

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

at the View Conference, Torino

24th October 2016



IN PARTNERSHIP WITH



**Location: Centro Congressi Torino Incontra,
Via Nino Costa, 8
Torino, Italy**

24 October 2016 – ENTER Europe at the View Conference

Training Financiers On Financing The Games Sector

The ENTER Europe Workshop during the View Conference focuses on latest trends and developments of three key areas of the Games industry, Games Publishing, Games Investment and on Games Monetisation.

After the introductions, participating games companies and investors will join in individual tutoring sessions that help to highlight the projects' investment potentials. The day finishes with the entrepreneurs presenting their projects and companies in 5 minute pitches to the equity investors who will give feedback in another 5 minutes.

Investors:

- Paolo Amselmo, IBAN, Italy
- Alessandro Colesano, Business Angel, Italy
- Gill Doukhian, Iris Capital, France
- Alberto Giusti, Business Angel, Italy
- Francesco Mantegazzini, MGH7 Venture, Italy
- Renaud Saint Sernin, Google Games, France
- Travis Winstanley, Kuju Startups Fund, UK

Games Companies:

- Paolo Chiaramello, Brain in the Box, Italy
- Cesar Ortega-Domene, SKARA The Blade Remain, Spain/UK
- Matteo Pozzi, We Are Müesli, Italy
- Patrick Rau, Kunststoff, Germany
- Thomas Rössing, Flying Sheep, Germany
- Pau Yànez, Geomotion Games, Spain/UK

Agenda – 10:00 – 18:00

Training Financiers On Financing The Games Sector

10:00-11:30 **Welcome & Keynotes**

- ▶ **Games Publishing**
- ▶ **Games Investment**
- ▶ **Games Monetisation**

Benoit Boutte, Managing Director Digital Business Development,
BB Consulting Group, France

11:30-12:00 **Network Coffee**

12:00-13:00 **“Presenting a games project and company to investors – What investors should look for” – part 1**

Individual tutoring with Thierry Baujard, CEO Media Deals, Germany:

- Skara
- Kunststoff

13:00-14:30 **Network Lunch**

14:30-16:00 **“Presenting a games project and company to investors – What investors should look for” – part 2**

Individual tutoring with Thierry Baujard:

- Brains in the Box
- We are Müsli
- Flying Sheep

16:00-18:00 **Project Pitch Presentations And Investor Feedback**

- Skara
- Kunststoff
- Brains in the Box
- We are Müsli
- Flying Sheep

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.



Benoit Boutte is Managing Director at Digital Business Development and President of BB Consulting Group.

He has more than 20 years of experience in the entertainment and digital content industries: Homevideo, Videogames, Digital Games and Social Networks.

Benoit has worked 15 years as Managing Director for top tier publishers: Virgin, Interplay, Vivendi, Blizzard, Sierra, Digital Bros,

He set up and managed startups and subsidiaries of multinational groups, in France, Italy, Spain and Benelux.

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