

EU4Tech PoC Component 6 workshop: Investment readiness and Funding



Thursday 12th November 13:00 -17:30 CET

Register in advance for this webinar:

<https://us02web.zoom.us/meeting/register/tZwuc-ypqDgsHNTOfGvVq3MQ-F6eYM9SDctt>

Outline of the workshop

Introduction

It costs money and effort to bring a new technology-based product or service closer to the market. As your idea matures, you typically need to secure money for R&D, IP costs, manufacturing facilities, and product or service accreditation, as well as sales, marketing, and professional support. The financing of your activities is one of the first and most important financial decisions that researchers, project managers, or entrepreneurs make. There are many ways to secure financial support, but it is essential to find the right one for your development stage. The search and approach to financing should be tailored to the maturity level of your project. The way you choose to finance your activities can influence how you structure and implement your project.

Usually, the first financing comes from you, your family, friends, partners. Then there are grants or incentive programs and donors. As your project's maturity increases and risks fall, you may get support from business angels, accelerators, crowdfunding platforms, risk capital funds, business partners, banks, institutional investors (who offer a variety of loans and lines of guarantee). This means that "all money is not the same" and that you need to adapt your 'pitch' to the requirement of the different financing groups. You need to be prepared for each type of finance.

During this half-day interactive workshop, we will explore all these aspects, allowing you to intelligently prepare yourself to get the most out of all available financing opportunities.

Content

- Maturity of project results – Technology and Business Readiness levels
- Type of funding linked to the maturity level
- A funder's perspective and their evaluation criteria by type of funding
- Assessing your investment readiness
- Selecting the most appropriate source of funding

Learning outcomes

As a result of attending this half-day workshop, participants will

- L1:** be able to identify the maturity stage of a project and its results
- L2:** be able to identify the most appropriate form of funding according to the maturity stage
- L3:** be aware of how various 'investors' assess proposals and of their investment criteria
- L4:** learn how to assess the investment readiness of project results
- L5:** be able to identify the most appropriate approach for the most suitable investor

Target participants

Individuals and teams who are working in EU4TECH supported PoC projects. It will also be valuable for researchers, project leaders, and entrepreneurs looking for early-stage investment possibilities.

Language

This workshop will be in English, and no translation will be provided.

Trainers

This workshop will be led by Andrea di Anselmo (Senior Short-Term Expert for Follow on Funding Support) and Iztok Lesjak (Key Expert for Early-stage Investment).

Agenda

13:00	Introductions to the trainer(s), participants, and the training
13:05	<p>Session 1: Project Maturity – Technology and Business Readiness levels</p> <p>Group session content:</p> <ol style="list-style-type: none"> 1. Introduction to early-stage financing - main elements and definitions 2. Levels of project maturity and costs to bring a solution to the market 3. Presentation of case studies to show the typical stages of project maturity <p>QA discussion</p> <p>Learning outcome L1: be able to identify the maturity stage of the project and its results</p>
13:40	<p>Session 2: Type of funding according to maturity</p> <p>Group session content:</p> <ol style="list-style-type: none"> 1. Introduction to different types of funding and investors 2. Linking project maturity and types of funding and investors 3. Presentation of globally recognized cases <p>QA discussion</p> <p>Learning outcome L2: be able to identify the most appropriate form of funding according to the maturity stage</p>
14:20	Break
14:30	<p>Session 3: Funder's perspective and evaluation criteria by type of funding</p> <p>Group session content:</p> <ol style="list-style-type: none"> 1. Introduction to the criteria for different types of funding 2. Factors that influence investor interest/decision 3. Communication approach for different types of investors <p>QA discussion</p> <p>Learning outcome L3: be aware of how various 'investors' assess proposals and of their investment criteria</p>
15:30	Break
15:40	<p>Session 4: Assessing your investment readiness</p> <p>Group session content:</p> <ol style="list-style-type: none"> 1. Introducing the tool for self-evaluation (BOSS platform) <p>Individual work session content:</p> <ol style="list-style-type: none"> 2. Performing a self-assessment exercise (each participant will use a web tool to identify the use/investor readiness of her/his project result) <p>Feedback and discussion</p> <p>Learning outcome L4: learn how to assess the investment readiness of project results</p>
16:15	Break
16:25	<p>Session 5: Selecting the most appropriate source of funding</p> <p>Group session content:</p> <ol style="list-style-type: none"> 1. Presenting the results of the self-assessment and the envisaged type of funding to be addressed to finance the next stages (6 participants will volunteer for 3 minutes presentation) 2. Feedback from the trainers and mentors on the proposed source of funding <p>Learning outcome L5: be able to identify the most appropriate approach for the most suitable investor</p>
17:15	Conclusions and next steps
17:30	End of workshop

Profile of the trainers

Andrea Di Anselmo (Senior Short-Term Expert for Follow on funding support)



Andrea Di Anselmo is a founding member of META. He has more than 25 years of experience in innovation and startup support gained participating in international projects and influencing strategic addresses as a member of the BoD of intermediary organizations, research institutes, Business Angels Networks, and SMEs. He is on the Board of Directors of META Ventures, the management company operating the Ingenium seed funds in Italy, Slovenia, and Poland. He is the Vice President of INSME, the International Association of SMEs.

He is a member of the Network "Friends of Jožef Stefan Institute."

Iztok Lesjak (Key expert for early-stage investment)



Iztok Lesjak was one of the Founders and the General Manager of the "Technology Park Ljubljana." He has worked with early-stage technology and startup companies for over 23 years, identifying entrepreneurial potential and innovative technology.

Iztok has a profound knowledge of delivering entrepreneurship support and identifying, evaluating, mentoring, and monitoring the development of early-stage promising business models, IP protection, bootstrapping, marketing, and linking opportunity to larger corporations. Izток has particular expertise in helping early-stage opportunities access early-stage investment from grant, seed,

and venture finance.

Iztok holds a Master of Science in Economics and a Bachelor's degree in Computer Sciences from the University of Ljubljana.