

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

at

**Creative Business Cup  
21 NOVEMBER 2016**



Creative Business Cup

**IN PARTNERSHIP WITH**



**Location: Copenhagen Business School (CBS)  
Porcelænshaven 18B  
2000 Frederiksberg**

## **21 November 2016 – ENTER Europe at CBC**

**13:30 – 16:00**

### **Why Investing In The European Creative Industries Is A Lucrative Business**

Learn more about important market trends in one of Europe's most thriving sectors, the creative industries. Analyse proven investment models and identify new financing opportunities in an undervalued market segment. Investors will be able to openly discuss practical investment cases and strategies as well as their particular questions.

**13:30-13:45** Welcome  
**Juliane Schulze, Course Director ENTER Europe, Senior Partner, peacefulfish**

**13:45-14:30** **Smart Investment In Creative European Startups – Key Learning From The Games And Publishing Sector**  
**Juliane Schulze**  
**Q&A**

**14.30-15:30** **Individual Investor Consultations**  
**Coach: Juliane Schulze**

**15:30-16:00** **Conclusions and wrap-up**

## COACH PROFILE



**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

Emma Fau - EUcapital SPRL, BE angels, BAE, Belgium

Cathrin Frisemo - Nordic Female Business Angel Network, Sweden

Rebeca Hwang - Rivet Venture, UK

Otho Kerr - Partner Encourage Capital, UK

Harry Koppunen - Nortal, Finland

Chun Lee – Decode, UK

Dieter Staib, Esade Ban, Spain

## 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](http://ec.europa.eu/programmes/creative-europe/index_en.htm)



**Creative Business Cup**

#### **About Creative Business Cup**

Creative Business Cup is much more than a competition - it is a global all-year initiative supporting entrepreneurs from the creative industries in growing their business ideas as well as supporting them as contributors of creative and innovative solutions in other industries and society. Creative Business Cup empowers entrepreneurs in the creative industries, connects them to investors and global markets and strengthens their innovative capabilities to the benefit of industry and society.

<http://www.creativebusinesscup.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 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](http://www.peacefulfish.com)