) Investors interested in investing in ICT businesses (business angels, venture capital funds, corporate investors, crowdfunders, and others)
European Investor Gate has built 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. During the last two years, Go Beyond has developed various online and offline training offers which will be dealt with in this section. The investment readiness trainings have been carried out in various forms such as webinars, round tables, video podcasts, coaching workshops and in-depth training courses. Under this overall objective, separate distinct sub-objectives have been reached through the awareness raising and training activities:

Awareness Raising

- **Local and regional events:** 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 pf Bpifrance or the meetings and breakfasts for entrepreneurs as well as larger summits carried out by DublinBIC.
- **External partners, channels and networks:** 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.
- **Subcontractors:** 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 develop a vast database with contacts of entrepreneurs, investors, stakeholders and actors from the innovation and entrepreneurship ecosystem to disseminate the EIG activities and results.
- The EIG project has cooperated with some related FP7 and H2020 projects to raise awareness among FP7 research project participants on the services of European Investor Gate.
- 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

Capacity Building & 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 were planned, of which six have been held in the first

reporting period. Overall, the EIG project has managed to carry out **12 investment forums** in total in its two years of existence.

- The investment forums which have been held so far are (for details see WP 3):
  - NEM Summit 2013, Nantes, October 2013
  - ICT 2013, Vilnius, November 2013
  - Heidelberg Innovation Forum, April 2014
  - New Frontiers for European Entrepreneurs, Brussels, April 2014
  - Future en Seine, Paris, June 2014
  - NEM Summit 2014, Brussels, September 2014
  - Silicon Stroll Bootcamp, Dublin, November 2014
  - ACE Summit and Global ENtrepreneurship Congress, Milan, March 2015
  - Laval Virtual, April 2015
  - Berlin Games Week, April 2015
  - Heidelberg Innovation Forum, May 2015
  - Hot Deals Event, Paris, June 2015

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.

Investor Readiness Training Onsite:

Event	Companies trained
NEM Summit 2013	11
ICT 2013	12
Heidelberg Innovation Forum 2014	19
New Frontiers for European Entrepreneurs	51
Futur en Seine	11
NEM Summit 2014	11
Dublin Silicon Stroll Bootcamp	50
ACE Summit/GEC Milan	51
Laval Virtual	12
Berlin Games Week	16
Heidelberg Innovation Forum 2015	28
Hot Deals Event	13

Table 1 Training at EIG Investment Forums

In addition, various stand-alone training workshops or even whole training days were carried out by some of the partner in order to provide an in-depth training for the entrepreneurs and researchers. #

Training Material and Webinars

Financing Overview for ICT Entrepreneurs

- 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

Specialisation – Training Modules on Specific Topics

- 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:

Overview for ICT Startups	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
  1b – Preparing the Round: Sources of funding

2a – Launching the Campaign: Preparing pitch and presentation documentation
2b – Launching the Campaign: Setting up the company structure
3a – Managing and Closing the Round: Managing
3b – Managing and Closing the Round: Closing
4a – Managing Investors: Investors
4b – Managing Investors: Follow-on rounds

One2One Mentoring

In addition to the onsite training workshops, the online modules and the podcasts, one2one sessions with 41 companies in total have been carried out on a regional level – either in the framework of events or as private meetings organised by one of the EIG partners. In these sessions the shortcoming of the project at hand were analysed in detail in order to suggest corrective measures and increase the investment readiness of the respective team.
For in-depth profiles of the companies having secured investment see WP 3 and for the additional 25 having become investment ready in the course of the project see WP 4.

1.3.2 Work Package 3: Pre-Selection – Identification of Needs – Matchmaking

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.
  Partners relied on the agreed criteria and selection process to review companies' investor readiness and needs for support. Over the two years, the partners shared and updated an evaluation table with profiles of all companies that had been monitored.
  Thus, a continuous evaluation and selection process was ensured in the EIG project.

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

Table 2 EIG Evaluation Criteria

Connect Investor Club

Concerning awareness raising among investors, EIG has gone one step further from just disseminating the activities to actually founding a core group of European investors interested in cross-border investment and willing to close financial deals together. The **Connect Investor Club** is a core group of active, early-stage investors from different European countries. The kick-off of the Club in Cannes hosted 8 investors from 8 different European countries. Participants in the Club are **business angels and early-stage funds** sharing an interest in the creative industries and ICT sector and looking at extending their investment scope and expertise.

The Connect Investor Club aims at fostering a trusted relationship among European early-stage investors who will be meeting regularly in the next 18 months in order to work together and look at deal flow in the creative industries and digital media sector, and possibly develop some syndicated investments at the cross-border level.

The group now consists of 11 investors from 11 European countries:

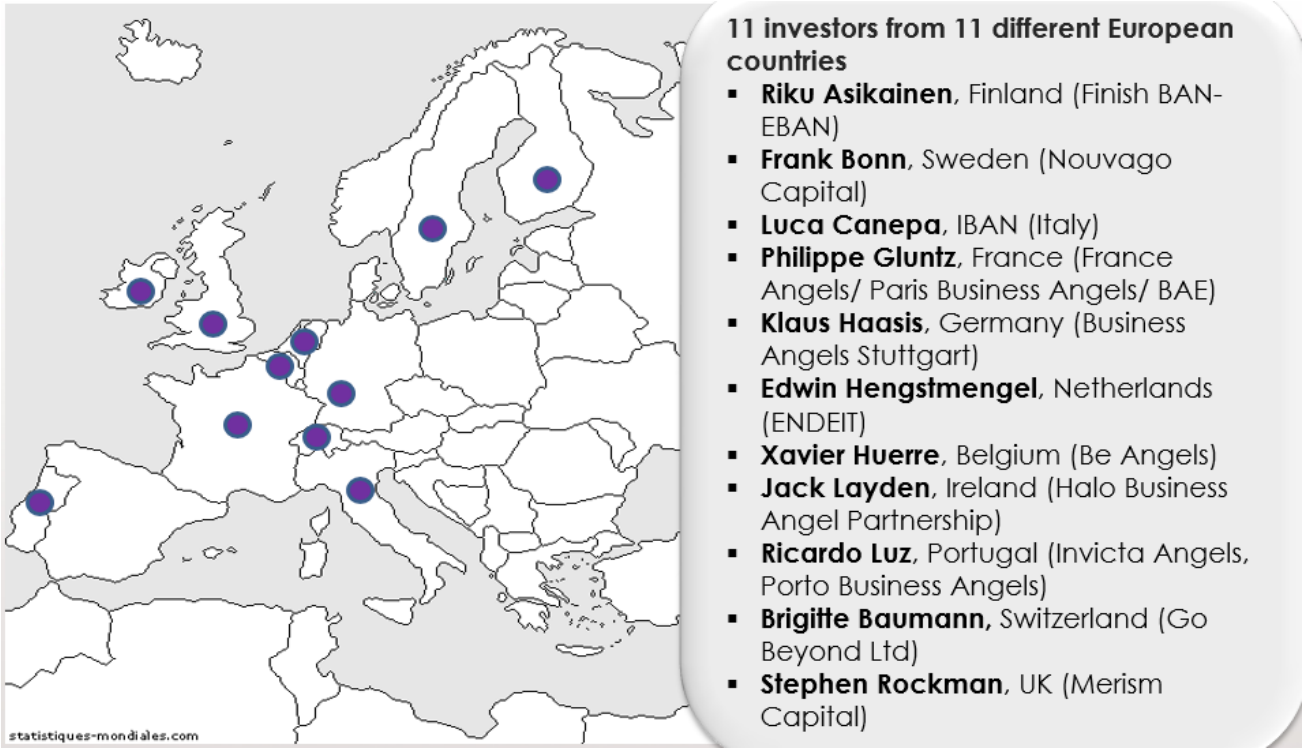


Figure 4 Members of the Connect Club, European Investor Gate

The business angels participated in the EIG programme in various ways: They joined the e-pitches and EIG investment forums, met to discuss potential investment opportunities and also gave concrete recommendations to the project and also about companies that should be taken into account for the investment events.

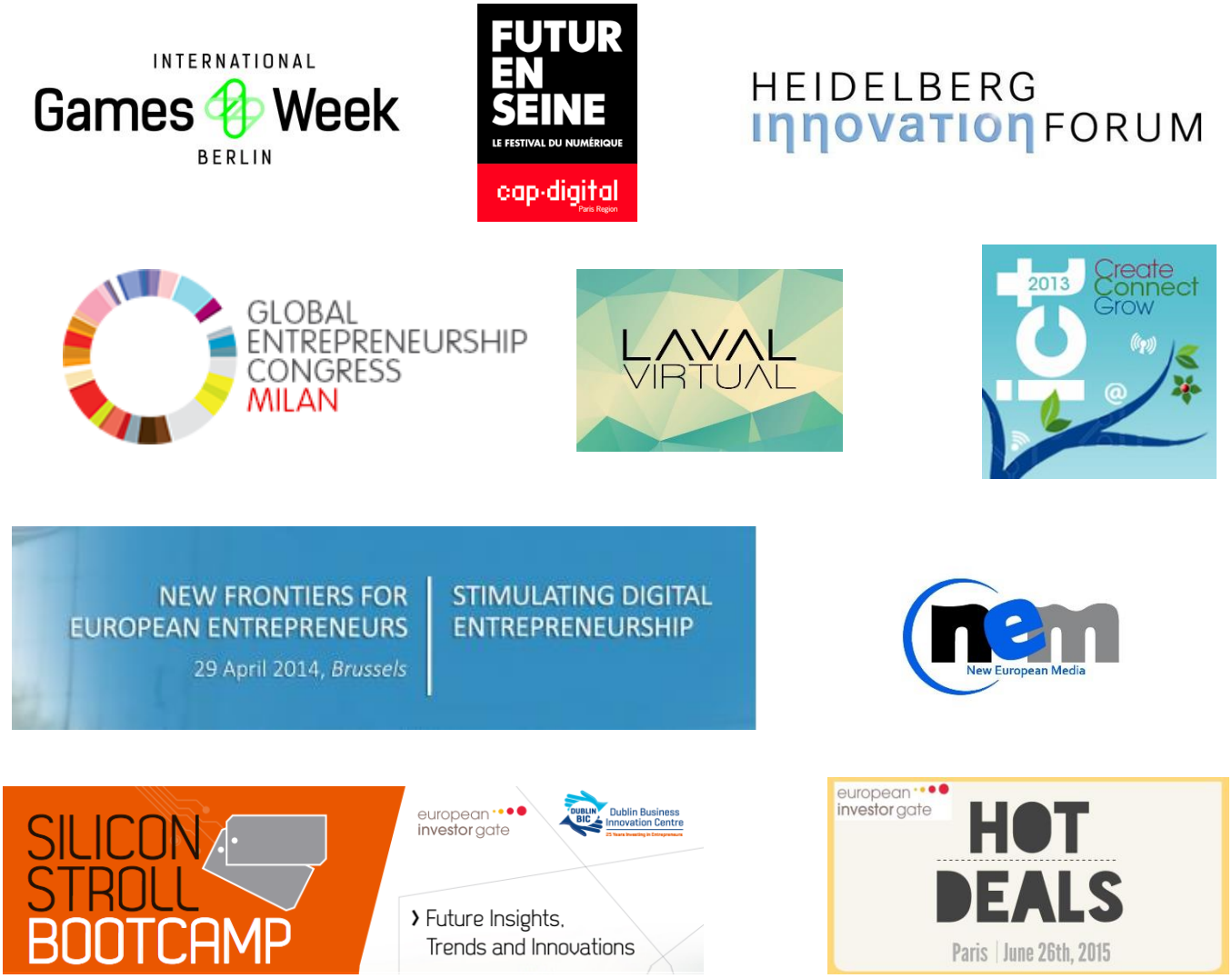
EIG Investment Forums

The table below provides an overview of the 12 investment forums held in cooperation with major European ICT or start-up summits:

Investment Forum	Sector focus	Companies	Investors
NEM Summit 2013 Investment Forum in Nantes (30 October)	Creative industries	11	9
Investment Forum during ICT 2013 in Vilnius (6-7 November)	all ICT	12	15
Heidelberg Innovation Forum 2014 (8-9	Smart Production	19	29

April)			
New Frontiers for European Entrepreneurs 2014 in Brussels (29 April)	all ICT	51	18
Future en Seine 2014 in Paris (12 June)	all ICT	11	10
NEM Summit 2014 Investment Forum in Brussels (30 September)	Creative Industries	11	14
Silicon Stroll Bootcamp in Dublin 2014 (3-4 November)	all ICT	50	34
ACE Summit and GEC in Milan, ACE/EIG Investment Pitch 2015 (18 March)	all ICT	51	22
Laval Virtual Investment Forum 2015 (8 April)	Virtual & Augmented Reality	12	12
Berlin Games Week Investment Forum 2015 (22 April)	Games (design, distribution, IT)	16	15
Heidelberg Innovation Forum 2015 (19-20 May)	Smart Data	28	30
Hot Deals Investment Pitch 2015 in Paris (26 June)	all ICT	13	25
TOTAL		**285 companies**	**233 investors**

Table 3 Overview EIG Investment Forums



Onsite Training Opportunities for Companies

Each investment forum included training activities which were designed and implemented by the EIG partners. All partners were involved in these trainings as well as some investors of the Connect Club.
All selected companies to the investment pitches benefited from an online coaching (review of pitch decks), participated to pitch rehearsals and had the possibility to attend specific workshops such as "test your business model" or "test your idea-IPR" in Heidelberg, cross-border investment (what are the benefits of having a European business angel on your board) at the ICT2013 in Vilnius and in many other training roundtables and workshops throughout the second reporting period.

Organisation of 7 E-Pitches

- In collaboration with the EIG consortium, Media Deals has organised all of the 7 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, bwcon and DBIC.

7 E-Pitches held in total:

24 April 2014 Qymatix, Germany digital worx, Germany Bistri, France Ogarit, France Sereneo, France Alleantia, Italy	**8 July 2014** Gamedonia, Spain Induction Manager, Ireland CineGV, Ireland Apprentus, UK Dreamtechsoftware, Ireland	**9 September 2014** Free-Linked GmbH, Germany Inside Visions, Portugal Medicodose, France Bankhawk Analytics, Ireland Boolino, Spain Incitat, France
3 December 2014 Connect Club Pitch FenestraPro, Ireland Markita, Netherlands App Tweak, Belgium Bica Studios, Portugal	**11 December 2014** Courtdesk, Ireland Ampacimon, Belgium Ignidata, Portugal CheckVentory, Ireland Ace Health, Ireland	**5 March 2015** Skemmi, Belgium Lumi Industries, Italy Signal GeneriX, Cyprus Spotlime, Italy SlimCut Media, France
7 May 2015 PlayAround, France LifeTime, Germany Unitag, France OulalaGames, UK Vescape, Germany DocRAID, Germany		

Table 4 Participants of EIG e-pitches

The 16 funded EIG Ventures – How 16 Investment Deals were completed in EIG

In the course of EIG there have been 16 investment deals completed in total over two years. **These investment deals can be acknowledged as EIG deals as the EIG project has established the first contact with invetsors and the partners provided the follow-up for the financing round to be closed.**

The following 16 companies secured investment throughout the life cycle of the project. **Details of the investee companies and how the deals were made possible by the EIG programme can be found below.** In the detailed profiles it is also stated what type of investment readiness training and preparation the team has gone through with EIG, and where and in what form the EIG consortium established the contact with the respective investor/s. In each of the cases a follow-up was organised after the pitching opportunity either through one of the EIG partners or through one of EIG's subcontractors.

Heystaks	**All Square**
Coindrum	**Ignidata**
InMusic	**Evercam**
Induction Manager	**Lumafit**
FenestraPro	**Buddy Watcher**
Hanakai	**Smoope**
Qymatix	**Picsastock**
Medicodose	**Golaem**

FenestraPro

"Efficient Façade Design Software for Building Designers"

Sector	Investment Secured	Country	Stage of Development
Creative/Cleantech	**€500,000**	**Ireland**	**Seed**

FenestraPro is cloud based building information modelling (BIM) software for building designers to design environmentally efficient building façades more cost effectively. FenestraPro not only ensures compliance with increasing environmental standards and international best practice at an early stage in the design process, it improves the design process significantly by eliminating late stage redesign, generating savings of at least 30%. It enhances the performance of the building by ensuring that the thermal, solar and day-lighting performance characteristics are optimised early in the design process. **www.fenestrapro.com**

Investment Readiness Training

- Pitch preparation – brief and dry run clinic
- Entrepreneurial Podcasts – early stage financing mechanisms and Deal flows
- E-pitch preparation and Pitch – January 29th 2015

One2One Mentoring and Follow-up

- Guidance on different routes to market and alternative positioning as an ad-on product which can be sold via lager platforms such as Revit and AutoCad

EIG Pitching and Matchmaking Events

- E-Pitch
- Dublin Silicon Stroll Bootcamp
- New Frontiers for European Entrepreneurs Brussels

Deal

The investor contacts have been established through the Dublin Business Innovation Centre in the case of FenestraPro and through DBIC the follow-on discussions have also been organised. Dublin BIC has also mentored FenestraPro in the period while the financing deal was closed.

QYMATIX

"A new generation of sales analytics"

Sector	Investment Secured	Country	Stage of Development
Big Data	**Not disclosed**	**Germany**	**Early**

Qymatix is a SaaS solution that enables sales managers to achieve a much higher business success rate through better marketing decisions. The Qymatix solution simplifies data manipulation, runs advanced analysis and presents the best results. Sales Managers are now able, by just one click, to access critical sales data. Qymatix visual data discovery enables you to gain insight and communicate your sales results without the need of an expensive IT department or data analyst. Let our Business Intelligence Tool work for you. Upload your sales transactions and create reports, analytics and dashboards in minutes. Qymatix automatically generates stunning charts, tables and graphs, with an intuitive user interface. Combining different sources, Qymatix presents the user with all the information he needs to make more successful sales decisions. **www.qymatix.de**

Investment Readiness Training

- Pitch preparation – brief and dry run clinic
- Entrepreneurial Podcasts – Deal flows and exit mechanisms, early stage financing
- Webinar on financing for ICT entrepreneurs
- Preparation and e-pitch presentation on 24th April 2014
- Onsite training at the Heidelberg Innovation Forum 2015 on legal questions, European markets, financing strategies and Business modelling
- In-depth mentoring provided by bwcon coaching group
- Invited to present twice at GBI Virtual Investment Events, on January 7th and June 11th. Pitch preparation, rehearsal and feedback
- Webinars – Due Diligence, Manage & Follow on Rounds, Exit Investments, Financing Overview for ICT Entrepreneurs and Deal Terms

One2One Mentoring and Follow-up

Bwcon:

- Analysis of marketing channels
- Development of business model
- Refinement of internationalisation strategy
- In-depth mentoring on angel investment, legal advice
- Diagnostic on financing strategy to help getting traction on his financial round

Go Beyond:

- Update on financing strategy
- Term sheet, discussion on key terms.
- Shareholders agreement
- Business model and tips for his go to market strategy

EIG Pitching and Matchmaking Events

- E-Pitch
- Silicon Stroll Bootcamp Dublin
- Heidelberg Innovation Forum 2015
- GEC Milan
- Hot Deals Forum Paris – introduced by investor Brigitte Baumann

Deal

Qymatix first pitched to investors in one of the EIG e-pitch sessions and joined several onsite pitching events as a follow-up. The deal discussions have been started and completed by Go Beyond Investing. Go Beyond has therefore also covered parts of the in-depth mentoring to finalise the term sheet and shareholders agreement for Qymatix.

