

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

at

**CONTENTshift**

**25 APRIL 2016**

**CONTENTshift**  
Der Accelerator der Content-Branche 2016

**Börsenverein  
Gruppe** 

**IN PARTNERSHIP WITH**

mediadeals 

**Location: BÖRSENVEREIN**  
Haus des Buches  
Braubachstraße 16,  
60311 Frankfurt am Main

## **25 April 2016 – ENTER Europe at the CONTENTSHIFT Accelerator**

**13h-14h Welcome and Objectives of the Training**

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

**14h-15h Investor Roundtable**

CONTENTshift Investors are introducing themselves, their sectorial investment focus, typical investment amounts, and future portfolio strategies.

**15h-16h How To Identify Attractive Investment Opportunities In The Publishing Sector**

**By Juliane Schulze**

Identifying successful companies not only needs sector specific insight, it also requires a sound investment strategy and an understanding of what to expect from entrepreneurs. What are investors expecting from their investees and what should they be aware of before starting the dialogue.?

**Q&A**

**16h-16h30 Networking Coffee**

**16h30-17h30 Roundtable Discussion On Investment Strategies**

**Moderated by Juliane Schulze**

What drives investors investment interest and which criteria are used for selecting potential companies? Which business models are investors particularly interested in? What can we learn from success stories on the way forward?

**17h30-18h30 Individual Investor Consultations with Juliane Schulze**

**18h30-19h00 Conclusions**

## EXPERT 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

Michael Adam, CEO StoryDOCKS GmbH

Ralf Bieseemeier, Founder and Managing Partner, readbox publishing GmbH

Alexander Kolisch, Head of Digital, Thalia Bücher GmbH

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

Martin Spencker, Verlagsleiter Georg Thieme Verlag KG

## 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)

**CONTENTshift**  
Der Accelerator der Content-Branche 2016

**About CONTENTshift**

CONTENTshift is an acceleration programme for Start-ups of the Content-Industry that runs for three months. The goal of the accelerator is to build synergies between start-ups and established corporates in the sector that help foster innovation.

<https://www.contentshift.de>



**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)