

NGI

TETRA WEBINAR #3 WHERE TO GET MONEY?

Investors, grants or crowdfunding

WHAT WE DO?

- Coaching during TETRA bootcamps
- 20 hours of mentoring after TETRA bootcamps for the most promising businesses
- Individual master plans
- Bootcamps and webinars on the topics of
 - IPR
 - Investments
 - Public funding and public tenders
 - Marketing and Sales
 - Entering new markets
 - Etc.

TRAINING

Join our bootcamps and webinars on different topics such as intellectual property, sales and new markets, leadership skills, investments and much more.

MENTORING

Reiceive individual mentoring from experts, startup founders and investors.

BUILDING NETWORKS

Get access to Digital Innovation Hubs, connect with investors and corporations for collaboration.

MEET OUR GUESTS



Riivo Anton

Investor, Founding partner of
United Angels VC



Kadri Adrat

Team leader of enterprise
financing team at CIVITTA



Ramona Dremljuga

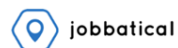
Altfinator network

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INTRODUCTION TO ANGEL INVESTMENTS

Riivo Anton





30+ investments done

Looking at 100-300 opportunities every year

<10 investments every year



Grants

Very cheap



Loans

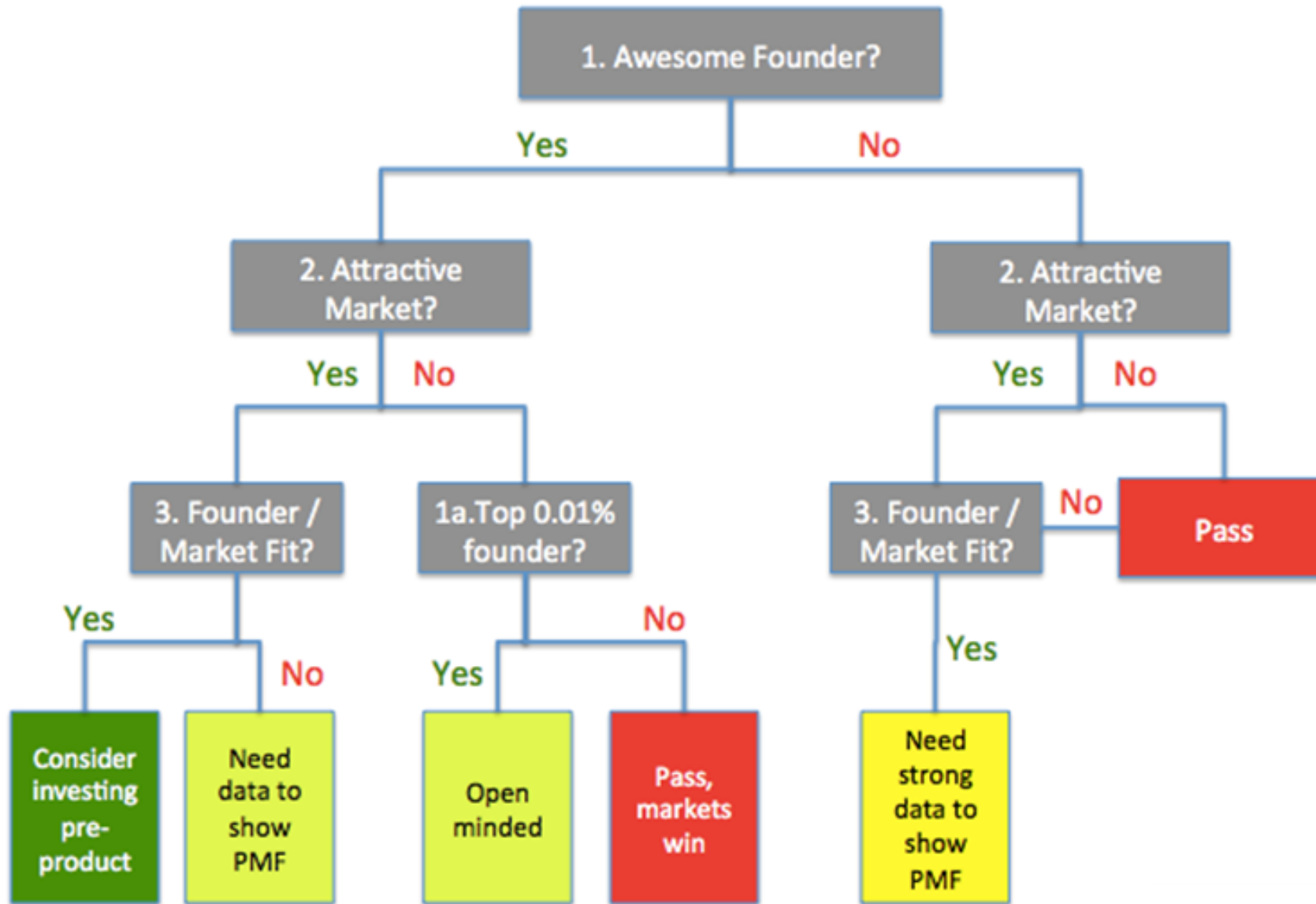
Cheap



Equity investments

Most expensive





Business

Is it a business or a product? It needs to be a business.