HEYSTAKS

"Extracting value from mobile subscriber behaviour."

Sector	Investment Secured	Country	Stage of Development
Mobility/Analytics	**€1.5**	**Ireland**	**Seed**

Heystaks has developed a platform to analyse the behaviour of mobile subscribers and build accurate

profiles of intent. These profiles deliver higher-value advertising opportunities and enable mobile operators to participate in the massive mobile advertising market. **www.heystaks.com**

Investment Readiness Training

- Pitch preparation – brief and dry run clinic
- Entrepreneurial Podcasts – Deal flows and exit mechanisms

One2One Mentoring and Follow-up

- Refinement of financials – p&l forcast, company valuation, investment requirements
- Marketing and sales strategy developed to encompass clearer pipeline and stronger sales channels

EIG Pitching and Matchmaking Events

- Silicon Stroll Bootcamp Dublin
- New Frontiers for European Entrepreneurs

Deal

The investor contacts have been established through the Dublin Business Innovation Centre, Heystaks closed the financing round rather quickly after the Dublin bootcamp in 2014. The follow-on discussions have also been organised by Dublin BIC. Dublin BIC has mentored Heystaks in the period while the financing deal was closed.

ALL SQUARE

"All Square connects the power of people's love for golf on one completely free, accessible and engaging social media platform designed exclusively for golfers"

Sector	Investment Secured	Country	Stage of Development
Services	**€725,000**	**Luxembourg**	**Early**

All Square gives golf clubs the opportunity to enhance their online presence among a very targeted audience of golfers. Our platform has a global reach and creates a very strong marketing avenue that forward-thinking clubs and brands can attract high end customers. We use the latest social media and app technologies to harness the passion for golf on a community level. Our business model and solution have been validated through strategic partnerships with worldwide companies such as Troon® and KPMG. Troon® partnered with us to increase the overall visibility of their 230 resorts located in 27 countries and 33 states. All Square received an award at the 2014 HSBC Golf Innovation Forum and at the Red Herring Top 100 Europe. **www.allsquaregolf.com**

Investment Readiness Training

- Pitch preparation and dry-run-clinic
- Special e-pitch preparation for Connect Club

One2One Mentoring and Follow-up

- Introduction and definition of coaching sessions according to entrepreneur' needs
- Company culture & Operations: hiring new people, stock option plan
- Financing strategy: Types of investors and number to bring

EIG Pitching and Matchmaking Events

- E-Pitch

- New Frontiers for European Entrepreneurs
- Dublin Silicon Stroll Bootcamp
- GEC Milan

Deal

First of all it should be noted that All Square has not only secured a financing deal, but has also won the "most investor ready" award within the ACE project. Again, the mentoring and the commencing and follow-up of discussions with investors after the EIG pitching events was covered by EBN and Dublin BIC. The team has in the meanwhile been accepted by an accelerator based in California and has established first links with the Silicon Valley ecosystem.

"A new dimension of safety on the basis of ultrasound"

Sector	Investment Secured	Country	Stage of Development
Security	**€300,000**	**Germany**	**Advanced**

Free-Linked develops technology products in the field of safety and comfort. Their specialization lies in bidirectional communication on the basis of ultrasound. The innovation finds its first application in a preventative warning system for sport diving which is called "Buddy-Watcher". With the "Buddy-Watcher" Free-Linked has created a means of communication that, as a preventative system, helps making sport diving considerably safer. In emergency situations the Buddy-Watcher can even save lives as it allows diving partners to send emergency signals under water in a simple way on the basis of ultrasound. The product is already available on the market. The pioneering technology which was developed by Free Linked can be transferred to a range of applications. **www.buddy-watcher.de**

Investment Readiness Training

- Investment pitch preparation: invited to present to GBI Investors in Zurich
- Pitch preparation – dry run clinic
- Preparation for e-pitch, presented on 9th September 2014
- Entrepreneurial Podcasts – Deal flows and exit mechanisms, early stage financing
- Webinar on financing for ICT entrepreneurs
- Onsite training at the Heidelberg Innovation Forum 2015 on legal questions and IPR, financing strategies and Business modelling
- In-depth mentoring by bwcon coaching group

One2One Mentoring and Follow-up

- Analysis of business model and pricing
- Expansion strategy for other countries developed
- Refinement of financing strategy and definition of investment needed, connection with regional business angels and financial providers established

EIG Pitching and Matchmaking Events

- E-Pitch
- Dublin Silicon Stroll Bootcamp

Deal

In the framework of the EIG project bwcon was able to intensify the efforts to connect the team with investors – especially in the aftermath of the Dublin bootcamp. After some in-depth mentoring sessions the team was

finally able to complete a deal with a business angel and the "Mittelständische Beteiligungsgesellschaft" in Stuttgart (private equity institution for SMEs in the state of Baden-Württemberg). In addition, the team was on the short list for the CyberOne business plan award, the biggest business plan competition in Southern Germany.

COINDRUM — *"Making Coins Count"*

Sector	Investment Secured	Country	Stage of Development
Services	**€350k**	**Ireland**	**Early**

Coindrum allows airline passengers to spend unwanted coin currency before departing into different currency jurisdictions. By operating machines at departure gates, Coindrum turns unwanted coins into airport retail vouchers or enables people to donate to a charity of their choice. It's an easy, free and quick service to solve the coin inconvenience for passengers, whilst converting more travellers into retail customers for airports.**www.coindrum.com**

Investment Readiness Training

- Pitch preparation and dry-run clinic
- EIG podcasts

One2One Mentoring and Follow-up

- Was not considered necessary by Dublin BIC as Coindrum was investment ready

EIG Pitching and Matchmaking Events

- New Frontiers for European Entrepreneurs
- Dublin Silicon Stroll Bootcamp

Deal

Coindrum pitched in front of investors at the Dublin Silicon Stroll Bootcamp and at the "New Frontiers for European Entrepreneurs" event. After these events, follow-up discussions were initiated in the framework of EIG by Dublin BIC and the Halo Business Angel Network which is why Coindrum was finally able to close the ongoing financing round.

InMusic — *"Collect & Connect, InMusic."*

Sector	Investment Secured	Country	Stage of Development
Creative/Social	**Not disclosed**	**Ireland**	**Early**

InMusic You love music… right? Well, imagine you can browse the websites of the best new artists online and collect the music you love as you go. **InMusic** is a network of independent musicians' websites that are beautiful and simple to create. And, because they are on the same network, fans can browse through them connecting directly with the artist, commenting on their content and build up their online music collection by clicking 'Collect It' on the music they discover. Like with Pinterest, you can be

a trend setter when others follow your collections and you can subscribe to others so you can easily find what's new, InMusic. **www.inmusic.com**

Investment Readiness Training

- Pitch preparation – brief and dry run clinic
- Entrepreneurial Podcasts – Deal flows and exit mechanisms

One2One Mentoring and Follow-up

- Investment strategy panel review
- Value proposition development
- Financial re-assessment

EIG Pitching and Matchmaking Events

- New Frontiers for European Entrepreneurs
- Dublin Silicon Stroll Bootcamp

Deal

InMusic pitched in front of investors at the Dublin Silicon Stroll Bootcamp and at the "New Frontiers for European Entrepreneurs" event. Follow-up discussions were initiated in the framework of EIG by Dublin BIC to close the financing round in 2015.

INDUCTION manager

"Take charge of your inductions."

Sector	Investment Secured	Country	Stage of Development
Services	**€1m**	**Ireland**	**Early**

Induction Manager

An induction is the training which new staff receive. In US they call this an orientation so we're also known as Orientation Manager. Traditionally inductions have been delivered in a classroom using company trainers. **Induction Manager** makes the entire process a whole lot easier by transferring it to the cloud. Staff arrive pre-inducted and ready to hit the ground running! We're 2 ½ years old and now have 35 customers across Ireland, UK, US, Canada and Africa. Our customers include: Adobe, BAM, Pfizer, Domino's Pizza, British Gas, Balfour Beatty and Sodexo. We've proven our business in the UK market and now plan to scale in the US. **www.inductionmanager.com**

Investment Readiness Training

- Pitch preparation – brief and dry-run clinic

One2One Mentoring and Follow-up

- Was not considered necessary by Dublin BIC as Induction Manager was investment ready

EIG Pitching and Matchmaking Events

- Future en Seine Paris
- E-Pitch
- New Frontiers for European Entrepreneurs
- Silicon Stroll Bootcamp Dublin

Deal

Induction Manager participated in three EIG investment forums: New Frontiers for European Entrepreneurs, the Silicon Stroll Bootcamp and the Investment Forum at Future en Seine in Paris. The team managed to finalise their investment deal in late 2014 after a follow-up via Dublin BIC:
The team had already raised 400k € in an earlier round and finally managed to receive another 1.2m € from the investors ACT Venture Capital, Delta Partners and Leslie Buckley. The company has changed its name to **initiafy** in the meanwhile.

"A mobile "SKYLANDERS" for grown-ups"

Sector	Investment Secured	Country	Stage of Development
Internet of things/Games	**Undisclosed**	**France**	**Early**

Hanakai has developed a concept using NFC playable objects (figurines or cards) to interact with mobile devices F2P applications. Hanakai Studio's unique mastery of NFC (Near Field Communication) and RFID (Radio Frequency IDentification) allow them to create strong links between real and virtual. Data storage, wireless communication and instant detection: they use these key ingredients to create connected, highly intuitive objects. Whether using their proprietary firmware to connect objects to a computer or a smartphone to use the objects directly on a handheld device, Hanakai Studio's products are made to inspire users and reach a new level of usability. **www.hanakai-studio.com**

Investment Readiness Training

- Pitch preparation – brief and dry-run clinic

One2One Mentoring and Follow-up

- Was not considered necessary by Media Deals as the team was investment ready

EIG Pitching and Matchmaking Events

- Silicon Stroll Bootcamp Dublin

Deal

The team had been accompanied for some time by Media Deals and it was originally planned by Media Deals that the team could join the investment forum on Games in Berlin in April 2015. However, after having completed the bootcamp the team raised sufficient funding via a crowdfunding campaign on kickstarter which is not uncommon in the games sector unlike most other high-tech sectors.

"Smart pharmaceutical packaging combined with IT"

Sector	Investment Secured	Country	Stage of Development
e-Health	**€500k**	**France**	**Early**

Medicodose

Patients' non-compliance or non-adherence is costing the US and European healthcare systems more than $450 billion per year. Also, $75 billion per year is lost to prescription drug counterfeiting. MEDICODOSE's technology consists of smart pharmaceutical packaging and an IT platform working seamlessly to provide patient reminders, check and report real time adverse reactions "ePRO", drug-drug interactions, worldwide medicine authentication, prescription drug counterfeiting detection and patient compliance monitoring and reporting. Potential users are generic and brand name pharmaceutical companies, health care insurance firms, CROs and health care practitioners. Forecast revenue for 2019 is around $481M. **www.medicodose.com**

Investment Readiness Training

- Pitch preparation – brief and dry-run clinic

One2One Mentoring and Follow-up

- The team had been accompanied by Bpifrance for some time before being invited to the e-pitch in September 2014.

EIG Pitching and Matchmaking Events

- Silicon Stroll Bootcamp Dublin
- E-Pitch

Deal

Medicodose secured their investment after sustainable contacts with investors had been established through Bpifrance in the aftermath of the e-pitch and the Silicon Stroll Bootcamp.

ignidata

"Igniting Business with Data"

Sector	Investment Secured	Country	Stage of Development
Socialisation/Services	**€150k**	**Portugal**	**Seed**

Ignidata solves business and research challenges by providing real time market insights to help companies perform better. Our goal is to provide marketing research in a simple, fast and cost effective manner - by using a seamless online platform that connects companies that need market research studies (paying companies) to content providers (e.g.: games, TV series, movies, newspaper articles, football) whose consumers will participate in order to unlock the content they want. We are shifting from the traditional business model based in money transaction to a new model of time for content transaction (consumers answer surveys to unlock content). **www.ignidata.com**

Investment Readiness Training

- Pitch preparation – brief and dry-run clinic

One2One Mentoring and Follow-up

- Ignidata had been accompanied by Go Beyond Investing and EBN previously but the team needed no further one2one mentoring in EIG as they were considered investment ready.

EIG Pitching and Matchmaking Events

- Silicon Stroll Bootcamp Dublin

- E-Pitch

Deal
After having joined the Dublin Bootcamp and also the e-pitch in December 2014, the team was chosen for the Collider Accelerator based in London through contacts established via the EIG partners. The programme also includes an investment and brand establishment. In addition, Ignidata received an investment from Seedrs.

"The evolution of fitness"

Sector	Investment Secured	Country	Stage of Development
Medtech/Services	**€700k**	**Ireland**	**Early**

Lumafit takes wearable tech way beyond step counting. An ear-worn device with on board heart monitor and motion sensor, the Lumafit uses the unique signature head trajectory of each exercise to identify and score that exercise. It is the first system to know what exercise you are doing and how well you are doing it. Exercises range from situps and press-ups to gym activity such as sessions on the rowing machine or treadmill. Lumafit is partnered with PCH international as part of their accelerator program and is launched the Lumafit in the US and Europe in December 2014. **www.lumafit.com**

Investment Readiness Training
- Pitch preparation – brief and dry-run clinic

One2One Mentoring and Follow-up
- The team had already been part of an accelerator programme and had also been accompanied for some time by Dublin BIC and Entreprise Ireland, so no further one2one mentoring was needed after the dry-run clinic.

EIG Pitching and Matchmaking Events
- Silicon Stroll Bootcamp Dublin

Deal
The team had received an earlier investment before EIG and with the help and support of the Irish partners in the framework of EIG the team launched a successful crowdfunding campaign on Kickstarter.

"Eyes for the Internet of Things"

Sector	Investment Secured	Country	Stage of Development
Services	**Undisclosed**	**Ireland**	**Early**

Evercam is a platform for developing and working with cameras. Having grown out of a cloud CCTV company, Camba.tv, Evercam makes it simple for developers to work with over 1600 makes and models of camera overcoming one of the principle hurdles in innovation around the live image. Using the Evercam platform, developers can now build applications faster, easier and, most importantly, they can distribute them to a wide user base through the Evercam app store. Partners include SAP and Netsuite

where integrations have been developed using the Evercam Platform. **www.evercam.io**

Investment Readiness Training

- Pitch preparation – brief and dry-run clinic
- Entrepreneurial podcasts: Deal flows and exit mechanisms

One2One Mentoring and Follow-up

- The team joined the in-depth mentoring at the Heidelberg Innovation Forum and have also been accompanied by Dublin BIC and Enterprise Ireland.
- Investment strategy panel review
- Value proposition development
- Commercialisation analysis

EIG Pitching and Matchmaking Events

- Silicon Stroll Bootcamp Dublin
- Heidelberg Innovation Forum

Deal

The team had received an earlier investment before EIG from Entreprise Ireland and through EIG contacts and the pitching opportunities provided managed to receive further investments from Wayra. The team has been through 3 investment rounds so far.

"Artist-friendly tools to animate digital characters"

Sector	Investment Secured	Country	Stage of Development
Animation/ Simulation	**€600,000**	**France**	**Advanced**

Golaem Crowd makes it easy and affordable to populate worlds with directable digital characters, from a few to thousands. Artists from all over the globe use Golaem Crowd to bring life to commercials, episodic productions, feature films and games. Golaem Crowd offers an intuitive interface, based on Maya workaday objects. It can be used by any artist, trained under 3 days. Built for performances, Golaem Crowd allows artists to find the right creative approach, whatever the number of characters they would like to have in their game, film or commercial. **www.golaem.com**

Investment Readiness Training

- Pitch preparation – brief and dry-run clinic
- Entrepreneurial podcasts

One2One Mentoring and Follow-up

- The team did an in-depth follow up with Media Deals and France Angels after the NEM Summit to complete the deal terms and negotiations

EIG Pitching and Matchmaking Events

- NEM Summit

Deal

The deal of Golaem was actually an investment deal where France Angels – EIG's subcontractor – was directly involved. The first contact with the French investors was established at the EIG investment forum in Nantes, with the lead investor being Paris Business Angels represented by Stéphanie Duchenois. The investment deal was the first one to be completed in the EIG project.

"User-friendly customer service with instant messaging"

Sector	Investment Secured	Country	Stage of Development
Mobile	**€500,000**	**Germany**	**Early**

Smoope is a young company from the Stuttgart area. Their aim is to connect companies and their customers in a better and more efficient way. Smoope therefore offers an app that allows clients to enjoy a "Service To Go ": Customer service is taken to a new level with the Smoope application based on instant messaging. The team relies on the most modern and safe technologies and takes into account the changing communication behavior of people in an increasingly mobile and digitalised world. Hundreds of companies are already working with Smoope's solution - from car dealers to dentists they already cover a wide range of industries. The app is even used in sensitive sectors, such as banks and regional authorities.
www.smoope.com

Investment Readiness Training

- Pitch preparation – brief and dry-run clinic
- Coaching on business modelling, financing and IPR at Heidelberg Innovation Forum

One2One Mentoring and Follow-up

- The team went through several one2one sessions with bwcon coach Martin Cremer after the Heidelberg Innovation Forum.

EIG Pitching and Matchmaking Events

- Heidelberg Innovation Forum.

Deal

The Smoope team was introduced to the High-tech Gründerfonds by bwcon Coach Martin Cremer as a follow-up of the Heidelberg Innovation Forum in 2014. The team then managed to finalise a deal with the German VC fund and a business angel due to the negotiations initiated by bwcon.

