

**ENTER EUROPE
TRAINING FINANCIERS ON INTERIM FUNDING
FOR THE CREATIVE INDUSTRIES**

at

International Games Week Berlin

20th April 2016



IN PARTNERSHIP WITH



Location: Dentons
Markgrafenstraße 33
10117 Berlin

20 April 2016 – ENTER Europe at the Berlin International Games Week

Booster Space, peacefulfish and Media Deals present ENTER Europe at the VR & Games Investment Booster as part of the 2016 edition of the International Games Week Berlin on April 20th, 2016.

10 early stage companies in video games and VR content are invited to present their investment opportunity to a panel of eight high level international equity investors (business angels, venture capital funds) with track records in the ICT and gaming industry:

Investors:

- Travis Winstanley, Kuju Startups Fund, UK
- Arto Kayhko, Pollen VC, Finland
- Morgane Rollando, Femmes Business Angels, France
- Julia Palatovska, London Venture Partners, UK
- Xavier Huerre, Business Angel, Belgium
- Lawrence Barclay, DN Capital, UK
- Mischa Wetzel, IBB Bet, Germany
- Michael Schmitt, Business Angel, Germany

Jury:

- Jason della Rocca, Execution Labs, Canada
- Dr. Peter Mayer, Dentons, Germany
- Thierry Baujard, MediaDeals, Germany
- Michael Liebe, Booster Space, Germany

Agenda – 09:00 – 13:00

09:00-09:30 **Doors**

09:30-10:00 **Welcome & Keynotes**

10:00-10:30 **“Milk the Cow: How to Pitch your Game from an investor’s perspective”
Panel Discussion with:**

- **Jason Della Rocca, Execution Labs**
- **Travis Winstanley, Kuju Startups**
- **Lawrence Barclay, DN Capital**
- **Arto Käyhkö, Pollen VC**

Moderator: Thierry Baujard, Media Deals

10:30-11:30 **Pitching Session #1**

10:30-11:40 **Refreshments**

11:40-12:30 **Pitching Session #2**

12:30-13:00 **Wrap-Up and Feedback**

13:00 **END**

INVESTOR PROFILES

Lawrence Barclay, Principal, DN Capital

Lawrence joined DN Capital in 2013 as an Associate, and is currently an Investment Manager based in the London office. He focuses on investments in consumer internet and mobile, including marketplaces and digital media, as well as wearable technology.

Prior to joining DN Capital, Lawrence was a Manager at Monitor Group where he advised clients on their growth strategies across numerous sectors ranging from life sciences to consumer goods. While at Monitor he developed a focus on marketing and innovation strategy, helping clients build disruptive and game-changing propositions.

Jason Della Rocca, Co-Founder, Executions Labs

Jason Della Rocca is the co-founder of Executions Labs, a hands-on early stage investor for independent game developers. Formerly, Jason was a game industry consultant focused on business and cluster development, working with game studios and organizations all over the world. Prior, he served as the executive director of the International Game Developers Association (IGDA) for nearly nine years, and was honored for his industry building efforts with the inaugural Ambassador Award at the Game Developers Conference. In 2009, Jason was named to Game Developer Magazine's "Power50," a list which profiles 50 of the most important contributors to the state of the game industry. As a sought-after expert on the game industry, Jason has lectured at conferences and universities worldwide.

Xavier Huerre, Angel investor

Xavier Huerre helps companies to define and implement growth strategies. He has a long international experience in Finance and General Management through various sectors among which Information Technologies, Electronics, Paper manufacturing and Business Services. Beside his consultancy practice, he also invests as a Business Angel in start-ups and SME's in France, Germany and Benelux. He is a deal-maker and member of the selection committee of BEANGELS, a Belgian platform for seed and growth investors. He holds a degree of Business Administration of ESCP-Europe.

Arto Käyhkö, Head of Nordics, Pollen VC

Arto joined Pollen VC 2015 to head the Nordics region and especially, to serve the booming mobile games industry located in Scandinavia. Pollen VC is fueling the apps economy by using loan vehicles to boost user acquisition and user marketing of games, applications and digital products sold in variety of app stores. Pollen serve dozens of customers in Europe and US.

Julia Palatovska, London Venture Partners

Julia Palatovska has 8 years of experience in the game sector. Prior to LVP Julia was responsible for building mobile game publishing at G5 Entertainment (Nasdaq Stockholm: G5EN.ST). Julia is holding MBA from the University of Cambridge.

Morgane Rollando, Femmes Business Angels

Entrepreneur (Synerfia), investor (Femmes Business Angels), Morgane shares her enthusiasm for Women Empowerment, Venture Capital and the digital economy. After 15 years' experience in International Corporate Finance in IT (Nasdaq listed companies), I switched to entrepreneurship and entrepreneurial finance. I became an Angel Investor in 2009, and took the role as treasurer of "Femmes Business Angels" in Paris. I led around 30 due

diligences, personally invested into 9 of them, and sits at 2 start-up boards, and am president of an investment holding company, FBA Solidaire.

Michael Schmitt, Angel Investor

Michael Schmitt is an angel investor. He has previously worked for Google since the days when it was a real startup. He has been one of three engineers who moved from Mountain View to Zurich to start the engineering office there.

Some of his roles were Lead Engineer for Google Groups, Lead Engineer for Google News and most recently Engineering Director for Google Maps.