Product < Business < Asset

Primary investment focus
(vertical, stage)

MVP, preferably some early
revenue

IP matters

Scalable business model

Positive feedback from industry
experts



Team

Personal match

Multiple founders

Proven track to do
extraordinary things

Sufficient founder equity



Market



B2B familiar to us

Nordic mindset

#1 position in niche achievable

Addressable market >100MEUR

Market CAGR strongly positive (>30%)

Terms & Exit

Relevant ticket size

Liquidation preference

Pro rata rights (follow-on)

Round syndication

Identified exit partners



Thanks!

riivo@unitedangels.vc

NGI

FUNDING OPPORTUNITIES TO BOOST YOUR BUSINESS

Kadri Adrat

CIVITTA



CIVITTA

\ EIC ACCELERATOR

\ EIC ACCELERATOR IN A NUTSHELL



AIM

To support more radical, **market-creating innovations** to improve productivity and international competitiveness and generate new jobs and higher standards of living.



FOCUS

- **High-risk, high-potential SMEs** with a clear commercial ambition and a **potential for high growth** internationally. The funding can be used to develop a ground-breaking business idea further into a market-ready product, service or process.
- **Ground-breaking concepts** at the last stage before scale-up (TRL 6 to TRL 8 (grant) / TRL 9 (equity)).



PROJECTS

- Breakthrough innovation projects with potential to boost the company's growth
- With the need to demonstrate commercial potential via development, R&D and market replication
- Leading to greatly innovative products or services that are ready to conquer the market
- There are **no set topics**, however, the project should focus on tackling societal, technological and business challenges on a wider scale.
- With the duration of 12-24 months



FUNDING

- Grant size: up to **2.5 mln €**
- Equity: up to **15 mln €**
- Funding rate: **70%** (30% self-financing)

\ KEY TO SUCCESS

REMOTE EVALUATION

Trying to please everybody without knowing how to win them over.

- Problem-solution-action storyline
 - Data, facts & figures
 - More proof than talk
 - Well designed & structured
-
- Strong team
 - Rather hardware, than software
 - State of the art solutions that disrupt the current ways of doing things
 - Reasonable budget

INTERVIEWS

Prepare as if you would be going to an present to an investor.

- Presentation is everything
 - Know what you are talking about
-
- Strong team!
 - Problem-solution-action storyline
 - Business case (incl. feasible market size)
 - Competitive edge
 - Financial stability and independence, but not over capitalised

\ APPLICATION PROCESS

PROPOSAL PART A

General information and administrative data on the applicant, budget, ethics issues and call-specific questions, including consent for blended finance.

PROPOSAL PART B

- **Proposal** (up to 30 pages) describing the innovation and how it meets the criteria of the call
- **Annexes 1-3**, including ethics and security, CVs, other supporting documents
- **Annex 4** – financial and corporate information Excel file
- **Annex 5** – pitch-deck

CUT-OFF DATES



CIVITTA

\ FAST TRACK TO INNOVATION

\ FTI IN A NUTSHELL



AIM

To accelerate the market uptake of **ground-breaking innovations** by providing funding in an open, accessible scheme that nurtures ideas from **consortia** of innovators of all types and sizes.



FOCUS

- For relatively **mature, ground-breaking new technologies**, concepts, process and business models that need **final development** to be able to shape a new market and achieve wider deployment.
- Company growth and development in order to strengthen Europe's **industrial leadership**.



PROJECTS

- With a **fast market uptake potential**
- Reaching the market with at least 3 years
- Ground-breaking innovations with strong potential to lead to company's growth and scale-up
- **Priority areas** including leadership on nano-technologies, advanced materials and biotechnology, and improving lifelong health and wellbeing
- With the duration of 12-24 months



FUNDING

- Grant size: up to **3 mln €**
- Funding rate: **70%** for private-for-profit entities, 100% for non-profit entities

\ KEY SUCCESS CRITERIA

APPLICANT	ACTIVITIES
<ul style="list-style-type: none">• Limited size consortium: 3-5 partners from at least 3 different EU or H2020 associated countries• Industry-intensive:<ul style="list-style-type: none">• 2 out of 3/4 partners or 3 out of 5 partners must be private-for-profit• or 60% of the budget allocated to private-for-profit entities	<ul style="list-style-type: none">• Piloting• Test-beds• Pre-normative research and standard-setting• Validation in real-world conditions• Validation of business models



Technology Readiness Level of at least 6 is required, the intention is to bring the innovation to TRL 8.

\ APPLICATION PROCESS

PROPOSAL PART A

General information and administrative data on the applicant, budget, ethics issues and call-specific questions, including consent for blended finance.