"Authentic photos for creative people"

Sector	Investment Secured	Country	Stage of Development
Creative Industries	**€700,000**	**Germany**	**Early**

PicsaStock is an image database that enables photographers to sell their Instagram and smartphone photos. The new service makes it possible for photographers to sell their best Instagram and smart phone photos. They are the world's largest image database for royalty free Instagram photos. Platform users can upload photos from anywhere in the world and earn extra money. International companies, freelancers, agencies and publishers will be able to buy authentic and up-to-date photos on www.picsastock.com for online and print usage. **www.picsastock.com**

Investment Readiness Training

- Pitch preparation – brief and dry-run clinic
- Coaching before Investment Forum in Brussels

One2One Mentoring and Follow-up

- There were no further one2one sessions as the team was considered investment ready by Media Deals after the pitch preparation

EIG Pitching and Matchmaking Events

- Investment Forum in Brussels

Deal

The Picsastock team managed to close an investment round with Slamdunk Capital in 2014 together with other angel investors. Through EIG the company was introduced to and pitched in front of the ConnectClub investors in Brussels. Klaus Haasis, one of the club's members, decided to invest in the company directly after the investment forum.

For the additonal 25 companies having become factually investment ready in EIG see WP 4 below.

1.3.3 Work Package 4: Personalized Coaching to Researchers and Entrepreneurs

Silicon Stroll Bootcamp in Dublin for 50 participants of the EIG programme

Structure and Programme of the Bootcamp:

The "Silicon Stroll Bootcamp" was held over 2 days (4 & 5 November 2014). The event was attended by 50 companies, 34 investors and 7 support organisations to include Google, Microsoft, PayPal, IBM, Trinity College Dublin and the Web Summit.

The event included the following activities:

Tech Giant Tour: PayPal, Google, PayPal: Each "tech giant" shared their perspective on current trends and future insights across a multitude of technology sectors

Case studies: 3 successful companies shared their journey, providing information about international investment and the fundraising process

Panel Discussion no securing international investment, with speakers drawn from the investment community

Pitch Battles: 48 of the 50 companies were providing with pitching opportunities with a grand finale where the final 6 battled for position of best company.

Networking dinner and numerous other opportunities which were attended by companies, investors and support organisations.

Peer to peer/group workshops on the following topics: (1) Deal flow and exit strategies (2) Early stage financing mechanisms (3) Business Modelling

Day 1 TECH GIANT TOUR

8:30 - 9:30	Registration & Coffee at Google, Barrow Street, Dublin 2
9:30 - 9:45	Welcome Address
10:00 - 12:00	**Google:** Sharing perspectives on 'Future Insights, Trends and Innovations'. Keynote speaker Paddy Flynn, Director Product Quality Operations at Google
13:00 - 16:30	**IBM:** Internationalise Your Business: Tech Expo & 5x5: Future Trends in Mobile, Security, Social, Cloud, Analytics. Networking lunch, tech expo and case studies
17:00 - 18:30	**PayPal:** 'Modern Day Spice Routes - The Future Of Cross Border Trade.' Keynote speaker Anthony Rafferty, PayPal Manager of Sales Operations, followed by case study and networking
19:30 - 22.00	**Networking Dinner at The Gravity Bar, Guinness Storehouse, Dublin 8**

Figure 5 Silicon Stroll Bootcamp: Agenda Tech Giant Tour

Day 2 INVESTOR PITCH BATTLES & ENTREPRENEURIAL WORKSHOPS

8:00 - 8:30	Registration & Coffee at the Guinness Enterprise Centre		
8:45 - 9:00	Welcome Address & Introduction to Format		
	Parallel Pitching and Entrepreneurial Workshops		
9:00 - 11:00	**Pitch Battles 1:** Track 1 companies	**Pitch Battles 2:** Track 1 companies	**"Securing International Investment"** Panel discussion by international investment leaders together with presentation of a case study
11:00 - 11:30	Coffee and Networking		
11:30 - 13:30	**Pitch Battles 3:** Track 2 companies	**Pitch Battles 4:** Track 2 companies	**Entrepreneurial Workshop 1*:** Three topics led by international mentors: (1) Deal Flows & Exit Strategies (2) Early Stage Financing Mechanisms (3) Business Modelling
13:30 - 14:30	Networking Lunch		
14:30 - 16:30	**Pitch Battles 5:** Track 3 companies	**Pitch Battles 6:** Track 3 companies	**Entrepreneurial Workshop 2:** "A Platform for Success" Seminar hosted by Microsoft
16:30 - 16:45	Coffee and Networking		
16:45 - 17:45	**Final Pitch Battle**		
17:45 - 18:00	**Presentation to winning company and closing address**		

Tracks: The pitching tracks are categorised by stage of development, Track 1 being the earliest.

*** Entrepreneurial Workshop 1:** Each topic will run for 30 minutes x 3 to enable delegates attend all three workshops. Start times are: 11:30; 12:15 and 12:45.

Figure 6 Silicon Stroll Bootcamp: Agenda Pitch Battles and Workshops

Support Organisations:

Google: PR, Venue prep, case studies, keynote speakers, content of presentation
IBM: PR, Tech expo, case studies, keynote, presentation, logistics, venue prep.

PayPal: Case study, keynote, presentation content, logistics, venue prep
The Web Summit: Reduced price Tickets, pitching and exhibiting companies
Microsoft: Content of workshop, participation of judging panel members
Trinity College Dublin: Participation in judging panel members
Enterprise Ireland: Dissemination, judging panel members, keynote speaker

Figure 7 Partners of Silicon Stroll Bootcamp

Winner of the Bootcamp:

Seabery, an augmented training and performance management platform for the healthcare industry from Spain, beat 47 companies and 5 other finalists to secure the top position, to include Tenderscout, Medicodose, Courtsdesk, Ignidata and CheckVentory.

This is the link to the press release of Dublin BIC on the winning team.

Figure 8 Silicon Stroll Bootcamp: Winning Team Seabery

Significant results of Silicon Stroll Bootcamp:

1 Tech Giant Tour **5 venues** **7 Support organisations** **150 participants** **50 tech companies** **48 pitches** **4 case studies** **A tech expo**	**34 Investors** **7 Angel networks represented** **10 support organisations represented (ACE & EIG projects)** **Group workshops** **5 presentations by industry experts** **International investment panel** **18 judging panel members** **24 Requests for follow up from investors**

Table 5 Silicon Stroll Bootcamp: Final Results

Initial Investor Readiness Assessment and Investor Training

50 companies were selected throughout Work Package 3 via a standardised set of questions which were developed with input from all partners and according to the official selection criteria mentioned in work package 3. Companies were categorised according to level of investment readiness and technology sector, given a rating and then each participant was signposted to the most appropriate support (e-pitch, bootcamp, i-forum, online training etc.)

The 50 most promising companies were selected to attend the bootcamp. Each company was provided with investment preparation prior to the event, these supports include:

- Pitch brief – how to create an investor ready pitch deck, together with guidelines on delivering a successful pitch
- Pitch review and feedback by panel of 3 mentors. Each company presented live via online Adobe connect system where mentors provided feedback on the pitch.
- Access to entrepreneurial podcasts developed by Go Beyond
- Offline test pitches and investment mentoring by individual partners.

50 Companies selected for Bootcamp:

	Name of project/company	Country
1	ACE Health	Ireland
2	Allsquare	Luxembourg
3	Apptimate	Belgium
4	Ardictive	France
5	B Smark	Ireland
6	Bankhawk	Ireland
7	Boolino	Spain
8	bringX	Germany
9	Buddy Watcher (Free Linked)	Germany
10	CheckVentory	Ireland
11	Coindrum	Ireland
12	Courtsdesk	Ireland

13	Cross-Connected	Germany
14	digital worx	Germany
15	EES Envirotech	Ireland
16	Eiratech Robotics	Ireland
17	Evercam	Ireland
18	Fenestrapro	Ireland
19	Garanteasy	Italy
20	Green Communications	France
21	Hanakai Studios	France
22	Heystaks	Ireland
23	Huggity	Ireland
24	Ignidata	Portugal
25	Induction manager	Ireland
26	InMusic	Ireland
27	Innopinion	Finland
28	Inside Visions	Portugal
29	Lumafit/Zinc	Ireland
30	Match Rider	Germany
31	Medialize	Italy
32	Medicodose	France
33	Museotechniki	Greece
34	Newswhip	Ireland
35	Ondics	Germany
36	Postgol	Italy
37	Qymatix Solutions	Germany
38	Recipay	Luxemburg
39	Seabery Solutions	Spain
40	Sidetrip24	Germany
41	SignalGeneriX Ltd	Cyprus
42	Smarterkey Ltd	UK
43	Studio Powwow	Ireland
44	Sytorus	Ireland
45	Tenderscout	Ireland
46	Tribe Studios	Finland
47	True Pivot	Ireland
48	Virtual Drive	France
49	Vivocha	Italy
50	Xintec	Ireland

Table 6 Silicon Stroll BootcamP. Selected Companies

Support in the Framework of the Silicon Stroll Bootcamp:

Entrepreneurs received a range of investment preparation supports prior to the event, delivered through a combination of online and offline training. These included:

- Direct mentoring by consortium partners
- Test pitches via online mechanism to a panel of 3 investment preparation specialists
- Test pitches delivered face to face by Dublin BIC mentors to 16 companies
- Access to entrepreneurial webinars delivered by Go Beyond
- Access to entrepreneurial podcasts created by Go Beyond

Pitching briefs outlining the key components of an 8 and 5 minute pitch together with pitched advices.

Investment Readiness Training at the Silicon Stroll Bootcamp:

Case studies

- Soundwave
- Curam
- The Now Factory
- Currency Fair

Entrepreneurial presentations

- Enterprise Ireland
- Microsoft
- IBM
- PayPal

Group Workshops

- Business Modelling
- Financing Strategies for Early Stage startups
- Exit strategies and deal flow

Panel discussion: "Challenges of Securing international Investment"

Overview on Investment Readiness Sessions:

48 Pitches	**6 Pitch Battles**
3 Group Workshops	**Panel Discussion "Challenges of Securing International Investment"**
Networking Lunch	**Microsoft Workshop**

Feedback, Coaching & Mentoring:

- Feedback from individual pitch sessions was collected and provided to individual entrepreneurs to assist them with identifying weaknesses
- All 50 companies were followed up after the event with an offer to access investment preparation mentoring
- The EIG Coaching Mentoring Offer was prepared for all 50 companies by Dublin BIC.

EIG Mentoring Offer:

The EIG project offered mentoring which specifically focused on preparing companies to secure international investment. The services aimed to address challenges in developing a funding strategy and implementing it while running/growing a business. It was tailored to individual requirements and included group and one on one session. Earlier stage companies could access an in-depth, hands on engagement whereas more advanced companies were provided with higher level advice surrounding the existing investor relationship and bringing in foreign investors and new types of investors.

The Mentors:

- EIG project partner organisations made up of investment preparation specialists and active investors
- The project was also supported by a number of international Angel groups that are committed to assisting the participants through high level advices.

The Services:

1) **The services provided to early stage companies took a well-rounded approach, aiming to prepare them to access investment and manage the funding process.**

- Lead mentor from an EIG Partner organisation
- Assistance to develop an investor ready business plan
- Pitch preparation
- Deciding when is the right time to raise financing, the best suited types of financing and developing your financing strategy
- Advices on the investment process and relationships
- Online resources – Webinars and Podcasts

2) **The services provided to advanced companies focused primarily on financing strategies, managing the deal flow process and exit strategies.**

- Highly targeted mentoring addressing specific weaknesses (if any)
- Refining your financing strategy including contingency plan if financing is not reached as planned
- Advices surrounding the existing investor relationship and bringing in foreign investors and new types of investors.
- Managing your financing round while continuing to aggressively grow your company
- Company Valuation
- Identification of actual financing needs
- Exit Strategies

Throughout the engagement companies were provided with pitching opportunities via bi-monthly e-pitches, quarterly investment forums hosted throughout Europe and a Final pitching event due to take place in May 2015

In-depth Coaching and Mentoring Overview (40+ companies)

Company Support:

Throughout Work Package 4 participants of the EIG project received a wide range of supports, both online and offline. These included:

- Pitching Briefs
- Pitch Deck Review, test pitches & feedback
- Peer 2 Peer learning
- Online training
- Case Studies/presentation
- In-depth/1-2-1 Coaching

In total participants were provided with **285** pitching opportunities to international investors across the various European investment forums and pitching events.

Throughout the training, participants were encouraged to use this training to support their online profiles on the EuroQuity Platform.

In total **41 companies** received in-depth coaching and mentoring overviews, this was due to the tailoring of services to meet requirements, were many companies did not want/require in-depth services. The additional mentoring capacity was rolled out to a larger number of entrepreneurs through group mentoring, pitch preparation events, dry run clinics, online mentoring etc.

Out of the 41 companies 16 secrued investment in the course of the programme. The remaining 25 companies with detailed profiles on how they became invetsment ready through preparations in EIG can be found below.

Additional 25 Companies factually investment ready after EIG Bootcamp

In addition to the 16 companies having secured funding in the course of EIG, there have been 25 additional companies that have participated in the whole EIG investment readiness programme and can be considered as factually investment ready after the end of the project. The profiles of the company, they training they have participated in, investor feedback and their course of development can be found below. **The general criterium for the company being investment ready was that the company was selected for an investment forum or e-pitch and finally pitched in front of investors with a convincing pitch deck and financing strategy.**

CHECKVENTORY

"More Control, Less Risk"

Sector	Investment Sought	Country	Stage of Development
Service	**€550,000**	**Ireland**	**Seed**

Check Ventory is a risk management platform designed for banks that provide inventory financing on capital assets. We specialise in the automotive sector. Our platform enables lenders to vastly reduce the risk of lending by significantly increasing the number of audits on the funded

inventory but at no additional cost. We achieve this by enabling bank customers to conduct the audits themselves through our secure platform. It is a WIN WIN solution for the industry as through increased controls and visibility bank customers can access more credit. The field auditing sector within the automotive industry is worth over €200m pa in Europe alone.
www.checkventory.com

INVESTOR FEEDBACK: BOOTCAMP

Value Proposition	Sales/ Marketing	Competitive Landscape	Team Capability	Financials	Quality of Pitch
3.9	3.8	4	4.2	3.4	3.8

WEAKNESS (Mentor/Investors)

Insufficient Vertical Analysis
Business Model Requires refinement
Market positioning is weak
Sales channels need more detail

EIG INPUTS

Check Ventory engaged with the EIG programme in April 2014 where they began their in-depth mentoring. The following investment preparation supports were provided throughout the course of the programme

Investment Preparation

Pitch preparation – brief and dry run clinic
Entrepreneurial Podcasts – early stage financing mechanisms
E-pitch preparation and Pitch – January 29th 2015
ICT Financing Overview

1-2-1:
Investment strategy review session with 3 mentors
Analysis of verticals leading to the Re-positioning as a risk management platform
Revision of financials, providing clarity and realistic company evaluation
Adjustment of sales channels

EIG OUTPUTS

Re-positioning as a risk management platform
Pitching opportunity at the Silicon Stroll Bootcamp (November 2014) and the Heidelberg Innovation Forum (May 2015)
Secured investor interest at the Silicon Stroll Bootcamp
Tech Giant tour: Google, PayPal & IBM – "Future Insights, Trends and Innovations"

TESTIMONIAL

Testimonial "I have been fortunate enough to have participated through the entire EIG cycle from early stage idea to revenue generating, investor ready business. I first started engaging with Dublin BIC in February 2014 when I was still getting to grips with some of the fundamentals of my business, my customer value proposition, business planning and fundraising strategies were all at a nacent stage. Participating in the EIG Project through Dublin BIC really helped me to get a handle on these areas. One-to-one coaching sessions and group presentations enabled me to

became far more aware and confident about what aspects of our product and services resonated with our target customers.

This preparation was intensified during the Silicon Stroll bootcamp where we not only benefited from the insights and experience given but also grew our network of contacts. We also participated in Heidelberg Innovation Forum which enabled us to showcase and network with a whole new audience.
I would highly recommend the EIG Pathway to any aspiring entrepreneur. I have certainly learned a great deal from the programme and continue to benefit from the relationships created as a result of it."
Adrian Walsh, CEO, Check Ventory

"Design once use twice!"

Sector	Investment Sought	Country	Stage of Development
Services	**€650,000**	**Ireland**	**Seed**

True Pivot The time it takes to find a specific element design from one building to reuse in another building is prohibitive. So instead of searching for a previously done design, the engineer just redesigns the element completely. Up until now there has been simply no technology that quickly and automatically searches engineering design databases. **Truepivot's** software automatically uploads a company's design data to their secure storage space on the TruePivot cloud. We then parse all of their files and individually fingerprint them, making them searchable. As an engineer begins to model, our software analyses the model in real-time and automatically alerts the engineer to previous designs that match the model, cutting down the design time.
www.truepivot.com

INVESTOR FEEDBACK: BOOTCAMP

Value Proposition	Sales/ Marketing	Competitive Landscape	Team Capability	Financials	Quality of Pitch
3.7	2.8	3.4	3.4	3.4	3.8

WEAKNESS (Mentor/Investors)

Sales channels need exploration
Pricing model
Route to market requires definition

EIG INPUTS

True Pivot engaged with the EIG programme in May 2014 where they began their in-depth mentoring. The following investment preparation supports were provided throughout the course of the programme

Investment Preparation

Pitch preparation – brief and dry run clinic
Entrepreneurial Podcasts – Deal flows and exit mechanisms, early stage financing

1-2-1:
Analysis of sales channels
Development of pricing structure model
Development of route to market and commercialisation methods
Financial Planning and value proposition

EIG OUTPUTS

In the process of closing investment
Investor ready business plan
Investor ready pitch deck
Pitching opportunity at the Silicon Stroll Bootcamp (November 2014) and the Heidelberg Innovation Forum (May 2015)
Tech Giant tour: Google, PayPal & IBM – "Future Insights, Trends and Innovations"

TESTIMONIAL

Testimonial "We found the EIG project to be extremely beneficial, particularly in relation to preparing our business plan and working on our pitch. The strategic review we did with Michael Culligan was particularly informative. Michael's questioning during the mock-pitch and his feedback afterwards highlighted areas we needed to improve for future reference in particular Michael's feedback forced us to focus more on our market size/opportunity. Likewise the preparation for the Silicon Stroll Bootcamp was very helpful. The opportunity to pitch to a room full of potential investors during the Silicon Stroll was also hugely beneficial as was their feedback.

