

ENTER EUROPE
TRAINING FINANCIERS ON INTERIM FUNDING
FOR THE CREATIVE INDUSTRIES

at

Frankfurt Book Fair

20 OCTOBER 2016



IN PARTNERSHIP WITH



Location: Frankfurt Book Fair
Mese Frankfurt,
Hall 4.0, Stand J35
Ludwig-Erhard-Anlage 1,
60327 Frankfurt am Main

20 October 2016 – ENTER Europe at the Frankfurt Book Fair

Investment Opportunities in the Publishing Sector

11h-12h **Welcome and Objectives of the Day**

Juliane Schulze, Course Director ENTER Europe, Senior Partner, peacefulfish

12h-13h **Venture Capital and M&A Activities in the Book Publishing Sector - Trends in Europe and in Germany**

By Thierry Baujard, CEO peacefulfish

How do book publishers deal with diminishing revenues, the need for deep restructuring processes and the pressure of coming to terms with a fully digitized competition? Which strategies can we learn from and for which consequences should publishers be prepared for?

Q&A

13h-14h **Networking Lunch**

14h-17h **Disruption Now! Pitch Presentations of 10 Start-ups**

Participants pitch for 7 mins + 7 mins Q&A with investors

Moderation: Thierry Baujard

Order Of Pitches:

- Institut für digitales Lernen: Johannes Grapentin
- Hybrid Publishing Group: Simon Worthington
- Videobooks: Patrick Müller
- Pitch: Squirrel: Jef Van der Avoort

- Beemgee: Olaf Bryan Wielk
- Omnibook: Micz Flor / Julian Sorge
- Brainyoo: Patrick Schmidt
- Papego: Karl-Ludwig von Wendt
- Polynaut: Iris Reisenauer, Alexander Ortenburger,
Florian Schulze & Friends
- SatoshiPay: Meinhard Benn

17h-18h **Investors' Group Feedback**
Moderated by Juliane Schulze

18h-19h **Networking Cocktail**

EXPERT PROFILES



Thierry Baujard is the founder of the pan-European investment network Media Deals, focusing on cross-border investments in the mediatech sector. He is also the CEO of peacefulfish, a financing consultancy firm specialized in the creative industries. Thierry has 20+ years of experience in the communications and entertainment industries. Thierry has worked in London as a business consultant for entertainment companies and telecom operators, then in France and Germany in business development for Vivendi, and then for ARTE - the Franco-German TV station. After having completed an MBA at Bocconi University in Milan, Italy and at UCLA in Los Angeles, specialising in film financing and e-commerce, he graduated from the European Executive Programme of the Ecole National d'Administration in France.

For Media Deals, Thierry is in charge of developing the investment network across Europe; he supports the network's investors in identifying investment opportunities and in carrying out due diligence with a focus on cross-border transactions and exit strategies. He is also a co-investor in some strategic start-ups of the creative industry. His current portfolio involves 10 ventures including video game, music and innovative creative and investment platforms.



Juliane Schulze is Senior Partner at peacefulfish and is working in the creative industry since 25 years, providing business services to the audio-visual industries. As Executive Advisor Juliane holds an extensive cross-industrial knowledge, specialising in financing consulting for audio-visual companies and entrepreneurs in the cultural and creative industries as well as in strategic advisory for funding institutions and regional development agencies. Juliane is Director of the MEDIA supported investor training programmes ENTER Europe. Juliane lectures at Free University Berlin, chairs EBN'S 'Cultural, Creative and Digital Special Interest Group' and is Member of the Advisory Board of the H2020-project InvestHorizon.

INVESTOR PANEL

In alphabetical order:

Michael Adam, CEO StoryDOCKS GmbH

Ralf Bieseimer, Founder and Managing Partner, readbox publishing GmbH

Hendrik Erasmus, Commerzbank

Cathrin Frisemo, Nordic Female Business Angel Network

Xavier Huerre, BeAngels and Transfund

Jesper Jarlbeck, President Danish Business Angel, Chairman Bookboon.com, CataCAp VC

Alexander Kolisch, Head of Digital, Thalia Bücher GmbH

Jannick Pedersen, Business Angel Investor

Stefan Peters, Managing Director Holtzbrinck Digital GmbH

Dr. Wolfgang Pichler, Publishing Director, MANZ'sche Verlags- und Universitätsbuchhandlung GmbH

Christian Schumacher-Gebler, CEO Bonnier Media Deutschland GmbH

Eugene Smyth, Angel Investor, Allied Irish Banks Seed Capital Fund

Martin Spencker, Verlagsleiter Georg Thieme Verlag KG

Dieter Staib, Esade Ban

Alexander Stoecke, B to V partners AG

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 Frankfurt Book Fair

Once a year, the Frankfurt Book Fair becomes the Global City of Ideas: the most important international trading place for content, from novels and children's books to academic databases. Publishing professionals from around the world meet here with partners from the technology sector and from related creative industries, such as film and games; it is here that new cooperation agreements and business models find their first inspiration. At the same time, the Book Fair is also a huge cultural event which, for five days every year, turns Frankfurt on the Main into the centre of the international media world.

<https://www.buchmesse.de/en>



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 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 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