

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

at

**Futur en Seine  
09-10 June 2016**



**IN PARTNERSHIP WITH**

**Location: Futur en Seine**  
Carreau du temple  
4 Rue Eugène Spuller,  
75003 Paris

## 9 June 2016 - DAY 1 – WORKSHOP SESSIONS

**10h-11h**      **Welcome and Objectives of the Training**

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

**11h-12h**      **Getting Into The Mind Of The Entrepreneur**

**By Charlotte Bavasso, Co-Founder of Nexus Interactive Arts, UK**

Creating interactive experiences is all about the story, about exciting design and the use of latest technology. What are current trends in immersive content, in VR and AR? What does it take to build an award-winning company in such a fast changing environment? Were there some key learnings?

**Q&A**

**12h-13h**      **Getting Into The Mind Of The Investor**

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

Building successful companies often needs the support of committed investors. Identifying the right investors, understanding what they expect from entrepreneurs and what they expect from their investment is key before starting the dialogue.

**Q&A**

**13h-14h30**    **Networking Lunch**

**14h30-15h30** **Successfully Internationalising A Creative Business**

**By Malo Girod l’Ain, CEO and Founder Digital Arti, France**

How do you turn the idea of an “emotional and sensory experience of art and entertainment” into a profitable and international business? Which business models sustain the company with offices in Paris, New York and Shanghai? What can we learn from strategic decisions taken on the way to success?

**Q&A**

**15h30-16h30 The NEM Immersive and Interactive Content proposal to the EC**  
By Thierry Baujard, CEO peacefulfish, NEM Steering Board Member

**16:30-18:00 Individual Investor Consultations**

## SPEAKER PROFILES



**Charlotte Bavasso** is the co-founder of Nexus, one of the world's leading independent studios and production companies. Charlotte alongside her business partner Chris O'Reilly co-founded Nexus Interactive Arts (NIA) in 2009, which works in the innovative space where storytellers and programmers collaborate to create innovative installations; web and app based projects as well as interactive and immersive films. Since 2013 NIA has been Google's partner on the *Made with Code* initiative and has produced many interactive projects. Through its experience in interactive storytelling Nexus is also developing a slate of cross-platform digital stories and is currently in production on an interactive storybook.



**Malo Girod de l'Ain** is the co-founder & CEO of Digitalarti, the leading French new media & digital creation production and distribution company. Digitalarti produces digital talents, promotes and distributes them internationally from Abu Dhabi to New York, from Shanghai to Seattle... for large companies including Accenture, Amazon, Dior, Google, Hermes, L'Oreal, SFR, Unilever, etc. Previously, during 10 years, Malo has been the founder of tech companies and VCs, and since 10 years the founder and CEO of Internet and publishing companies.



**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.

## 10 June 2016 - DAY 2 – PITCHING SESSIONS

- 11h-12h**      **Pitching Sessions 1-8** (10 minutes each, incl. Q&A)
- 12h-13h**      **Investor Feedback time**
- 13h-14h**      **Networking Lunch**
- 14h-16h**      **Pitching sessions 9-16** (10 minutes each, incl. Q&A)
- 16h-16h**      **Investor Feedback time**
- 16h-17h**      **Lessons learnt**
- 17h-18h-**      **Closing Remarks and Networking**

## INVESTOR PANEL



**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.



**Laurent Chesnais** is a Digital expert embracing Technology, Marketing and Business topics. He is member of the *Go Beyond* investor community. Laurent co-founded Netsize (as CTO and deputy CEO), the global leader for mobile operator micro-payment solutions and messaging services, now a Gemalto company. He successfully launched several mobile applications since 2004 in various fields including Music, Business Travel and Sport Betting.

He also co-founded and sold several startups in the Digital space since 1996. He headed European Technology for Egencia, an Expedia Inc. company, where he introduced Agile methodologies to increase quality and productivity of the e-Commerce products. More recently Laurent was the CEO of Lotsys, the technical subsidiary of the French national lottery (Française des Jeux) where he successfully launched several mobile application and initiated the development of a new transactional betting platform.