The follow on in terms of investment preparation meetings with Conor Carmody was also very useful and helped us with our financial planning and value proposition. We're currently in the process of securing investment from a private individual investor and the EIG project was certainly a help in preparing for that." **Richard Doody, CTO, TruePivot**

Recipay.com
COOK, POST, GET PAID

"Cook, Post, Get Paid"

Sector	Investment Sought	Country	Stage of Development
Internet Content	**€2m**	**Luxemburg**	**Seed**

Recipay.com is the first culinary platform that pays consumers for sharing their recipes and pictures with brands, hence making Recipay.com a unique tool for creating user generated content within a legal framework. The concept enhances the relationship between brands and its consumers by creating a win-win situation for both. Consumers get paid and brands get quality recipes and pictures that can increase their sales and brand awareness. **www.recipay.com**

INVESTOT FEEDBACK:BOOTCAMP

Value Proposition	Sales/ Marketing	Competitive Landscape	Team Capability	Financials	Quality of Pitch
4.2	3.8	4	3.6	3	3.4

WEAKNESS (Mentor/Investors)

Market opportunity not validated
Lack of understanding of client data
No solid corporate strategy
Unclear revenue model

EIG INPUTS

Recipay engaged with the EIG programme in July 2014 where they began their in-depth mentoring. The following investment preparation supports were provided throughout the course of the programme

Investment Preparation

Pitch preparation – brief and dry run clinic

1-2-1:

Clarifying the USP of content marketing
Reinforcing the value proposition and clarifying the market opportunity
First steps towards developing a growth strategy and defining milestones

EIG OUTPUTS

Investor ready pitch deck
Investment offer
Pitching opportunity at the Dublin Bootcamp pitch as well as e-pitch

"Young, Fun, Digital"

Sector	Investment Sought	Country	Stage of Development
Creative	**€700,000**	**Ireland**	**Seed**

Studio PowWow was founded on the principle that young audiences' viewing habits and behaviours have changed, as the internet, mobile and tablet devices become an ever increasing part of the way people consume entertainment. POWWOW creates and delivers entertainment that is sensitive to these changing behaviours, by helping entertainment brands to adapt, stay relevant and engage with their audiences on multiple media platforms, bringing their experience of award-winning TV-quality animation, design and storytelling to interactive content and games.
www.studiopowwow.com

INVESTOR FEEDBACK: BOOTCAMP

Value Proposition	Sales/ Marketing	Competitive Landscape	Team Capability	Financials	Quality of Pitch
4	4.4	3.8	4.2	2.8	4

WEAKNESS (Mentor/Investors)

Business model and pricing structure

Route to market requires definition

EIG INPUTS

Studio Powwow engaged with the EIG programme in May 2014 where they began their in-depth mentoring. The following investment preparation supports were provided throughout the course of the programme

Investment Preparation

Pitch preparation – brief and dry run clinic
Entrepreneurial Podcasts – Deal flows and exit mechanisms, early stage financing

1-2-1:
Investment strategy panel review
Analysis of sales channels
Development of pricing structure model
Development of route to market and commercialisation methods
Financial Planning and value proposition

EIG OUTPUTS

Investor ready business plan
Investor ready pitch deck
Access to international Investors
Pitch at i-Forum, Brussels, April 2014
Pitching opportunity at the Silicon Stroll Bootcamp (November 2014) and at NEM Brussels (September 2014)
Tech Giant tour: Google, PayPal & IBM – "Future Insights, Trends and Innovations"

TESTIMONIAL

Testimonial "I found the EIG project to be enormously beneficial for my company as we set out to raise our first round of finance. It helped us to get to the point and frame our investment plan in the right way for the right investors. Through events such as the Silicon Stroll; It also gave us the opportunity to network with investors across the whole of Europe, which greatly increased our chances of success, by widening the net across a larger number of territories. The guidance from Dublin BIC in particular was key to developing the most effective business plan and understanding the needs of our investors." **Richard Glynn, CEO, Studio PowWow**

TENDER SCOUT

"Increasing win-rates for sales teams"

Sector	Investment Sought	Country	Stage of Development
Services	**€750,000**	**Ireland**	**Seed**

TenderScout SaaS stops sales teams from writing losing proposals and increases win rates for public sector contracts. TenderScout applies competitive intelligence to predict the outcome of procurement competitions for individual companies. Our clients experience an average 11%

return to the bottom line through better sales force utilisation and increased sales.
www.tenderscout.com

INVESTOR FEEDBACK: BOOTCAMP					
Value Proposition	Sales/ Marketing	Competitive Landscape	Team Capability	Financials	Quality of Pitch
3.8	3.7	3.6	3.7	3.7	3.8

WEAKNESS (Mentor/Investors)

Funding strategy needs definition
Route to market, sales and financials

EIG INPUTS

Tenderscout engaged with the EIG programme in February 2014 where they began their in-depth mentoring. The following investment preparation supports were provided throughout the course of the programme

Investment Preparation

Pitch preparation – brief and dry run clinic
Entrepreneurial Podcasts – Deal flows and exit mechanisms
ICT Financing Overview

1-2-1:
Investment strategy panel review
Analysis of sales channels
Financial Planning

EIG OUTPUTS

Investor ready business plan
Investor ready pitch deck
Access to international investors
Increased investor readiness
Pitching opportunity at the Silicon Stroll Bootcamp (November 2014) and GEC Milan (2015)
Tech Giant tour: Google, PayPal & IBM – "Future Insights, Trends and Innovations"

TESTIMONIAL

Testimonial "DBIC were first recommended to me by Enterprise Ireland to help with the investor readiness of my business plan for TenderScout. Over the course of an 18 month engagement, I met with several mentors, who each provided different perspectives on both our business opportunity and how it might best be positioned to resonate with investors. The EIG programme afforded me several pitching opportunities (Silicon Stroll in Dublin and the EIG Summit in Milan) where investor readiness could be tested. The programme has enabled us to pivot our business model to a point where we are much more credible in our discussions with investors. We expect to successfully conclude our investment discussions in Q3 with investors at a valuation that is much better than it might have been had we not received such great support over the course of the programme." **Tony Corrigan, CEO, Tenderscout**

"Eliminating the Burden of Regulation"

Sector	Investment Sought	Country	Stage of Development
Services	**€500k**	**Ireland**	**Seed**

Evolution Environmental Service provides outsourced environmental regulation services to public sector clients such as Local Authorities, the Environmental Protection Agency, Irish Water, the Irish Prison Service, the Commission for Energy Regulation and the Department of Communications, Energy & Natural Resources. The current regulation process operated by regulatory authorities is resource intensive, paper-intensive and extremely time-consuming. The EES Envirotech application is essentially 'revenue-online for environmental regulation', allowing food service establishments to manage and self-certify compliance with Food Safety, Water, Waste and Health & Safety regulations. **www.evolutionenvironmental.ie**

INVESTOR FEEDBACK: BOOTCAMP

Value Proposition	Sales/ Marketing	Competitive Landscape	Team Capability	Financials	Quality of Pitch
3.3	3.2	3.3	3.1	3.1	3.3

WEAKNESS (Mentor/Investors)

Value proposition need to be refined
"Deep Dive" competitor analysis required
Commercial experience in team

EIG INPUTS

EES engaged with the EIG programme in June 2014 where they began their in-depth mentoring. The following investment preparation supports were provided throughout the course of the programme

Investment Preparation

Pitch preparation – brief and dry run clinic
Entrepreneurial Podcasts – Deal flows and exit mechanisms
ICT Financing Overview

1-2-1:
Investment strategy panel review
Value proposition development
Commercialisation analysis
Financial assessment

EIG OUTPUTS

Investor ready business plan
Investor ready pitch deck
Access to international investors

Pitching opportunity at the Silicon Stroll Bootcamp (November 2014)
Tech Giant tour: Google, PayPal & IBM – "Future Insights, Trends and Innovations"

TESTIMONIAL

Testimonial "Thank you and your colleagues in Dublin Business Innovation Centre for all of your support through the EIG project. The support provided has had a significant impact on the investor-readiness of my company, in particular I found the pitch preparation for the Silicon Stroll event and financing webinars delivered by Go Beyond to be useful. The one-to-one review sessions have been most valuable for the company and helped me to refine my growth strategy and prepare for the investor engagement process. My company and its value proposition has developed and evolved significantly over the past 6 months and having DBIC (and particularly Heidi) available to support and provide guidance through this process has been invaluable and is greatly appreciated." **Michael O'Dwyer, CEO, EES**

VIRTUALDIVE

"Immersive new technologies"

Sector	Investment Sought	Country	Stage of Development
Mobilisation	**€1,500,000**	**France**	**Early**

VirtualDive aims to link, in real-time, global communities of divers to information on Ocean depths through the web, thus changing dramatically discovery, exploration and eventually durable exploitation of undersea resources, mankind's last frontier. To accomplish this breakthrough challenge, it mobilises the most innovative technologies - virtual and augmented realities, cloud computing, mobility, participative edition, video streaming and robotics. The company has produced a proof of concept and is ready to enter the global market through a multisided web platform.
www.virtualdive.com

INVESTOR FEEDBACK: BOOTCAMP

Value Proposition	Sales/ Marketing	Competitive Landscape	Team Capability	Financials	Quality of Pitch
2.2	2.1	3	3	2.7	2.6

WEAKNESS (Mentor/Investors)

Challenges:
One challenge is that it uses its own hardware and cannot run in other devices.
Second challenge: it is not difficult to identify target clients in its sector, but those clients are not easy to sell to
Third challenge: ultimate potential of mapping the ocean will require quite a lot of time and funding

EIG INPUTS

Virtual Dive engaged with the EIG programme in June 2014 where they began their in-depth mentoring. The following investment preparation supports were provided throughout the course of the programme

Investment Preparation

Invited to present at Paris GBI Investment Events, on January 12th. Pitch preparation, rehearsal and feedback
Entrepreneurial podcasts on managing follow-on rounds

1-2-1:
February 13th meeting: introduction and definition of coaching sessions according to entrepreneur' needs
April 15th Business model 1: helping to structure his offer, separate and complementing services and products with distinct value propositions and target clients. Economic model, go to market strategy and timing
June 29th Business model 2: reality check and financial strategy

EIG OUTPUTS

Exit Strategy
Pitching Opportunity through Go Beyond Investment Forum
Investor ready pitch deck
Pitching opportunity at the Silicon Stroll Bootcamp (November 2014)
E-pitch opportunity

TESTIMONIAL

Testimonial "Overall the sessions were very positive and constructive. They help me to narrow down the scope of the project and tune up our pitch in order to get more focused on potential investors requirements.
The main feedback allowed to validate the potential of our solutions and identity key points that needed to be clarified or improved such as Business Model(s), targeted markets, "glocal" roadmap, razor model and corporate exit strategy." **Alain DINIS, Director, Virtual Dive**

SYTORUS
DATA PROTECTION SPECIALISTS

"Turning Compliance into Business Advantage"

Sector	Investment Sought	Country	Stage of Development
Security	**€700k**	**Ireland**	**Seed**

Sytorus was founded by a team of seasoned data protection(DP) & IT professionals who have come together to build and deploy a suite of products aimed at addressing the challenges posed by the impending escalation of regulatory obligations in this field. From this round of funding we project net income in excess of €1.5 million by 2017 rising to over €18 million by 2019.
www.sytorus.com

INVESTOR FEEDBACK: BOOTCAMP

Value Proposition	Sales/ Marketing	Competitive Landscape	Team Capability	Financials	Quality of Pitch
3.5	3.3	3.5	3.7	3.2	3.2

WEAKNESS (Mentor/Investors)

Value proposition lacks clarity
Profit and loss requires further analysis

Pitch improvement

EIG INPUTS

Sytorus engaged with the EIG programme in June 2014 where they began their in-depth mentoring. The following investment preparation supports were provided throughout the course of the programme

Investment Preparation

Pitch preparation – brief and dry run clinic
Entrepreneurial Podcasts – Deal flows and exit mechanisms

1-2-1:
Investment strategy panel review
Value proposition development
Financial re-assessment

EIG OUTPUTS

Investor ready business plan
Investor ready pitch deck
Access to international investors
Pitching opportunity at the Silicon Stroll Bootcamp (November 2014)
Tech Giant tour: Google, PayPal & IBM – "Future Insights, Trends and Innovations"

bizbaze

"A Global marketplace for local business"

Sector	Investment Sought	Country	Stage of Development
Socialisation/ Services	**€500k**	**Ireland**	**Seed**

Bizbaze provides entrepreneurs and SMEs the easiest way to connect, communicate and transact online with a full featured store on a single platform. It is also the first global online commerce platform to cater for the service industry. bizbaze has signed an exclusive agreement with European entrepreneurship organisation, JEUNE, and other SME organisations from around the world and aims to create the largest yellow page database of entrepreneurs and SMEs.
www.bizbaze.com

INVESTOR FEEDBACK: BOOTCAMP

Value Proposition	Sales/ Marketing	Competitive Landscape	Team Capability	Financials	Quality of Pitch
3.2	3.4	2.2	3.2	3.2	2.6

WEAKNESS (Mentor/Investors)

Deep dive competitor analysis required to ensure sustained competitive advantage and points of differentiation
Pitching skills need to be honed, clarity communicating the value proposition

EIG INPUTS

Bizbase engaged with the EIG programme in August 2014 where they began their in-depth mentoring. The following investment preparation supports were provided throughout the course of the programme

Investment Preparation

Pitch preparation – brief and dry run clinic
Entrepreneurial Podcasts – Deal flows and exit mechanisms

1-2-1:
Assessment of competitors in this space and development of stronger positioning

EIG OUTPUTS

IBM became advisors on company board
Investor ready business plan
Investor ready pitch deck
Access to international investors
Pitching opportunity at the Silicon Stroll Bootcamp (November 2014) and GEC Milan 2015
Tech Giant tour: Google, PayPal & IBM – "Future Insights, Trends and Innovations"

TESTIMONIAL

Testimonial **"**Dublin BIC" helped us, bizbaze, with necessary networks and connections in Ireland. In addition to providing us with a consultant to help in Investor relations, Dublin BIC also followed up helping us position our platform better.

Bizbaze is currently incubated by IBM and it was made possible through the introduction from Dublin BIC. We are excited to be continuously mentored by Dublin BIC to achieve or start-up business goals." **Archie Ravishankar, CEO, Bizbaze**

ACE HEALTH
Achieving Clinical Excellence

"Patient Engagement through Feedback Informed Treatment"

Sector	Investment Sought	Country	Stage of Development
Healthcare	**€700k**	**Ireland**	**Early**

ACE Health software platform is designed for agencies providing services relating to behavioural health issues in outpatient and social care settings such as mental health, depression and substance abuse. It is also designed for integrated physical and mental health care models such as obesity, heart and respiratory disease as well as diabetes. Our approach is shown to have a 47% decrease in drop-out rates, 25% decrease in no shows and 10-35% decrease in overall treatment costs. Since launching in 2014 ACE Health now has customers in Denmark, Norway, Netherlands, North America and Australia. **www.acehealth.com**

INVESTOR FEEDBACK: BOOTCAMP					
Value Proposition	Sales/ Marketing	Competitive Landscape	Team Capability	Financials	Quality of Pitch
3.5	2.6	2.2	3.2	3.1	3.5

WEAKNESS (Mentor/Investors)

Competitor analysis is underdeveloped
Sales channels need development

EIG INPUTS

ACE Health engaged with the EIG programme in June 2014 where they began their in-depth mentoring. The following investment preparation supports were provided throughout the course of the programme

Investment Preparation

Pitch preparation – brief and dry run clinic
Entrepreneurial Podcasts – Deal flows and exit mechanisms

1-2-1:
Assessment of competitors in this space and development of stronger positioning
Exploration of sales channels and pricing structures
Deep dive competitor analysis

EIG OUTPUTS

Investor ready business plan
Investor ready pitch deck
Access to international investors
Pitching opportunity at the Silicon Stroll Bootcamp (November 2014)
Tech Giant tour: Google, PayPal & IBM – "Future Insights, Trends and Innovations"

TESTIMONIAL

Testimonial "Since our work with the Dublin BIC as part of the EIG programme we have grown our business in Scandinavia, Holland and Portugal and positioned ourselves for continued expansion in the European healthcare IT market. The assistance given through one-2-one business advice, online webinars and events like the Silicon Stroll held in Dublin helped us connect with investors and make key investment decisions to help grow ACE Health." **Enda Madden, CEO, Ace Health**

"Optimizing metropolitan logistics"

Sector	Investment Sought	Country	Stage of Development
Mobility	**€250,000**	**Germany**	**Seed**

BRINGX

The last mile is the unsolved part of the logistic chain, causing the waste of resources and money. With regard to the current trends in CO2 and city toll legislation there is especially within lager

urban areas the need for substantial optimization. BRINGX revolutionizes last mile logistics in metropolitan areas in a disruptive way by shared resources and big data algorithms to achieve a new level of punctuality. Based on the principle of an automated order auction platform the most economic and least traffic causing carrier receives the order within seconds. **www.bringx.de**

INVESTOR FEEDBACK: BOOTCAMP

Value Proposition	Sales/ Marketing	Competitive Landscape	Team Capability	Financials	Quality of Pitch
2.7	2.3	3.3	2.4	2.1	2.5

WEAKNESS (Mentor/Investors)

Expansion strategy for other cities needs to be defined
Further marketing channels need to be explored
Partners needed for national delivery

EIG INPUTS

BRINGX engaged with the EIG programme in mid-2014 where they began their in-depth mentoring. The following investment preparation supports were provided throughout the course of the programme

Investment Preparation

Pitch preparation – brief and dry run clinic
Entrepreneurial Podcasts – Deal flows and exit mechanisms, early stage financing
Webinar on financing for ICT entrepreneurs
Onsite training at the Heidelberg Innovation Forum 2015 on legal questions and IPR, financing strategies and Business modelling
In-depth mentoring provided by bwcon coaching group

1-2-1:
Analysis of business model and pricing
Expansion strategy for other regions developed
Partners and logistics network
Refinement of financing strategy and definition of investment needed

EIG OUTPUTS

BRINGX has started a first financing round in the course of the EIG mentoring
Investor ready business plan
Investor ready pitch deck
Pitching opportunity at the Silicon Stroll Bootcamp (November 2014) and at the Heidelberg Innovation Forum (May 2015)
Tech Giant tour: Google, PayPal & IBM – "Future Insights, Trends and Innovations"

TESTIMONIAL

Testimonial "I profited especially from the onsite training and mentoring which EIG provided in the framework of the Heidelberg Innovation Forum. I got the chance to speak to experts and coaches from different fields and could ask my personal questions. I really liked that!" **Dr. Matthias Brunner, CEO BRINGX**

"3D open-world voxel-based RP"

Sector	Investment Sought	Country	Stage of Development
Games	**€250,000**	**France**	**Early stage**

Cubical Drift

We are professionals (engineers) of software and/or game development based in France.
After 9 years of experience and months of thinking; we decided to embark in a new adventure last year: Cubical Drift. As we are players ourselves, we have the ambition to propose great "indie" games and we will start with Planets³. **www.stella-overload.com**

WEAKNESS (Mentor/Investors)