«I like having a mix of in-depth and in-breadth investments. In-depth: I have the expertise. In-breadth: I invest with others that I trust and that have the expertise. »

Mischa Wetzel, Investment Director, IBB Beteiligungsgesellschaft mbH

Venture capitalist at IBB Beteiligungsgesellschaft with focus on early-stage consumer tech start-ups and creative industries (gaming, web, mobile, music, fashion, e-commerce...). Head of creative industries team and authorized signatory (Prokurist).

Travis Winstanley

Travis founded Kuju Startups in 2013 – with the primary focus of investing in Video Games. Kuju Startups raised their first fund in 2014, they have closed three investments to date, and continue to actively invest in the most promising video games developers. Travis leads the design of new funds, and the financial evaluation and legal implementation of investments.

COMPANY PROFILES



All in byte, Spain

All in Byte creates videogames to bring cities closer to their citizens and teach entrepreneurship as a driver for economic growth. In Berlin, they will present Biz'o'mine, a MMO videogame where players can build up their own business empire based on real world business.



Aykiro, Slovakia

Aykiro creates high-quality, innovative mobile games. Founded in 2015 by experienced international managers, their vision is to become one of the leading mobile game developers in CEE within 5 years.



Clansweb, Germany

Clansweb provides an unique management tool and web site builder for clans and their players.



Flying Sheep Studios, Germany

Flying Sheep Studios specialises in HTML5 game development, with a track record of over 50 high quality cross-platform games.



Gaminho, France

Gaminho is a mobile game company whose ambition is to become a major player in the mobile sport game category.



Honig Studios, Germany

Honig Studios is an award-winning production company consisting of developers, designers, strategists, writers, digital producers and film producers working together to create innovative interactive experiences and intellectual properties.



Karisma Kidz, UK

Karisma Kidz is a multi-award-winning brand that creates online games and offline products to increase emotional intelligence in children.



mOculus, Germany

mOculus launched a plug / in toolchain for professional Virtual Reality creators.



MqVR, Germany

MqVR create photo-realistic VR Experiences for Films and VR Games for film clients to capture all VR data in parallel to the film shoot.



Roccat, Germany

Roccat designs gaming hardware products that are currently distributed in more than 60 countries.



Stratosphere Games, Germany

Stratosphere Games is modern AAA mobile games development company with a strong focus on high-end production value, outstanding multiplayer elements and innovative retention strategies.

PARTNER PROFILES



About the MEDIA Programme

The MEDIA Programme helps the European Union film and audiovisual industries with financial support in the development, distribution and promotion of their work.

It provides assistance with getting projects with a European dimension off the ground and in nurturing new technologies; it contributes to enabling European films and audiovisual works to find markets beyond national – and European – borders; it part-funds the training and development of budding filmmakers and established professionals.

http://ec.europa.eu/programmes/creative-europe/index_en.htm



About the International Games Week Berlin

The INTERNATIONAL GAMES WEEK BERLIN 2015 is a leading cross-industry communication and networking platform for games business, development and culture. More than 10 individual events over six days offer a plethora of information on the topic of games. In 2014,

participants included about 10,000 German and international game developers, publishers, investors and gamers as well as representatives of public institutions and the media industry as well as gamers, fans and families.

During the INTERNATIONAL GAMES WEEK BERLIN several key industry events are taking place, the Opening Summit, the German Computer Game Award, the developer conference Quo Vadis, the Indie Games Festival A MAZE. / Berlin, the Gamefest at the Museum for Computer Games, Womenize!, and Matchmaking.

<http://www.internationalgamesweekberlin.com/>



About the PFM

ENTER EUROPE created a strategic alliance with Film London Production Finance Market to bring together expert investors from the renowned forum with up and coming financiers who participate in the training for an exchange of financing expertise and for building a strong network of UK based and pan-European financing and industry professionals.

As an international event that helps support independent film-making, the Film London Production Finance Market brings producers and financiers together to foster relationships and source financing for specific projects. Held in association with the BFI London Film Festival, the event has been going strong for seven years. It is the only event of its kind in the UK.

<http://filmlondon.org.uk/pfm>



About Media Deals

Media Deals is a pan-European investor network gathering business angels and early-stage venture capital funds focusing on Creative Industries and digital media.

Since its creation in 2008, Media Deals has been promoting and encouraging early-stage equity investment in high-growth startup companies in the audio-visual sector, in the area of digital tools/services for the creative industry, in disruptive models bringing content and technology together, and in cutting-edge media technologies

Today, the Media Deals network comprises 60 investors from a range of European countries and with differing investment criteria, yet all sharing an interest to invest in media/tech companies in Europe. This network of financiers, despite their different strategies and risk profiles, intends to develop common actions to facilitate cross-border investments in the sector.

<http://www.media-deals.org/>



About peacefulfish

Created in 2000, peacefulfish is a Berlin based strategic financing consultancy for the creative industries with a strong focus on film and content financing and on developing innovative financial instruments for fundraising for films and digital content. peacefulfish clients include independent producers from around the world as well as public institutions, to support regional development through tailor-made financing tools or financial incentives for films. Its main expertise is rooted within the fields of conceptual analyses, qualitative research, market intelligence, training, and project management.

www.peacefulfish.com