Swiss culture manager **Vincent Favrat** is the CEO of Musimap SA - Belgian Music Cognitive Technologies' company. He is also Investor & Head of strategic board of disruptive digital multi-effect processor company MOD Devices.

Since 2012, he is also co-founder and managing director of Just Temptation - leader in film music investment in continental Europe (35 high-profile movies co-financed to date). Vincent also recently co-founded the film/TV production company "Feierabend Production", which specialises in minority coproduction, offering a one-stop-shop for film financing from Germany.



**Dario Mazzella** is working for the Advisory and Venture Capital industry and currently is an advisor for META Group, an international group supporting the creation of knowledge intensive companies, developing new entrepreneurial programs for the European Commission, mentoring startups and young entrepreneurs looking for early-stage capital, and managing the company's participation inside international networks. He also managed the overall organization of the Global Entrepreneurship Congress 2015, held in Milan last March 2015 and gathering professionals from 159 countries.

He is currently doing a PhD in Geopolitics at the University of Pisa, focusing on the economic development of the Mediterranean Sea Basin. He holds a Master Degree in Innovation Management from the Sant'Anna School of Advanced Studies. His research interests are social entrepreneurship, impact investing, startups and new policies for financing innovations.



**Anne-Claude Pont** has an in-depth experience in finance and management. After graduating from ESCP Europe, she started her career at Crédit Lyonnais USA; back in France she joined Compagnie Bancaire (Paribas Group) where she became Head of International Treasury. She then spent 8 years at HVB France, lastly as General Manager and Country Head, in charge of financial markets activities, human resources and IT. Finally, Anne-Claude joined RBS in Paris as a Managing Director, member of the regional ExCo, in charge of developing Financial Institutions relationships in France, Belgium and Luxembourg ; she left RBS at the end of 2013.

She is now a Business Angel and a certified Non Exec Director in various companies. Anne-Claude has been a member of various networks for many years, including IFA, APM (Managers Association) and FBA (Women Business Angels association).



**Nicolas Rose** specialises in Software and Internet investments and is member of the management board of “XAnge Private Equity”, an asset management company based in Germany and France. Nicolas started his career as a software developer in financial simulation, he then developed sector expertise in the financing and valuation of high-tech companies for JP Morgan and as a financial analyst specialized in European Information Technology IPOs with Hambrecht & Quist.

Nicolas Rose joined Paris-based Venture Capital firm XAnge in 2004. He has invested successfully in ABAXIA (Sold to HTC), Delamaison.fr (Sold to Leroy Merlin), Dolead, Dynadmic, Nexway, Neolane (Sold to Adobe), Prestashop, RunMyProcess (Sold to Fujitsu), Sinequa and Vision Objects. Nicolas holds a degree in Mathematics and Computer Science from the University of Michigan (USA) and an MBA from the Ecole des Ponts et Chaussées (France).



**Léa Vigier** is a Venture Capital Analyst at Iris Capital Management.

Lea joined this year the early stage team of Iris Capital, a Venture Capital firm investing in the digital economy. For Iris Capital, Léa is sourcing news deals, assessing business plans and performing due diligence. She has previously worked in Investment Banking at CA CIB. Lea is graduated from Paris Dauphine in Finance.

## Participating companies



**Adssets** is a mobile rich media advertising company. It brings new ways to engage audiences with its unique technology and formats. The services is a mix between proprietary formats that are unique to certain publisher to standard based formats that can be served programmatically.  
<http://adssets.com/>



**Baghdad 3D** is a technological initiative for creative content. By digitizing Iraqi endangered artifacts and ancient sites, we save for the future and intend to share those treasures of humanity through technology (hologram, VR, 3D printing).