Confusion of content layers
Lack of knowledge about market potential and market share
Revenue model unclear
Price point not enough developed
Not complete financing plan

EIG INPUTS

Cubical Drift engaged with the EIG programme in May 2015 where they began their in-depth mentoring. The following investment preparation supports were provided throughout the course of the programme

Investment Preparation

Pitch preparation – brief and dry run clinic

1-2-1:
Clarifying the cross-platform content offer
Quantify market size and market share
Aligning the marketing strategy to the revenue model
Identifying investment offer

EIG OUTPUTS

Investor ready pitch deck
Investment offer
Pitching opportunity at the EIG Investment Pitch for Games during the international Games Week (22 April 2015)

"Everyday ride-sharing"

Sector	Investment Sought	Country	Stage of Development
Mobility	**€500.000**	**Germany**	**Advanced**

Match Rider

Match Rider is a ride-sharing platform designed for everyday and spontaneous rides (up to 100 km). Based on so-called Match Points, which work just like bus stops, the service makes the pick up process very simple and transparent. Match Rider successfully launched a beta in 2014 and is now expanding into further regions.
Match Rider's vision is the establishment of carpools for daily commutes and spontaneous rides into our everyday mobility. Match Rider creates a mobility network based on private rides with dynamic meeting locations. We form an innovative door-to-door solution for mobility by linking ride-sharing to public transportation and modern modes of transit such as bicycle and car-sharing. Together, we can then develop and promote a new and environmentally conscious form of mobility!
www.matchrider.de

INVESTOR FEEDBACK: BOOTCAMP

Value Proposition	Sales/ Marketing	Competitive Landscape	Team Capability	Financials	Quality of Pitch
3.6	3.5	3.8	3.5	3	4

WEAKNESS (Mentor/Investors)

Expansion strategy for other countries needs to be defined
International sales channels need to be explored, partners in other countries need to be secured

EIG INPUTS

Match Rider engaged with the EIG programme in early 2014 where they began their in-depth mentoring. The following investment preparation supports were provided throughout the course of the programme

Investment Preparation

Pitch preparation – dry run clinic
Entrepreneurial Podcasts – Deal flows and exit mechanisms, early stage financing
Webinar on financing for ICT entrepreneurs
In-depth mentoring provided by bwcon coaching group

1-2-1:
Go to market and B2B strategy
Analysis of business model and pricing
Expansion strategy for other regions and countries
Refinement of financing strategy and definition of investment needed

EIG OUTPUTS

In the framework of EIG the team has become part of the Axel Springer Plug and Play Accelerator which will also invest in the company as a co-investor

Development of equity financing strategy
Investor ready pitch deck
Pitching opportunity at the Silicon Stroll Bootcamp (November 2014), e-pitch and at the Hot Deals Event in Paris (June 2015)
Tech Giant tour: Google, PayPal & IBM – "Future Insights, Trends and Innovations"

TESTIMONIAL

Testimonial "We particularly appreciated the new 'hot deals' event of the European Investor Gate project which gave us the opportunity to pitch our idea to European investors together with our co-investor, the Axel Springer Accelerator. The innovative format of having start-ups and their investors pitch together helps to work towards concrete deals and to foster contacts and build trust between investors." **Katina Schneider, Business Development and Marketing, Match Rider**

3D-REVOPRINT

"The 3D-printing platform"

Sector	Investment Sought	Country	Stage of Development
3D printing	**Not disclosed**	**Germany**	**Seed**

3D-Revoprint

Owners of 3D-printers will profit from the accessible network through an increase of 3D print-job requests, a balanced workload and an optimized flow rate. End-users will benefit from time and cost savings and can furthermore request their 3D print-outs on the go and nearby. Technically speaking, the challenge is to synchronize and build up interfaces for the variety of 3D-printer models and their unique functionalities. **www.3d-revoprint.com**

WEAKNESS (Mentor/Investors)

Refinement of target clients may become necessary, both B2C and B2B is addressed
Pricing model not entirely clear, may need adjustment

EIG INPUTS

3D-Revoprint engaged with the EIG programme in late 2014 where they began their in-depth mentoring. The following investment preparation supports were provided throughout the course of the programme

Investment Preparation

Pitch preparation – development of pitch deck
Development of business model
Entrepreneurial Podcasts – Deal flows and exit mechanisms, early stage financing
Webinar on financing for ICT entrepreneurs
Onsite training at the Heidelberg Innovation Forum 2015 on legal questions, European markets, financing strategies and Business modelling
In-depth mentoring provided by bwcon coaching group

1-2-1:
Analysis of business model and pricing strategy
Refinement of business plan
Go to market strategy
Refinement of financing strategy and coaching on funding and private investment

EIG OUTPUTS

Refinement of business plan and financing strategy
Investor ready pitch deck
Pitching opportunity at the Heidelberg Innovation Forum (May 2015)
The start-up will continue to develop its idea in the framework of the FIWARE accelerator programme of the European Union

TESTIMONIAL

Testimonial "Especially the EIG coaching day at the Heidelberg Innovation Forum 2015 was really nice. There were coaches from all across Europe. At the pitching event, we have also found some new business partners with whom we can now continue to work on our strategy." **Artur Oswald, CEO, 3D-Revoprint**

Virtual Showcase

"Next generation display window"

Sector	Investment Sought	Country	Stage of Development
E-commerce	**€500.000**	**Germany**	**Seed**

Virtual Showcase

E-Commerce is gaining customers' attention in comparison to retail stores in the urban space. The users' interest in retail stores is currently decreasing. Nowadays there's a limited connection between retail stores and e-commerce.
The solution of Virtual Showcase is an innovative and interactive display window to bring back users' attention to retail stores in the urban space by using implicit and explicit interactions (via 3D gestures) in front of display windows. Age, gender and position estimates are used to customize the outfit suggestions, which can be collected and bought 24/7 via external device.
www.virtualshowcase.de

WEAKNESS (Mentor/Investors)

Competition is high, needed to be analysed further
Refinement of customer acquisition strategy
Pricing model not entirely clear, needed adjustment

EIG INPUTS

Virtual Showcase engaged with the EIG programme in late 2014 where they began their in-depth mentoring. They were part of an intensive training workshop in Esslingen in early 2015 organised by the EIG project. The following investment preparation supports were provided throughout the course of the programme

Investment Preparation

Pitch preparation – development of pitch deck
Development of business model
Development of financing strategy
Entrepreneurial Podcasts – Deal flows and exit mechanisms, early stage financing
Webinar on financing for ICT entrepreneurs
Intensive training workshop in Esslingen in March 2015 by EIG
Onsite training at the Heidelberg Innovation Forum 2015 on legal questions, European markets, financing strategies and Business modelling
In-depth mentoring provided by bwcon coaching group

1-2-1:
Analysis of business model and pricing strategy
Development of business plan
Go to market strategy
Development of financing strategy
Marketing
Technical development

EIG OUTPUTS

Business plan and financing strategy investor ready
Development of pitch deck finalised, pitch deck investor ready
Pitching opportunity at the Heidelberg Innovation Forum (May 2015)

TESTIMONIAL

Testimonial "For our team, the intensive EIG training workshops both in Esslingen and at the Heidelberg Innovation Forum were very beneficial. The various experts provided in-depth advice on how to find first pilot customers and also helped us to get ready for our first pitch in front of investors. In addition, the coaches shared their knowledge on methods such as effectuation, lean startup and business modelling which was valuable for the refinement of our business plan."
Luigi Bucchino and Philip Leddin, founders Virtual Showcase

JUSTTEMPTATION

"A unique opportunity to invest in the original music of 5-10 high-potential European movies with risk mitigation"

Sector	Investment Sought	Country	Stage of Development
Arts & Entertainment	**€200,000**	**United Kingdom/ Germany**	**Early**

Just Temptation

Just Temptation is a fast-growing pan-European screen music financing company based in Berlin. It provides independent European film producers with original music funding, comprehensive support and a full range of services. Founded in May 2012, it has already financed original music of 30 high profile European films and provided services to many others. In addition to its unique financing offer, JT provides independent film producers with music services to carry out high-quality film scores. In fact, the company represents a roster of renowned indie music artists (Yann Tiersen, Gabriel Yared, Amon Tobin, Nouvelle Vague) as well as supplies music supervision, music consulting, synchronization for pre-recorded tracks (Ninja Tune, !K7), music rights

clearance, and soundtrack-album production / distribution / promotion. **www.just-temptation.com**

WEAKNESS (Mentor/Investors)

Red lights:
Loss of control mechanism in the management and negotiations
Financial basic proposal is not as attractive as an equity deal for a business angel
Time horizon is pre-defined

EIG INPUTS

Investment Preparation

Invited to present at GBI Investment Events, in Paris on January 12th, in Morges on January 13th in the Virtual Event on January 14th: Pitch preparation, rehearsal and feedback
Participation in webinars
Entrepreneurial podcasts

1-2-1:
Due diligence with GB investors
Clarification of USP with Media Deals before Investment Forum

EIG OUTPUTS

Refined iteration of business plan with tighter business model and more realistic milestones
Investor ready pitch deck
Pitch opportunity at NEM Investment Forum Brussels (September 2014)

"The first European Fantasy Football Game"

Sector	Investment Sought	Country	Stage of Development
Arts & Entertainment	**€1,500,000**	**Malta**	**Early**

Oulala Games develops and commercializes an online social game around European football, called Fantasy Football. **Purpose**: to create and manage one's virtual football team. How to play: members become virtual managers by selecting real players and creating their own virtual teams, with which they can then compete against other "managers". The score of a virtual team is calculated by transforming into points, through a sophisticated statistical tool, real live actions from real football players during their real professional football matches. How to win: the goal is to create the best performing team and therefore to accumulate the most points. **www.oulala.com**

WEAKNESS (Mentor/Investors)

Red lights:
Only live since January; new model
Right now everything is free – not clear how the site will do when monetized
The field is moving very fast so the company has to keep pace and we would have to move

quickly
They need more structure at the top level – no board

EIG INPUTS

Investment Preparation

Invited to present at the Virtual GBI Investment Events on March 11th: Pitch preparation, rehearsal and feedback

1-2-1:

Due diligence meeting with GBI Investors
In-depth mentoring before e-pitch on USP and marketing strategy

EIG OUTPUTS

Investor ready pitch deck
Refined presentation
Pitching Opportunity at EIG e-pitch in 2015

courtsdesk

"Every Case. Every Court. Reported"

Sector	Investment Sought	Country	Stage of Development
Services	**€750k**	**Ireland**	**Seed**

Courtdesk is a legal data service, providing live access to reports and records from the justice system. Unlike any state agency or legal data supplier, Courtsdesk archives the details of all court cases taking place in public in a given jurisdiction, recording all entities and data points and cross-referencing their relationships, from plaintiffs, defendants and witnesses to solicitors, barristers, judges, and every law on which they adjudicate. Until now 98% of court cases in Britain and Ireland have been unavailable to researchers. Courtsdesk is a cutting-edge tool for business intelligence research, due diligence, legal services and academia. Jurisdictions targeted for medium-long term expansion include the EU, Australia, Brazil, Argentina and India.
www.courtsdesk.com

Value Proposition	Sales/ Marketing	Competitive Landscape	Team Capability	Financials	Quality of Pitch
3	2.4	3.4	3	2.2	3.0

WEAKNESS (Mentor/Investors)

Tighter start to pitch/presentation skills
Get the value proposition across in a nutshell

EIG INPUTS

Courtsdesk engaged with the EIG programme in February 2014 where they began their in-depth mentoring. The following investment preparation supports were provided throughout the course of the programme

Investment Preparation

Pitch preparation – brief and dry run clinic
Entrepreneurial Podcasts – Deal flows and exit mechanisms

1-2-1:
Investment strategy panel review with 3 mentors
Value proposition development
Commercialisation analysis
Financial assessment

EIG OUTPUTS

Investor ready business plan
Investor ready pitch deck
Introduction to investor via Dublin BIC AND after the Silicon Stroll Bootcamp.
E-pitch session
Access to international investors
Pitching opportunity at the Silicon Stroll Bootcamp (November 2014)
Tech Giant tour: Google, PayPal & IBM – "Future Insights, Trends and Innovations"

bankhawk analytics

"Brining Transparency to Banking"

Sector	Investment Sought	Country	Stage of Development
Fintech	**€1.5**	**Ireland**	**Early**

Bankhawk Analytics provides organisations with compelling insights using their banking data which they use to be more competitive and profitable. Bankhawk's clients include KPMG, PwC, EY, Allianz, AIG, Aer Lingus and AXA. With our analytics technology, Bankhawk365, companies can measure and benchmark every aspect of their banking allowing them to unlock cash trapped in the banking system, uncover hidden banking costs and have greater control of their cash. Bankhawk Analytics achieved global recognition in June 2014 after winning SAP's 'most transformative' award at SAPPHIRE NOW in Orlando. Bankhawk Analytics will launch Bankhawk365 SaaS software in January 2015. **www.bankhawk.com**

Value Proposition	Sales/Marketing	Competitive Landscape	Team Capability	Financials	Quality of Pitch
3.8	4.2	3	3.8	3.4	2.5

WEAKNESS (Mentor/Investors)

Funding strategy needs revision – key milestones and usage
Highly competitive space, need to hone a very high calibre value proposition and point of differentiation through deep dive competitor analysis.

EIG INPUTS

Bankhawk Analytics engaged with the EIG programme in March 2014 where they began their in-depth mentoring. The following investment preparation supports were provided throughout the course of the programme:

Investment Preparation

Pitch feedback and dry run clinic

1-2-1:
"Deep Dive" competitor analysis
Value proposition refinement

EIG OUTPUTS

Investor Ready business plan
Investor pitch deck
Pitching opportunity at the Silicon Stroll Bootcamp (November 2014)
Tech Giant tour: Google, PayPal & IBM – "Future Insights, Trends and Innovations"
Pitch opportunity at e-pitch session
Introductions and follow up with investors facilitated

"Visual data analytics"

Sector	Investment Sought - (secured; need of strategic/ corporate partners)	Country	Stage of Development
Big Data		**Germany**	**Advanced**

Vidatics GmbH

VIDATICS is a spin-off company from the Data Analysis and Visualization Group at the University of Konstanz, Germany. It is dedicated to the analysis and visualization of big and complex data with a focus on the analysis and prediction of customer behavior. The main fields of innovation of VIDATICS are analytics of large amounts of text data and analytics of the interplay between pricing and customer behavior. VIDATICS **tightly couples automated analyses** from the fields of machine learning, data analytics, text mining, and natural language processing **with interactive visual interfaces**. By that means a previously lacking **deep understanding of the data** can be readily achieved, which is **crucial for business success**. **www.vidatics.de**

WEAKNESS (Mentor/Investors)

Strategic partnerships to be redefined
Development of sustainable customer acquisition
Marketing strategy may need improvement

EIG INPUTS

Vidatics engaged with the EIG programme in late 2014 where they began their in-depth mentoring. The following investment preparation supports were provided throughout the course of

the programme

Investment Preparation

Pitch preparation – dry run clinic
Development of strategy for partnerships and pilot customers
Entrepreneurial Podcasts – Deal flows and exit mechanisms, early stage financing
Webinar on financing for ICT entrepreneurs
Onsite training at the Heidelberg Innovation Forum 2015 on legal questions, European markets, financing strategies and Business modelling
In-depth mentoring provided by bwcon coaching group

1-2-1:
Analysis of business plan
Development of partnership and customer acquisition strategy
Marketing

EIG OUTPUTS

Investor ready business plan
Investor ready pitch deck
Partnership and customer strategy developed
Pitching opportunity at the Heidelberg Innovation Forum (May 2015)

"Games based on historical events"

Sector	Investment Sought	Country	Stage of Development
Games	**€300,000**	**France**	**Early stage**

Battle Factory is an indie company developing strategy wargames based on historical events. We are looking for publishers to partner with in order to create new games and battles. We focus on mobile gaming but our ambition is to be a cross-platform developer. Our games are based on historical events so that the gamer is drawn into realistic situations. The gameplay is user-friendly and adapted to touch-based gaming while combining a complex set of tactical and strategical decisions and responses linked to war gaming. **www.battlefact.com**

WEAKNESS (Mentor/Investors)

USP not clearly developed
Strategic position of the company weak
Lack of data for a complete business presentation

EIG INPUTS

Battle factory engaged with the EIG programme in May 2015 where they began their in-depth mentoring. The following investment preparation supports were provided throughout the course of the programme

Investment Preparation

Pitch preparation – brief and dry run clinic

1-2-1:

Company differentiation
Growth strategy
Financial Planning and value proposition

EIG OUTPUTS

Investor ready pitch deck
Company valuation and investor offer
Pitching opportunity at the EIG Investment Pitch for Games during the International Games Week (22 April 2015)

TESTIMONIAL

Testimonial "I am very grateful for the support I got from Juliane Schulze prior to my pitch as well as for the opportunity to pitch in Berlin and meet high level investors from the sector"
Antoine Tran

gamers4charity

"Play and donate in games to support charity organisations"

Sector	Investment Sought	Country	Stage of Development
Games	**€500,000**	**Germany**	**Early stage**

gamers4charity is a B2B solution (Mobile & Online) which allows Free2Play providers to link their in-game items with charity partners. These so-called charity bundles lead to a significant increase in the sale of in-game items and generate at the same time relevant donation amounts for various social institutions. **http://www.360opg.de/gamers4charity.html**

WEAKNESS (Mentor/Investors)

Presentation of the USP was weak
Strategic positioning of the company not yet developed
Business model to be fine-tuned
Lack of data for a complete business presentation

EIG INPUTS

Gamers4Charity engaged with the EIG programme in May 2015 where they began their in-depth mentoring. The following investment preparation supports were provided throughout the course of the programme

Investment Preparation

Pitch preparation – brief and dry run clinic

1-2-1:
Clarifying the actual USP
Defining competitive advantage
Develop sustainable business model
Clarify investment offer

EIG OUTPUTS

Investor ready pitch deck
Investment offer
Pitching opportunity at the EIG Investment Pitch for Games during the International Games Week (22 April 2015)

TESTIMONIAL

Testimonial "Thank you again for the very good preparation & execution of the event" **Andre Sonder, CEO**

"Serious games and 3D simulation"

Sector	Investment Sought	Country	Stage of Development
Games	**€1m**	**Finland**	**Early stage**

Tribe Studios is a dynamic team of innovators, developers, designers, dedicated to creating the next generation of interactive media and simulation tools. Since 2008, we have been delivering solutions to customers in the military, industrial, education, property sectors to increase productivity and effectiveness in training, marketing, communication and sales. **www.tribe-studios.com**

WEAKNESS (Mentor/Investors)

USP unclear
Interest of target group to be verified
Unclear cost structure
Lack of marketing strategy
Financial projections unrealistic

EIG INPUTS

Tribe Studios engaged with the EIG programme in March 2015 where they began their in-depth

mentoring. The following investment preparation supports were provided throughout the course of the programme

Investment Preparation

Pitch preparation – brief and dry run clinic

1-2-1:

Reality check on USP, user interest, business model
Quantify market size and market share
Clarifying and sharpening the innovation level of the product

EIG OUTPUTS

Investor Ready business plan
Investor pitch deck
Pitching opportunity at the Silicon Stroll Bootcamp (November 2014)
Tech Giant tour: Google, PayPal & IBM – "Future Insights, Trends and Innovations"

"Fraud Detection and Revenue Assurance for emerging markets"

Sector	Investment Sought	Country	Stage of Development
Security	**€1m**	**Ireland**	**Early/Growth**

Xintec are world-class providers of cost-effective Fraud Management and Revenue Assurance solutions to the telecommunications industry. We enable Tier 2 and emerging communications service providers to improve their financial performance by preventing and recovering revenue losses. **www.xintec.com**

Value Proposition	Sales/ Marketing	Competitive Landscape	Team Capability	Financials	Quality of Pitch
3.5	3.5	3.2	3.7	4	2.7

WEAKNESS (Mentor/Investors)

Highly capable team, already expanding in Belgium
Pitch could use some refinement to get value proposition across thoroughly.