**beQbe** is a social platform where you can create, save, organize and share rich content (cubes) created with videos, text, pictures, audio, etc. by an easy way, with a great potential for positioning and data intelligence capabilities for businesses. <https://www.beqbe.com/>



With **Carlili**, rented cars are delivered anywhere anytime. The cars come from rental agencies and are recent, clean and safe. They are delivered and recovered by 'carsitters' while all the paperwork is eliminated to make the experience of renting a car amazing. <http://www.carlili.fr/>



**TheCityGame** is the app that empowers users to perform one good action per day and create impact by sharing with others. It gives users the opportunity to have fun and get rewarded for performing responsible actions. At the same time, brands and organizations participate and enable users to perform the actions while achieving marketing and CSR goals. <http://www.thecitygame.com/>



Studio PixMix develops **Debout Ludo** a mobile app dedicated to the cognitive development of preschoolers. The app is made of interactive fairy tales containing cognitive games within their narration. Debout Ludo is an edutaining solution based on neuroeducation research works that aims to prevent learning disorder at an early stage. <http://www.deboutludo.com/>



**Digitalarti** is the leading platform for international distribution of live digital experiences, working for major companies worldwide to distribute spectacular digital, interactive creations for events, installations, malls, showrooms or corporate offices. Digitalarti has already worked for companies around the world including Accenture, Amazon, Dior, Google,

Hermes, L'Oreal, SFR, Unilever and for public spaces like airports or train stations. [www.digitalarti.com](http://www.digitalarti.com)



**Gaminho** makes Free-To-Play mobile sport games and focuses on making the n°1 tennis management game. Gaminho was co-founded by three people with different areas of expertise, including two sport-addict brothers), experienced entrepreneurs and video games fans. <http://www.gaminho.com/>



**InstaLOD** provides process automation services by utilizing 3D optimization technology for companies working with high definition 3D models. These companies are typically active in either games, VFX, arch-viz or 3D scan. <http://www.instalod.io/>



**Jamshake** is an online platform for music collaboration. It offers a new way of composing music with others from a distance (a band, friends or the Jamshake community), with a free tool, quick and easy to start with: JamStudio. It also allows you to find musicians near you or from the other side of the planet. <https://www.jamshake.com/>



**MOD** is a foot-operated musical box that simply replaces most of all other equipments used by any musicians, such as stomp-boxes, multi-effects pedals, effects racks, cables and computers. It is a computer, audio software, social media and plugin store inside a rugged box. It allows external and independent developers to publish software at the plugin store and lets the musician purchase and recombine this new software at any time. <http://moddevices.com/>



**QRTalk** is a mobile messaging platform designed to defend information exchange from unauthorised access, disclosure, inspection or recording. QRTalk is private, secure, temporary and anonymous. And it is a white label software. Together with our portable device QRTalk.Box we deliver complete ownership of infrastructure for the highest possible security level. <http://www.qr-talk.com/>



**SCALE-1 PORTAL** brings to the market 'out of the box' virtual reality products for the Entertainment & sports industries. It turns a wall or a small room into an immersive doorway to a virtual world, displayed in real scale. The immersed user only has to wear standard 3D glasses, and can freely interact with the virtual world using his body as he would in the real life, without having to wear sensors. <http://www.scale1portal.com/>



**SYOS** personalizes the acoustics of musical instruments in order to offer the musicians a custom-made sound. Its first products are saxophone mouthpieces. Thanks to SYOS' scientific expertise, the words used by musicians to describe their dream sound are linked to a mouthpiece geometry that will enable them to obtain this sound. 3D printing helps making those unique pieces in a quick and flexible way. <http://www.syos.co/>



**VIRTUITALY** is a startup born in 2015 as spinoff of Centrica with the aim of promoting Italian culture and creativity through immersive & interactive digital exhibitions, creating unforgettable and emotional experiences of edutainment for a large audience. The first realization, "Uffizi Virtual Experience", a strongly emotional event dedicated to the Uffizi Gallery, debuted in Milan (Jan-Mar 2016). [www.virtuitaly.com](http://www.virtuitaly.com)



**Whootgames Studio** is a company based in Asturias, Spain. Founded in 2014, it's focused on the development of entertainment software for mobile devices, computers and consoles and all the technology around them, like Virtual Reality. <http://www.whoogames.com/>

## 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)



### About Futur en Seine

Futur en Seine is an event organised every year since 2009, by CapDigital, the French cluster for digital innovation. As an International Festival, it shows the latest digital innovations to French and international professionals and to the general public. FenS attracts each year nearly 50,000 visitors and numerous international delegations.

<http://www.futur-en-seine.paris/>



### 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)