EIG INPUTS

Xintec engaged with the EIG programme in April 2014 where they began their in-depth mentoring. The following investment preparation supports were provided throughout the course of the programme:

Investment Preparation

Pitch feedback and dry run clinic

1-2-1:
Value proposition refinement
Guidance on pipeline deal flow, key milestones to be achieved and how to use investment most effectively to scale.
Market segmentation and analysis of key markets to be served.

EIG OUTPUTS

Revised iteration of Investor Ready business plan
Investor pitch deck
Pitching opportunity at the Silicon Stroll Bootcamp (November 2014)
Tech Giant tour: Google, PayPal & IBM – "Future Insights, Trends and Innovations"
Introductions and follow up with investors facilitated

"We redefine the boundaries of 3D printing technology"

Sector	Investment Sought	Country	Stage of Development
3D printing	**€100.000**	**Germany**	**Seed**

SAMGO

SAMGO is the current project of Indmatec GmbH from Karlsruhe, Germany. The company focuses on the development of 3D-models for printing: In order to 3D print an object, one needs a 3D model made with professional 3D modelling software. Non-professionals (especially members of the growing maker community) have no way of creating a 3D model. SAMGO's solution is that customers take photos or scan of any object desired to have as a 3D model, upload it to SAMGO platform then receive a 3D model of the object which the customer can easily modify. SAMGO is thus the only platform to offer a service which provides the customers with easy and intuitive 3D modeling software and eliminates time-consuming steps.
www.indmatec.com

WEAKNESS (Mentor/Investors)

Financing strategy needs to be redefined after public funding expires
Business model needs to be further developed
R&D partners needed for further development
Marketing strategy still to be developed

EIG INPUTS

SAMGO engaged with the EIG programme in late 2014 where they began their in-depth mentoring. The following investment preparation supports were provided throughout the course of the programme

Investment Preparation

Pitch preparation – Development of pitch deck
Development of financing and marketing strategy
Entrepreneurial Podcasts – Deal flows and exit mechanisms, early stage financing
Onsite training at the Heidelberg Innovation Forum 2015 on legal questions, European markets, financing strategies and Business modelling
In-depth mentoring provided by bwcon coaching group

1-2-1:
Analysis of business model and business plan
Development of R&D and marketing strategy
Development of financing strategy
Industrial partners

EIG OUTPUTS

Investor ready pitch deck
Marketing strategy under development
Pitching opportunity at the Heidelberg Innovation Forum (May 2015)

1.3.4 Work Package 5: Online and Offline Access to Investors

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 EIG community had **321 members** in September 2015: 208 companies, 34 founders, 53 investors and 26 advisors are registered in the group. The founders and companies in the community come from **18 European countries**.

The consortium has developed a sustainability strategy to keep the community alive and to exploit the positive feedback and interaction of the community. The community will be managed by Bpifrance in the future and the project InvestHorizon has agreed to integrate the community into its investment readiness programme. InvestHorizon forms part of the Horizon 2020 programme and is the follow-up project of European Investor Gate. The branding of the community has already recently been changed to the one of InvestHorizon and all members have been informed that the services of EIG such as the online matchmaking, the investment readiness trainings and the investment forums will continue in the framework of the InvestHorizon project. The activities of the InvestHorizon project are already online on the project website and members of the EIG community can profit form the services already now.

Hence, the project has managed to create a sustainable continuation between the three projects ICT Finance Marketplace, European Investor Gate and InvestHorizon. This continuous approach departed from the first investment readiness materials developed in the framework of the project ICT Finance Market Place and led to the development of concrete services in European Investor Gate such as the podcasts, e-pitches, investment forums, trainings and other features, finally resulting in the InvestHorizon programme of Horizon 2020 with a European investment readiness scheme for various sectors. The InvestHorizon programme will continue and sustain the work which has been started and successfully carried out within EIG and will provide the community members with new activities, thus bringing a real added value to the community.

The screenshot below provides an overview of the EIG community status with the new branding of InvestHorizon:

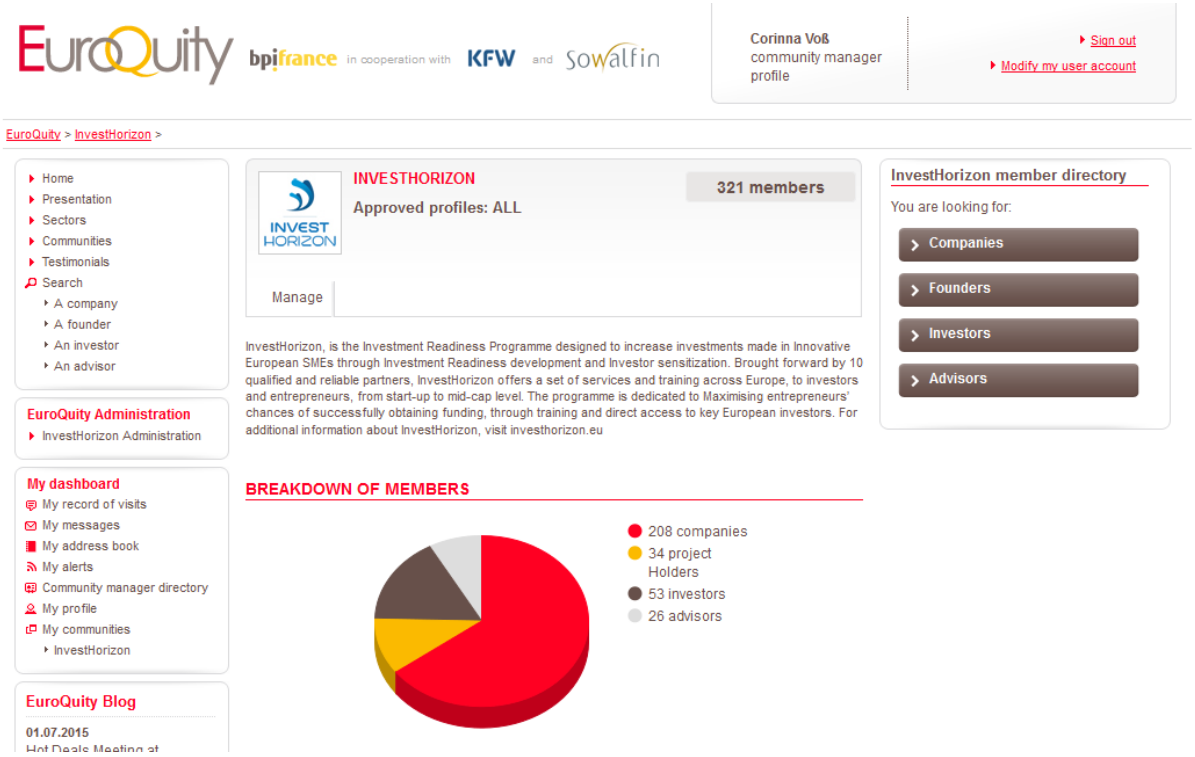


Figure 9 Screenshot of EuroQuity Community

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 within the AdobeConnect web conferencing system of Bpifrance following their model developed previously. 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).
For a concrete overview on the e-pitches please go to work package 3. The technical background and moderation has been covered by Bpifrance in the framework of work package 5. In addition, Bpifrance has carried out the training and preparation after the selection supervised by Media Deals.

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

Preparation before the pitch:

- *3 weeks before*
  EIG partners make a selection of companies. All of them come from the EIG community on

EuroQuity. Bpifrance and Media Deals are in charge of selecting the 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.

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 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.

Investors registered:

Date	Pitch	Registrations
24/04/2014	EIG online pitch #1	50 investors registered
08/07/2014	EIG online pitch #2	57 investors registered
09/09/2014	EIG online pitch #3	45 investors registered
03/12/2014	Connect Club Pitch	11 investors registered
11/12/2014	EIG online pitch #4	37 investors registered

05/03/2015	EIG online pitch #5	53 investors registered
07/05/2015	EIG online pitch #6	29 investors registered

Table 7 E-Pitches: Investors registered

EIG Hot Deals Event in Paris

With the Hot Deals Event on at Bpifrance Le Hub in Paris, the EIG consortium did not only find an excellent format for the project's final event, but also found a new form of connecting companies and investors in efficient way.

The innovative format was different from the other investment forums as start-ups pitched together with their investor. Thus, the company and the investor travelled to the event together.
The investors briefly explained why they are investing in this particular company and afterwards, the companies presented their ideas to the audience which consisted mainly of other investors from across Europe.

The main goal of the event was thus to find co-investors for the companies, the other criteria were the following:

- European start-up or SME company with an innovative and scalable business model in the ICT/high-tech field
- A prototype is already available
- Looking to raise early stage equity investment to support their company growth (approx. 200K€ - 2m€)
- Financing round is currently ongoing, ideally part of the investment has been secured

At the end, the following companies were selected to present at the Hot Deals Event in Paris:

1. Luckas Decker, **Coindrum** – Making Coins Count
2. Nicolas Méric, **Dreamquark** – Big data at a new level
3. Simon Whelan, **FenestraPro** – Efficient façade design for architects
4. David Monks, **iNovar-2Go Mobile** – All your Business Intelligence Mobile…Now !
5. Christophe Lecoeur, **Incitat** – Cost-effective solution improving household-waste sorting
6. Katina Schneider, **Matchrider** – Everyday Ride-Sharing
7. Giacomo Miceli, **Memeoirs** – Your digital life in a book
8. Bart Van der Roost, **Neoscores** – iTunes for sheet music. Finally.
9. Jacques Testud, **Novimet** – Rainfall at high resolution in real time
10. Pascal Métivier, **Openways** – OKIDOKEYS Smart Locks with Smart Keys
11. Andre Lutter, **PicsaStock**– The Uber for Photographers
12. Lucas Pedretti, **Qymatix Solutions** – A new generation of sales analytics
13. Anthony Gongora, **Sounderbox** – Controlling the music together is simple

Figure 10 Flyer Hot Deals Event Paris

1.4 Potential Impact of European Investor Gate

Socio-economic Impact

European Investor Gate has had a significant and tangible impact in funding ventures and reaching a broad array of participants in the European Ecosystem.

EIG delivered impact through its core services:

- Investment preparation services
- Investment events and pitching opportunities
- Investment evaluation and feedback
- Investor sensitisation

Key Metrics:

7800 contacts reached via mailing alone

79 events attended
1723 companies engaged in investment preparation services (1329 via online investment preparation podcast downloads)
285 pitches to investors facilitated
More than 300 companies that received offline investment preparation e.g. pitch clinics, pitch deck review, presentation tips and dry run **(**this excludes duplicated companies that pitched at multiple events)
233 investors attended pitching events
41 companies received in-depth 1-2-1 mentoring
16 companies secured investment

These were the impact metrics originally planned for European Investor Gate for comparison:

Minimum of **1000** potential entrepreneurs/innovative SMEs reached (in particular those involved in EU funded RTD project participants and intermediaries receiving information about European Investor Gate services)
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)
At least **350** project participants benefiting from online and offline group investment training
At least **40** project participants benefiting from personal diagnostics and personalized coaching.
Invitation of **40** entrepreneurs to investment events

In terms of impact EIG has thus by far exceeded the expectations and has developed the activities well beyond what had been originally foreseen.

European Investor Gate has contributed to Horizon 2020 objectives through:

- More integrated approach between research and innovation thanks to its research-to-market initiatives
- Involving more SMEs and encouraging them to innovate and learn how and where to access finance thanks to its awareness raising and training initiatives
- Leveraging private investor participation in the market by informing investors of the potential of EU research funded projects and building the capacity of research projects.
- Lessons learnt on the impact of investment readiness programmes

Recommendations and Lessons learnt

1. Investor level:

Cross-border investment in Europe is challenging. Further actions to support cross-border investment are required in particular:

- Fiscal incentives to increase the attractiveness of international investment. Fiscal incentives often exist for early stage investment at national level but not for perceived higher risk cross-border investments.
- A 'Deal Leader Programme' needs to be put in place to address the shortage of deal leaders in Europe at present and to recognise the important role these leaders play in completing investments.
- Develop and pilot a 'Smartfunding' syndicating tool to support co-investments at regional, national and in particular cross-border level.
- De-risk investment and speed up the investment process at cross-border level by putting in place more effective mechanisms to 'pipeline' the identification of well screened and pre-qualified deals from accelerators, existing angel networks, incubator networks and other intermediary players supporting innovative early stage companies in securing financing at regional and national level.

- To increase this pre-qualified dealflow, 'train the trainer' support actions are required to educate the wider early stage business support community on evolving investor requirements and in particular to 'train the trainers' to provide high quality investor readiness business plans and pitch training to a greater number of start-up and early stage SMEs.
- Expansion of actions such as the Connect Investor Club to foster the development of trusted personal relationships among European early-stage investors.
- Specific actions to support the increased engagement of crowd lending platforms and women investors in cross-border investment.

2. Entrepreneur level:

- Ongoing investment readiness training of SMEs is required to address investor requirements.
- A broader range of training content is recommended for example podcasts and webinars targeted at specific sectors and stage of company development.
- Pitch training is an excellent tool to prepare entrepreneurs for investment and actions to support wider usage should be strengthened.
- Future support actions should be more ambitious and focused on the more intensive one to one coaching and support required to help entrepreneur close a financing round.
- Investor forums should continue to be supported but with more emphasis on careful matching of opportunities with investor requirements. Travel incentives are highly recommended to improve levels of investor participation.

Policy context[8]:

Despite some positive signs in the European economy, SMEs continue to face more severe credit conditions than large enterprises in the form of higher interest rates, shorter loan periods, partial financing, and more requests for collateral or for greater collateral. The situation is even worse for SMEs undertaking R&I and many established and innovative SMEs find it hard to obtain loans for R&I activities.

Turning to equity, potentially viable, profitable SMEs and small midcaps are often unable to raise venture capital for R&I, especially at the earliest, most risky technology transfer stages. The same applies at the expansion stage. Recommendations for the development of the Horizon 2020 Work Programme 2016-2017 cover proposals for activities to help bridge the financing gap for SMEs (involving the systematic collection of firms' progress data…fostering smaller, more frequent equity funding rounds); improving liquidity in the equity market (better exit opportunities and easier fund refinancing); creating a venture capital funds-of-funds; and promoting crowdfunding as part of a wider effort to develop alternative, innovative forms of financing for R&I. Some of the specific objectives to support SME access to finance for innovation and growth for 2016-2017 are to:

1. Incentivise banks of all types, and non-bank lenders, to make more loans on better terms to SMEs and midcaps undertaking innovation.
2. Facilitate the provision of greater volumes of debt finance from alternative lenders, such as challenger banks and peer-to-peer (crowdlending) platforms.
3. Stimulate more equity finance from venture capital and other suppliers, such as business angels and venture philanthropists (including foundations).

[8] Extract from Stakeholder and Advisory Group recommendations for the development of the Horizon 2020 Work Programme 2016-2017

4. Reinforce efforts to help SMEs and small midcaps improve their investment-readiness and assist large, long-term, complex projects improve their 'bankability'.
5. Involve a broader range of risk-finance stakeholders at national and regional levels.

EIG recommendations:

Taking into account these recommendations from the European Stakeholder and Advisory Group for the development of the Horizon 2020 Work Programme 2016-2017 for the sub-goal "Access to Risk Finance", EIG proposes a number of actions through which these recommendations could be achieved based on their experience working with entrepreneurs and investors in the field and through their collaborative activities in the EIG project:

1. Stimulate more equity finance from venture capital and other suppliers, such as business angels and venture philanthropists (including foundations).

To increase the number of cross-border deals that business angels will make, specific support actions and incentives are required including more proactive identification, support and even compensation for lead investors. Specific actions proposed include:

- Cross-border venturing is perceived as risky, thus investment offerings must be of a very high calibre to 'de-risk' the process. EIG recommend to increase **qualified deal-flow** through:
    - Mechanisms to secure more well screened opportunities from accelerators, existing angel networks or other intermediary networks supporting innovative early stage companies in securing financing e.g. EU BICs like Dublin BIC.
    - Measures to target companies that already have secured previous investment or partial investment in current open funding rounds.
    - 'Train the trainer' type support actions to educate the wider early stage business support community on evolving investor requirements and in particular to train them to provide high quality investor readiness training and investor ready business plans to a greater number of start-up and early stage SMEs.
- Various **fiscal incentives** exist at national level in Europe to support early stage investment. Financial incentives to increase the attractiveness of international investment need to be developed to match the incentives that exist nationally.
- '**Deal Leader Programme'**: Support actions are needed to train investors to become 'Deal Leaders'. Deal Leaders do not only invest in start-ups but also lead the due diligence process, negotiate the Shareholders Agreement with the entrepreneur, follow through and keep track of the start-up after the investment is done to ensure the investors receive updates on how the company is doing. Deal leaders are fundamental to make investments possible and there is a shortage of Deal Leaders in Europe at present.
- Previous investment and current secured investment provides credibility. Develop and pilot a **'Smartfunding' syndicating tool** to support co-investments at regional, national and in particular cross-border level.
- Many investors have the money but not the time to complete pre-investment preparations. Each country has a different legal and regulatory environment and when investors want to do cross-border investment, they experience many difficulties. A syndication pool and syndication support tool/platform would help to simplify the process and overcome legal/regulatory barriers in particular for passive investors.
- Expand the **range of financing actors** involved to include crowd funding and proactively engage crowd lending platforms in EU projects.
- Put in place specific support actions to support more **women investors** and **women entrepreneurs**.
- Fostering a **trusted personal relationship among European early-stage investors** is crucial to securing co-investment cross border. EIG has tested the concept of investor workshops with the setup of the Connect Investor Club piloted as part of the EIG project. The Connect Investor Club is a core group of active, early-stage investors from different European countries. Participants in the Club are

business angels and early-stage funds sharing an interest in the creative industries and ICT sector and looking at extending their investment scope and expertise. The Connect Investor Club meets regularly in order to work together and assess deal flow in the creative industries and digital media sector, and possibly develop some syndicated investments at the cross-border level.
A lesson learnt from the investor workshops was that such activities are very important to build trust among investors and to ensure that they feel connected to the project and involved in its events. Once this trust has been built, co-investment and cross-border investment is more likely and the workshops help to raise the awareness among investors for innovative companies and developments in the investment sector. Building personalised communication with investors before and after these workshops is essential.

2. Reinforce efforts to help SMEs and small midcaps improve their investment-readiness

EIG actions proposed:

- **Investment readiness training:** EIG has offered various investor-readiness trainings so far. A mixed approach with open investment readiness sessions as well as one-to-one coaching has been provided and proven successful. Especially training on access to finance and the financing strategies or tools available for companies have been well-received by the companies involved. A crucial point in this regard is to offer specialised trainings with a particular focus on certain sectors and stages of continuation of development. This approach ensures that the needs of the companies are met and that the training is not too broad. Specific recommendations:
    - Training SMEs to address investor requirements. Feedback from investors involved in EIG found in particular that the most important **areas often inadequately addressed by SMEs** relate to the value proposition, financials and sales strategy/route to market and security of IP rights (Lack of ownership rights and oversaturated or small markets).
    - **Pitch training** has been a key tool of EIG in preparing entrepreneurs for investment. Panel reviewed practice pitches provide well rounded feedback. In particular EIG recommend 'Virtual deal' pitch rehearsals with a panel of experienced investors (other entrepreneurs can watch to learn).
    - EIG recommends **online pitches** as an important tool to foster cross-border investment and to involve investors early on in the review process. Pitching events often involve high travel costs for investors, thus online pitches are a good way of involving investors from other countries. Furthermore, it is necessary to not only have the investors register on the platform, but to offer them additional value and interesting investment opportunities constantly through high quality events. Hence, well-chosen selection of companies and prior coaching are key factors for a successful e-pitch.
    - As the number of pitching sessions is often limited (to prevent investor exhaustion) EIG have found that '**elevator pitches' or 'speed dating'** can provide a less time consuming manner for pitches to be performed. '**Pitch battles'** are also an entertaining format for investors and audience alike.
    - A broader range of podcasts and webinars targeted specifically at entrepreneurs in **different sectors** is required;
    - Targeted trainings for specific **stages of the entrepreneurial lifecycle**: a) those entrepreneurs just deciding if financing makes sense and which type of financing is best for them b) those who are doing a financing round and need tips on how to manage all of its complexity while keeping the business afloat c) those who need to start thinking about securing international investors and bigger investors like VCs or strategic investors d) those who want to start to prepare for an exit and will do one last round of financing.
- **One to one coaching** – future support actions should have the more ambitious goal of really helping the entrepreneur close a financing round. In addition to investment readiness training and high level mentoring, support should be provided in terms of personal coaching and administrative support for entrepreneurs throughout the whole process. A range of tools and methodologies should be developed to support this more intensive one to one coaching phase.

- **Investor forums:** Within the framework of EIG, several pitching events have taken place so far and our experience confirms that face to face pitching events at investment forums remains one of the best ways to secure investment interest. However organising such events is challenging and time and resource intensive. It is difficult in particular to secure investor attendance at such events due in part to the high number of competing entrepreneurial events, the time commitment required and the risk of not identifying any suitable investment opportunity.
  To overcome these risks EIG recommend a number of practical solutions:

  - Preparation of detailed opportunity summaries sent to investors in advance.
  - Careful selection of small number of high calibre companies for pitches focusing primarily on those with some level of investment already secured – in this way build up a reputation for only presenting best opportunities.
  - Careful matching of opportunities with investor profiles. The knowledge of investor profiles can only be built up through building up personalised and trusted relations with investors.
  - **Travel incentives** for investors definitely work.
  - The events should always be connected to **prior coaching**, ideally on the same day or the day before. Test pitches or prior pitching battles have been a useful tool to prepare the start-ups well and to ensure a high quality of the pitching events. Start-ups and SMEs expect direct results from the coaching activities and are looking for immediate feedback. To involve investors in such test pitches is a good way to integrate investors early on. Moreover, the companies receive constructive feedback from the investors before their actual pitch
  - Specific feedback from investors is difficult to secure but important for companies. Investors are reluctant to share information on exactly why they do or do not want to invest. The best way of securing **investor feedback is through hardcopy "on the day" feedback.**
  - EIG has organised its investor readiness sessions in the framework of big events such as the NEM Summit in France, the ICT 2013 conference or the Dublin Web Summit. EIG recommends connecting the investor readiness trainings directly to such events since they do not only raise awareness about the project, but make the training attractive for both investors and start-ups. Again, it is crucial to address different sectors separately. However caution should be exercised when attaching an investment forum to a larger event to ensure they do not dominate the smaller event.

Exploitation of Results

In the case of European Investor Gate, there will be a follow-on project which has already started in December 2014 and will continue with the investment readiness trainings and activities started under the EIG umbrella. The new project will be running under the name "InvestHorizon" and is part of the Horizon2020 programme (www.investhorizon.eu).

An agreement has already been finalised between the two projects, ensuring that the best practices, the training activities and also the community of researchers and entrepreneurs will be transferred into the new project. The agreement has the following objectives:

- maximize exposure and visibility of "Investment ready" SMEs actively looking for funding
- invite entrepreneurs to attend investor matching events provided by both parties
- invite entrepreneurs to attend Investment readiness coaching events provided by both parties
- mutually disseminate project activities
- establish a new InvestHorizon community on the EuroQuity platform in order to replace the EIG community

Further, the two projects will:

- Seek to foster relationships with the EEN and SME instrument
- Endorse both projects' online platforms and services
- Share public documents and reports such as official recommendations

In order to complete the partnership and ensure the continuation of trainings for the EIG participants, EIG will invite all EIG registered companies to move to the new InvestHorizon community after August 2015. The companies will also be encouraged to participate in the project activities on InvestHorizon.eu. In addition, EIG will inform all founders and companies in a newsletter that EIG will come to an end in August 2015 and that InvestHorizon will be the follow-on project.
The new community will be set up by Bpifrance free of charge for the InvestHorizon project, replacing the EIG community step by step.

Maintenance of training activities:

In the framework of the EIG programme, Go Beyond has developed different training materials and guidelines for ICT entrepreneurs such as podcasts, webinars and other training materials. These materials will remain available on the EIG platform after the project ends in August 2015. In addition, Go Beyond will continue to offer its specialised webinars for ICT entrepreneurs on different aspects of financing.
In addition, some of the EIG training materials will be made available on the investhorizon.eu platform: The podcasts which have been produced are already published on the platform of the new project to raise further awareness on the EIG training materials. In addition, the financing guidelines for ICT entrepreneurs developed by Go Beyond will remain online and can be downloaded by interested entrepreneurs.

The following podcasts will remain available:
I.A – **Preparing the Round -** Building your financing strategy
I.B – **Preparing the Round -** Sources of funding
II.A – **Launching the Campaign** – Pitch and presentation documents
II.B – **Launching the Campaign –** Setting up the company structure
III.A - **Managing and Closing the Round -** Managing
III.B - **Managing and Closing the Round -** Closing
IV.A - **Managing Investors –** Investors
IV.A - **Managing Investors** – Follow-on Round

Moreover, Go Beyond will continue offering specialised training courses for entrepreneurs, researchers and investors. The topics on which Go Beyond will still offer webinars and courses include:

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.

Hence, with the trainings delivered by Go Beyond and the different training materials on the EIG website, the project participants will still profit from the investment readiness modules developed in the framework of the EIG programme.
Finally, the new InvestHorizon programme will produce further online training modules, podcasts and many other materials apart from many offline training activities and investment forums. The former participants of the EIG programme will be invited to join these new activities in InvestHorizon.

Maintenance of EuroQuity platform and follow-up and impact analysis:

BPIFRANCE undertakes to maintain the EIG community within the EuroQuity service, follow-up the registration processes of the EIG community members on an on-going basis after EU project funding ends. BPIFRANCE will modify, if needed, the Community and website parameters on demand from the consortium during the project. As mentioned above, the consortium plans to invite all EIG members to join the newly created InvestHorizon community so that the members will profit from continuous training activities and investment events in the future. The new community will also allow the members to connect with other European investors online and offline.

All in all, interested members will be able to join the EIG community or the new InvestHorizon community after the project ends and will also have the opportunity to join other communities on EuroQuity offering them further possibilities to interact with European investors and market players.
In addition, it should be stressed that EuroQuity will go through a relaunch in September 2015. The new page will have an innovative user-friendly design and has taken into account data collected during the EIG programme on mechanisms entrepreneurs would prefer to connect with investors in a more efficient way.

Dissemination Activities and Sustainability

The EIG communication and dissemination channels will remain active and in place after the end of the project. It has already been mentioned above that a mutual dissemination partnership has been put in place between EIG and InvestHorizon and that the two project will communicate on the training opportunities and investment events taking place in the two programmes.

The EIG website as a platform for training modules will remain available for the EIG community and other interested participants. Furthermore, the ICT tech transfer group on LinkedIn which has been used as a platform in the EIG project to inform stakeholders and entrepreneurs about project activities will also remain active and will be moderated by BWCON after the project ends. The Twitter accounts which have been used belong to BWCON and BPIFRANCE and will still be used after August 2015 in the framework of the Heidelberg Innovation Forum and of the EuroQuity platform. BPIFRANCE will also continue its blog on activities of EuroQuity which has been used to report on news and activities of the EIG community.

Communication and Dissemination Key Performance Indicators:

Indicators	Total
No of persons reached via Mailings	7800
EIG Newsletter	18
Mentioning of Project in Newsletters	110
Flyers distributed	2000
Flyers on bootcamp distributed	500
Flyers on competition distributed	400
Flyers for investors distributed	200

Blog Posts (EuroQuity blog)	**12**
Articles published (online and offline)	**25**
Articles EIG website	**26**
Banner	**1**

Table 8 Communication Results 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 addressed 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

Target group C: Multipliers
• Networks and support supplying organisations from all over Europe
• Corporate R&D departments
• Press and media

Communication Materials:

- Production of Communication and 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
- Various flyers for investment forums and events
- Development of EuroQuity blog: http://blog.euroquity.com/eu/
- Social media activities, magazines, newsletters etc.

Communication Activities:

	Website	Flyer	Roll Up	Facebook Channel	Llinkein Group ICT Tech Transfer	Twitter channel Innovation Match	Mailings	Blog
Dissemination of EIG Project via	x	x	x	/[9]	x	x	x	x

Table 9 Communication Channels in EIG

- 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.

[9] 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.

1.4.1 European Investor Gate Website and Contact Details

Project Website

The EIG website will remain available at www.eig-project.eu

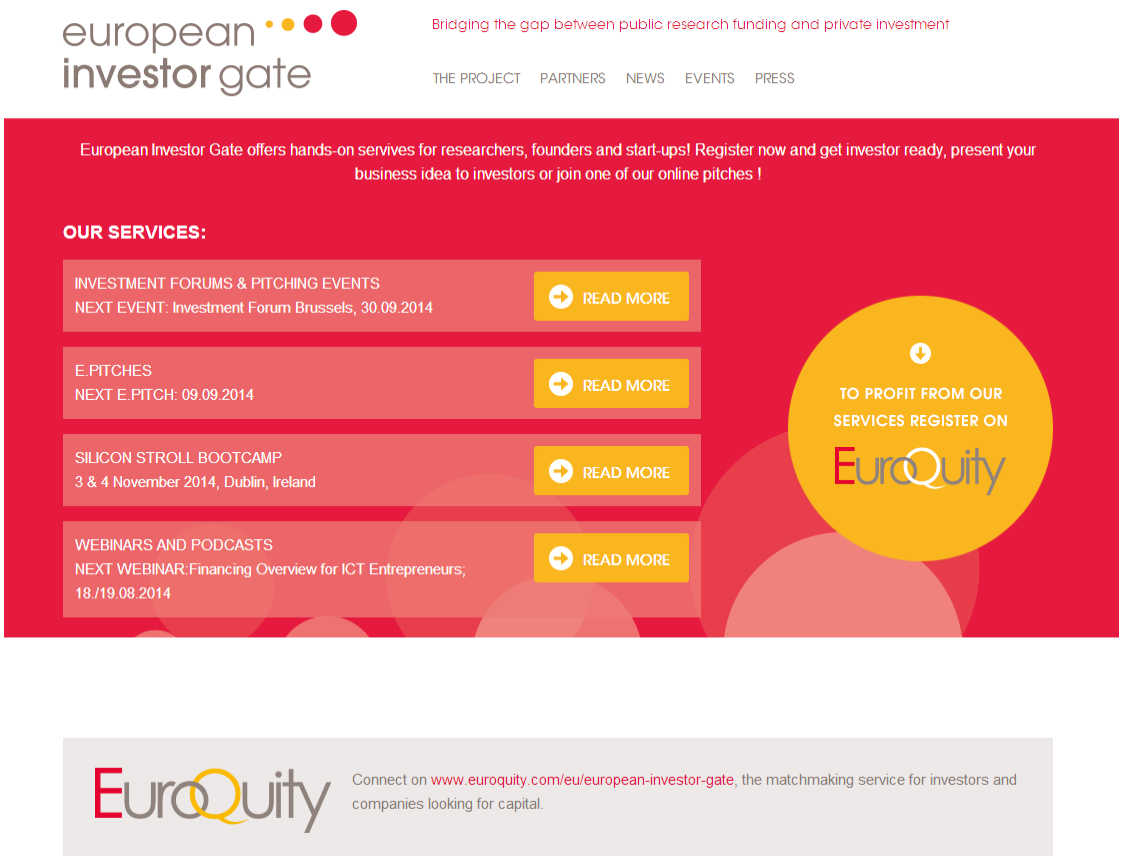


Figure 11 Screenshot EIG Website

Contact Details

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Consortium

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Ireland	Dublin BIC	Tara Beshoff	tarabeshoff@dublinbic.ie	+353 1 6713111
France	Bpifrance	Gilles LeCocguen	gilles.lecocguen@bpifrance.fr	+33 1 41 79 80 49

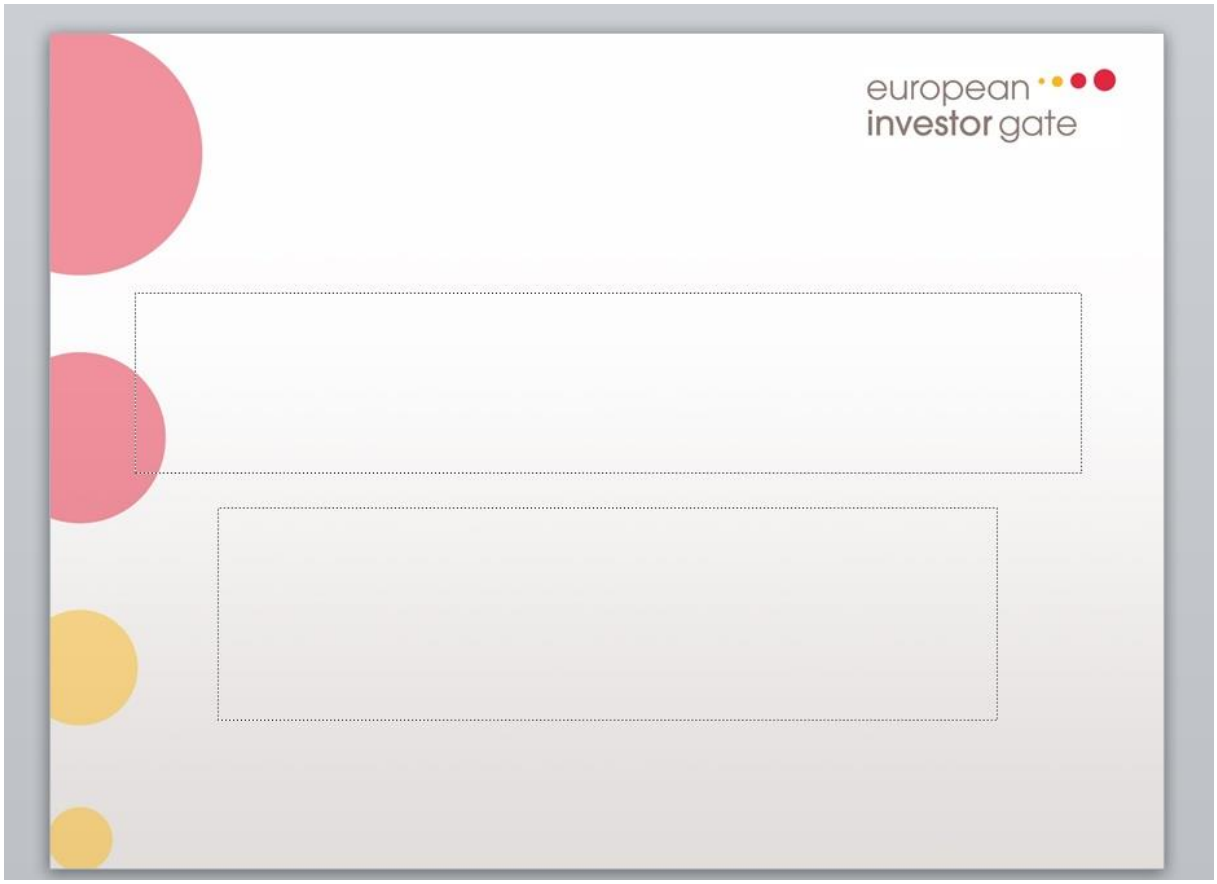
Table 10 Contact Details EIG Consortium

1.4.2 Project Logo and Pictures

Logo

european investor gate

Master Slide EIG



Flyer

Pictures

european
investor gate

investor gate

bwcon
Certificate
Certificate

Videos

Video Heidelberg Innovation Forum, May 2015
Scroll down to bottom to see the video:
http://www.eig-project.eu/EIG-Coaching-Day-Heidelberg-Innovation-Forum-2015_a57.html

Video Hot Deals Event Paris, June 2015
http://www.eig-project.eu/The-EIG-Hot-Deals-event-in-Paris_a56.html

Video Silicon Stroll Bootcamp Dublin, November 2014
https://www.youtube.com/watch?v=uqkUHAjADXQ

2 Use and Dissemination of Foreground

A plan for use and dissemination of foreground (including socio-economic impact and target groups for the results of the research) shall be established at the end of the project. It should, where appropriate, be an update of the initial plan in Annex I for use and dissemination of foreground and be consistent with the report on societal implications on the use and dissemination of foreground (section 4.3 – H).

Section A

A1: List of all scientific (peer reviewed) publications relating to the foreground of the project.

Not applicable in European Investor Gate as the project was a Coordination and Support Action and no scientific publicantions were compiled.

A2: List of all dissemination activities (publications, conferences, workshops, web sites/applications, press releases, flyers, articles published in the popular press, videos, media briefings, presentations, exhibitions, thesis, interviews, films, TV clips, posters).

TEMPLATE A2: LIST OF DISSEMINATION ACTIVITIES								
NO.	Type of activities[10]	Main leader	Title	Date	Place	Type of audience[11]	Size of audience	Countries addressed
1	Flyer	BWCON	Flyer European Investor Gate	11/2013	Stuttgart	Policy makers, investors, entrepreneurs, media, scientific community	ca. 10.000	All EU countries
2	Flyer	Media Deals	Flyer EIG Competition	04/2014	Berlin	Entrepreneurs, media, scientific community	ca. 1000	All EU countries
3	Flyer	DBIC	Flyer Silicon Stroll Bootcamp Dublin	08/2014	Dublin	Investors, entrepreneurs, media, scientific community	ca. 1000	All EU countries
4	Flyer	BWCON	Flyer EIG Hot Deals Event Paris	05/2015	Stuttgart	Investors, entrepreneurs, media,	ca. 200	All EU countries

[10] A drop down list allows choosing the dissemination activity: publications, conferences, workshops, web, press releases, flyers, articles published in the popular press, videos, media briefings, presentations, exhibitions, thesis, interviews, films, TV clips, posters, Other.

[11] A drop down list allows choosing the type of public: Scientific Community (higher education, Research), Industry, Civil Society, Policy makers, Medias ('multiple choices' is possible.

						scientific community		
5	Brochure	BWCON	Brochure Heidelberg Innovation Forum and EIG Coaching Day 2014	03/2014	Heidelberg	Policy makers, investors, entrepreneurs, media, scientific community	ca. 200	Germany, France, Italy, UK, Ireland, Netherlands, Poland, Czech Republic, Turkey, Spain
6	Brochure	DBIC	Brochure Silicon Stroll Bootcamp Dublin	11/2014	Dublin	Investors, entrepreneurs, media, scientific community	ca. 200	All EU countries
7	Brochure	BWCON	Brochure Heidelberg Innovation Forum 2015	04/2015	Heidelberg	Policy makers, investors, entrepreneurs, media, scientific community	ca. 200	Germany, France, Italy, UK, Ireland, Netherlands, Switzerland, Slovenia
8	Video	DBIC	Video Silicon Stroll Bootcamp	11/2014	Dublin/ Web	Policy makers, investors, entrepreneurs, media, scientific community	ca. 2000	All EU countries
9	Video	BWCON	Video Heidelberg Innovation Forum 2015 with EIG	05/2015	Stuttgart/ Web	Policy makers, investors, entrepreneurs, media, scientific	ca. 2000	All EU countries

			finalists			community		
10	Video	BPIFRANCE	Video Hot Deals Event Paris	06/2015	Paris/ Web	Policy makers, investors, entrepreneurs, media, scientific community	ca. 2000	All EU countries
11	Exhibition	BWCON	EIG booth at Business Angel Day Munich	10/2014	Munich	Investors, entrepreneurs, media	ca. 500	Germany
12	Presentation	BWCON	Presentation on European Investor Gate for Investos delivered at various angel and investment events	10/2013	Stuttgart	Investors	ca. 1000	All EU countries
13	Presentation	BWCON	Presentation on European Investor Gate for Entrepreneurs delivered at various third-party events	10/2013	Stuttgart	Entrepreneurs, researchers	ca. 2000	All EU countries
14	Web	BPIFRANCE	European Investor Gate Webseite	09/2013	Paris	Policy makers, investors, entrepreneurs, media, scientific community	ca. 50.000	All countries
15	Web	BPIFRANCE	European					

			Investor Gate blog					
16	Web	All	Various articles and newsletter entries on European Investor Gate	09/2013 – 08/2015	Various	Policy makers, investors, entrepreneurs, media, scientific community	ca. 10.000	All countries
17	Press release	BWCON	Press release on start of EIG project	10/2013	Stuttgart	Policy makers, investors, entrepreneurs, media, scientific community	ca. 2000	EU countries
18	Press release	BWCON	Press release on EIG Coaching Day and Heidelberg Innovation Forum 2014	04/2014	Stuttgart	Policy makers, investors, entrepreneurs, media, scientific community	ca. 3000	EU countries
19	Press release	BWCON	Press release on EIG Coaching Day and Heidelberg Innovation Forum 2015	05/2015	Stuttgart	Policy makers, investors, entrepreneurs, media, scientific community	ca. 3000	EU countries
20	Press release	BWCON	Press release on Free-Linked GmbH having secured investment within EIG	07/2015	Stuttgart	Policy makers, investors, entrepreneurs, media	ca. 500	EU countries

			programme					
21	Press release	DBIC	Press release on Silicon Stroll Bootcamp Dublin	11/2014	Dublin	Policy makers, investors, entrepreneurs, media	ca. 1000	EU countries
22	Workshop	All	Training workshops before or at the investment forums o EIG: NEM Summit 2013 ICT 2013 Heidelberg Innovation Forum 2014 New Frontiers for European Entrepreneurs Futur en Seine NEM Summit 2014 Dublin Silicon Stroll Bootcamp ACE Summit/GEC	10/2013 – 06/2015	Various	Entrepreneurs, investors, researchers	300	EU countries

			Milan Laval Virtual Berlin Games Week Heidelberg Innovation Forum 2015 Hot Deals Event					
23	Workshop	BWCON	Finance Info Day Stuttgart	11/2014	Stuttgart	Entrepreneurs, investors, researchers	50	Germany, EU countries
24	Workshop	BWCON	Idea Factory Workshop Esslingen	03/2015	Esslingen	Entrepreneurs, researchers, students	20	Germany, EU countries
25	Workshop	BWCON	Tech Transfer Day and Design Thinking Workshop, Karlsruhe	06/2015	Karlsruhe	Entrepreneurs, researchers, students	30	Germany, EU countries
26	Other	GO BEYOND	Financing Guidelines for ICT researchers and entrepreneurs	11/2013	Zürich	Entrepreneurs, researchers	ca. 1000	All EU countries
27	Other	GO BEYOND	EIG podcasts on managing a financing round for ICT entrepreneurs		Zürich	Entrepreneurs, researchers	ca. 1300	All EU countries
28	Other	GO	Live	01/2014 –	Zürich	Entrepreneurs,	100	All EU

		BEYOND	Webinars: Equity Financing for ICT Entrepreneurs 1+2	08/2015		researchers		countries
29	Other	MEDIA DEALS / BPIFRANCE	New e-pitch format: Live pitch sessions as web conferences	03/2014 – 08/2015	Online	Entrepreneurs, researchers, investors	37	All EU countries

Section B

B1 and B2

Not applicable in European Investor Gate as the project was a Coordination and Support Action and no applications for patents etc. were made and no confidential foreground was developed

3 Report on societal implications

A General Information *(completed automatically when **Grant Agreement number** is entered.*

Grant Agreement Number:	611076
Title of Project:	European Investor Gate
Name and Title of Coordinator:	Corinna Voß, Innovation Programme Manager, bwcon GmbH

B Ethics

1. Did your project undergo an Ethics Review (and/or Screening)? • If Yes: have you described the progress of compliance with the relevant Ethics Review/Screening Requirements in the frame of the periodic/final project reports? Special Reminder: the progress of compliance with the Ethics Review/Screening Requirements should be described in the Period/Final Project Reports under the Section 3.2.2 *'Work Progress and Achievements'*	***0Yes xNo***
2. Please indicate whether your project involved any of the following issues (tick box) :	
RESEARCH ON HUMANS	
• Did the project involve children?	No
• Did the project involve patients?	No
• Did the project involve persons not able to give consent?	No
• Did the project involve adult healthy volunteers?	No
• Did the project involve Human genetic material?	No
• Did the project involve Human biological samples?	No
• Did the project involve Human data collection?	No
RESEARCH ON HUMAN EMBRYO/FOETUS	
• Did the project involve Human Embryos?	No
• Did the project involve Human Foetal Tissue / Cells?	No
• Did the project involve Human Embryonic Stem Cells (hESCs)?	No
• Did the project on human Embryonic Stem Cells involve cells in culture?	No
• Did the project on human Embryonic Stem Cells involve the derivation of cells from Embryos?	No
PRIVACY	

• Did the project involve processing of genetic information or personal data (eg. health, sexual lifestyle, ethnicity, political opinion, religious or philosophical conviction)?	No
• Did the project involve tracking the location or observation of people?	No
RESEARCH ON ANIMALS	
• Did the project involve research on animals?	No
• Were those animals transgenic small laboratory animals?	No
• Were those animals transgenic farm animals?	No
• Were those animals cloned farm animals?	No
• Were those animals non-human primates?	No
RESEARCH INVOLVING DEVELOPING COUNTRIES	
• Did the project involve the use of local resources (genetic, animal, plant etc)?	No
• Was the project of benefit to local community (capacity building, access to healthcare, education etc)?	No
DUAL USE	
• Research having direct military use	0 Yes X No
• Research having the potential for terrorist abuse	No

C Workforce Statistics

3. Workforce statistics for the project: Please indicate in the table below the number of people who worked on the project (on a headcount basis).

Type of Position	Number of Women	Number of Men
Scientific Coordinator	1	0
Work package leaders	4	1
Experienced researchers (i.e. PhD holders)	n/a	n/a
PhD Students	n/a	n/a
Other		

4. How many additional researchers (in companies and universities) were recruited specifically for this project?	**n/a**
Of which, indicate the number of men:	

D Gender Aspects

5. Did you carry out specific Gender Equality Actions under the project?

○ Yes
X No

6. Which of the following actions did you carry out and how effective were they?

	Not at all effective				Very effective
❑ Design and implement an equal opportunity policy	○	○	○	○	○
❑ Set targets to achieve a gender balance in the workforce	○	○	○	○	○
❑ Organise conferences and workshops on gender	○	○	○	○	○
❑ Actions to improve work-life balance	○	○	○	○	○

○ Other:

7. Was there a gender dimension associated with the research content – i.e. wherever people were the focus of the research as, for example, consumers, users, patients or in trials, was the issue of gender considered and addressed?

○ Yes- please specify

X No

E Synergies with Science Education

8. Did your project involve working with students and/or school pupils (e.g. open days, participation in science festivals and events, prizes/competitions or joint projects)?

○ Yes- please specify

X No

9. Did the project generate any science education material (e.g. kits, websites, explanatory booklets, DVDs)?

○ Yes- please specify

X No

F Interdisciplinarity

10. Which disciplines (see list below) are involved in your project?

○ Main discipline[12]: 2

○ Associated discipline[12]:

○ Associated discipline[12]:

G Engaging with Civil society and policy makers

11a Did your project engage with societal actors beyond the research community? *(if 'No', go to Question 14)*

X Yes
○ No

11b If yes, did you engage with citizens (citizens' panels / juries) or organised civil society (NGOs, patients' groups etc.)?

X No

○ Yes- in determining what research should be performed

○ Yes - in implementing the research

○ Yes, in communicating /disseminating / using the results of the project

[12] Insert number from list below (Frascati Manual).

11c In doing so, did your project involve actors whose role is mainly to organise the dialogue with citizens and organised civil society (e.g. professional mediator; communication company, science museums)?	○ X	Yes No

12. Did you engage with government / public bodies or policy makers (including international organisations)

○	No
○	Yes- in framing the research agenda
○	Yes - in implementing the research agenda
X	Yes, in communicating /disseminating / using the results of the project

13a Will the project generate outputs (expertise or scientific advice) which could be used by policy makers?

○	Yes – as a **primary** objective (please indicate areas below- multiple answers possible)
X	Yes – as a **secondary** objective (please indicate areas below - multiple answer possible)
○	No

13b If Yes, in which fields?

Agriculture		Energy		Human rights	
Audiovisual and Media		Enlargement		Information Society	
Budget		Enterprise X		Institutional affairs	
Competition		Environment		Internal Market X	
Consumers		External Relations		Justice, freedom and security	
Culture		External Trade		Public Health	
Customs		Fisheries and Maritime Affairs		Regional Policy	
Development Economic and Monetary Affairs		Food Safety		Research and Innovation X	
Education, Training, Youth		Foreign and Security Policy		Space	
Employment and Social Affairs		Fraud		Taxation	
		Humanitarian aid		Transport	

13c If Yes, at which level? ○ Local / regional levels ○ National level X European level ○ International level	

H Use and dissemination

14. How many Articles were published/accepted for publication in peer-reviewed journals?	**n/a**
To how many of these is open access[13] provided?	
How many of these are published in open access journals?	
How many of these are published in open repositories?	
To how many of these is open access not provided?	
Please check all applicable reasons for not providing open access:	
❑ publisher's licensing agreement would not permit publishing in a repository ❑ no suitable repository available ❑ no suitable open access journal available ❑ no funds available to publish in an open access journal ❑ lack of time and resources ❑ lack of information on open access ❑ other[14]: ……	

15. How many new patent applications ('priority filings') have been made? *("Technologically unique": multiple applications for the same invention in different jurisdictions should be counted as just one application of grant).*		**n/a**
16. Indicate how many of the following Intellectual Property Rights were applied for (give number in each box).	Trademark	
	Registered design	
	Other	
17. How many spin-off companies were created / are planned as a direct result of the project?		**n/a**
Indicate the approximate number of additional jobs in these companies:		

18. Please indicate whether your project has a potential impact on employment, in comparison with the situation before your project:

❑ Increase in employment, or	❑ In small & medium-sized enterprises
❑ Safeguard employment, or	❑ In large companies
❑ Decrease in employment,	❑ None of the above / not relevant to the project
❑ Difficult to estimate / not possible to quantify	

19. For your project partnership please estimate the employment effect resulting directly from your participation in Full Time Equivalent (*FTE = one person working fulltime for a year*) jobs: **n/a**	*Indicate figure:*

[13] Open Access is defined as free of charge access for anyone via Internet.
[14] For instance: classification for security project.

Difficult to estimate / not possible to quantify	❑

I Media and Communication to the general public

20. As part of the project, were any of the beneficiaries professionals in communication or media relations?

○ Yes X No

21. As part of the project, have any beneficiaries received professional media / communication training / advice to improve communication with the general public?

○ Yes X No

22 Which of the following have been used to communicate information about your project to the general public, or have resulted from your project?

X	Press Release	X	Coverage in specialist press
❑	Media briefing	❑	Coverage in general (non-specialist) press
❑	TV coverage / report	X	Coverage in national press
❑	Radio coverage / report	❑	Coverage in international press
X	Brochures /posters / flyers	X	Website for the general public / internet
X	DVD /Film /Multimedia	X	Event targeting general public (festival, conference, exhibition, science café)

23 In which languages are the information products for the general public produced?

❑	Language of the coordinator	❑	English
❑	Other language(s)		

***Question F-10*:** Classification of Scientific Disciplines according to the Frascati Manual 2002 (Proposed Standard Practice for Surveys on Research and Experimental Development, OECD 2002):

FIELDS OF SCIENCE AND TECHNOLOGY

1. NATURAL SCIENCES

1.1 Mathematics and computer sciences [mathematics and other allied fields: computer sciences and other allied subjects (software development only; hardware development should be classified in the engineering fields)]

1.2 Physical sciences (astronomy and space sciences, physics and other allied subjects)

1.3 Chemical sciences (chemistry, other allied subjects)

1.4 Earth and related environmental sciences (geology, geophysics, mineralogy, physical geography and other geosciences, meteorology and other atmospheric sciences including climatic research, oceanography, vulcanology, palaeoecology, other allied sciences)

1.5 Biological sciences (biology, botany, bacteriology, microbiology, zoology, entomology, genetics, biochemistry, biophysics, other allied sciences, excluding clinical and veterinary sciences)

2 ENGINEERING AND TECHNOLOGY

2.1 Civil engineering (architecture engineering, building science and engineering, construction engineering, municipal and structural engineering and other allied subjects)

2.2 Electrical engineering, electronics [electrical engineering, electronics, communication engineering and systems, computer engineering (hardware only) and other allied subjects]

2.3. Other engineering sciences (such as chemical, aeronautical and space, mechanical, metallurgical and materials engineering, and their specialised subdivisions; forest products; applied sciences such as geodesy, industrial chemistry, etc.; the science and technology of food production; specialised

technologies of interdisciplinary fields, e.g. systems analysis, metallurgy, mining, textile technology and other applied subjects)

3. MEDICAL SCIENCES

3.1 Basic medicine (anatomy, cytology, physiology, genetics, pharmacy, pharmacology, toxicology, immunology and immunohaematology, clinical chemistry, clinical microbiology, pathology)

3.2 Clinical medicine (anaesthesiology, paediatrics, obstetrics and gynaecology, internal medicine, surgery, dentistry, neurology, psychiatry, radiology, therapeutics, otorhinolaryngology, ophthalmology)

3.3 Health sciences (public health services, social medicine, hygiene, nursing, epidemiology)

4. AGRICULTURAL SCIENCES

4.1 Agriculture, forestry, fisheries and allied sciences (agronomy, animal husbandry, fisheries, forestry, horticulture, other allied subjects)

4.2 Veterinary medicine

5. SOCIAL SCIENCES

5.1 Psychology

5.2 Economics

5.3 Educational sciences (education and training and other allied subjects)

5.4 Other social sciences [anthropology (social and cultural) and ethnology, demography, geography (human, economic and social), town and country planning, management, law, linguistics, political sciences, sociology, organisation and methods, miscellaneous social sciences and interdisciplinary , methodological and historical S1T activities relating to subjects in this group. Physical anthropology, physical geography and psychophysiology should normally be classified with the natural sciences].

6. HUMANITIES

6.1 History (history, prehistory and history, together with auxiliary historical disciplines such as archaeology, numismatics, palaeography, genealogy, etc.)

6.2 Languages and literature (ancient and modern)

6.3 Other humanities [philosophy (including the history of science and technology) arts, history of art, art criticism, painting, sculpture, musicology, dramatic art excluding artistic "research" of any kind, religion, theology, other fields and subjects pertaining to the humanities, methodological, historical and other S1T activities relating to the subjects in this group]