PROPOSAL PART B

Proposal (up to 30 pages) describing the innovation and how it meets the criteria of the call and work programme:

- Section 1-3: innovation, market and work programme
- Section 4-5: applicant, consortium, ethics etc.






CUT-OFF DATES



CIVITTA

\ CASCADE FUNDING

COMPETITIVE CALLS FOR VARIOUS INDUSTRIES

TOPICS	CALLS	FOCUS	FUNDING	DEADLINE
 NEXT GENERATION INTERNET	NGI TRUST	<ul style="list-style-type: none"> App implementation Artificial intelligence Trustable internet infrastructure 	75 000 – 200 000 € depending on project type	04.05.20
	NGI DAPSI	<ul style="list-style-type: none"> Data and service portability 	37 500 – 150 000 € depending on applicant type	22.04.20
	NGI POINTER	<ul style="list-style-type: none"> Privacy by design Internet at the Edge E-commerce security 	50 000 – 200 000 € depending on applicant type	06.2020
	eSSIF-LAB	<ul style="list-style-type: none"> Identity and electronic transactions Self-Sovereign Identity 	Up to 155 000 € depending on project type	30.06.21, 30.04.20
 ROBOTICS	AGROBOFOOD	<ul style="list-style-type: none"> Agricultural Robotics for Crop Production Food supply chain Robotics Livestock Robotics 	300 000 – 500 000 €	31.05.20
	DIH-HERO	<ul style="list-style-type: none"> Technology transfer and demonstration for specific clinical healthcare problems 	Up to 200 000 € depending on project type	15.06.20
 EDUCATION	IMPACT EDTECH	<ul style="list-style-type: none"> Inclusive education Personalised learning 	Up to 195 000 €	12.2020
 TECHNOLOGY	SMART EES	<ul style="list-style-type: none"> FEW technologies 	Up to 100 000 €	09.2021
	TETRAMAX	<ul style="list-style-type: none"> Technology transfer in various sectors 	Up to 60 000 € per partner	30.04.20
	DIGIFED	<ul style="list-style-type: none"> Smart applications 	Up to 55 000 €	09.06.20
 OTHER	EUROPEAN DATA INCUBATOR	<ul style="list-style-type: none"> Solving challenges in various sectors 	Up to 100 000 €	17.06.20
	3DP PAN EUROPEAN GRANT	<ul style="list-style-type: none"> Implementation of 3D printing for prototyping 	Up to 40 000 €	31.08.20

CIVITTA

\ LIFE PROGRAMME

\ LIFE PROGRAMME OVERVIEW

PROGRAMME FOCUS

LIFE+ is EU the programme for the environment and climate action supports private bodies, public entities and NGOs in:

- best practice, pilot and demonstration projects, incl. technologies and solutions that are ready to be implemented in close-to-market conditions, at industrial or commercial scale
- implementation of plans, strategies or roadmaps at national or regional scales
- development and implementation of EU environmental policy and law
- awareness-raising, training and capacity building, law compliance and enforcement, knowledge development and stakeholder participation

APPLICATION PROCESS

The **climate action** sub-programme follows a single-stage application procedure, full project proposals submission deadline is **6th of October 2020**

The **environment action** sub-programme follows two stage application process:

1. Submission of 10 pages concept note (deadline **14, 16 July and 6 October 2020**, depending on the project type)
2. Submission of full project proposal (deadline **February 2021**)

FUNDING

- The current funding period 2014-2020 has budget of **3.4 BLN EUR**
- LIFE programme co-financing is **55%-60%**, with the exemption of 75% of projects in the field of Nature and Biodiversity
- Project size: min **0,5-5 mln EUR**, up to 17 mln in case of integrated projects
- Subcontracting limit: 35% of budget allocation

\ LIFE+ PROGRAMME – OVERVIEW OF SUB-PROGRAMMES

ENVIRONMENT SUB-PROGRAMME

NATURE CONSERVATION AND BIODIVERSITY

- nature conservation projects in particular in the areas of biodiversity, habitats, and species

ENVIRONMENT AND RESOURCE EFFICIENCY

- air, chemicals, green and circular economy, industrial accidents, marine, and coastal management, noise, soil, waste, water, and the urban environment

ENVIRONMENTAL GOVERNANCE AND INFORMATION

- awareness-raising, training and capacity building, law compliance and enforcement, knowledge development and stakeholder participation



75% of the budget

CLIMATE SUB-PROGRAMME

CLIMATE CHANGE MITIGATION

- areas of renewable energies, energy efficiency, farming, land use, peatland management

CLIMATE CHANGE ADAPTATION

- areas of resilience to water scarcity, droughts, forest fires or floods, adaptive technologies for economic sectors, and safeguarding natural resources

CLIMATE GOVERNANCE AND INFORMATION

- awareness-raising, training and capacity building, law compliance and enforcement, knowledge development and stakeholder participation

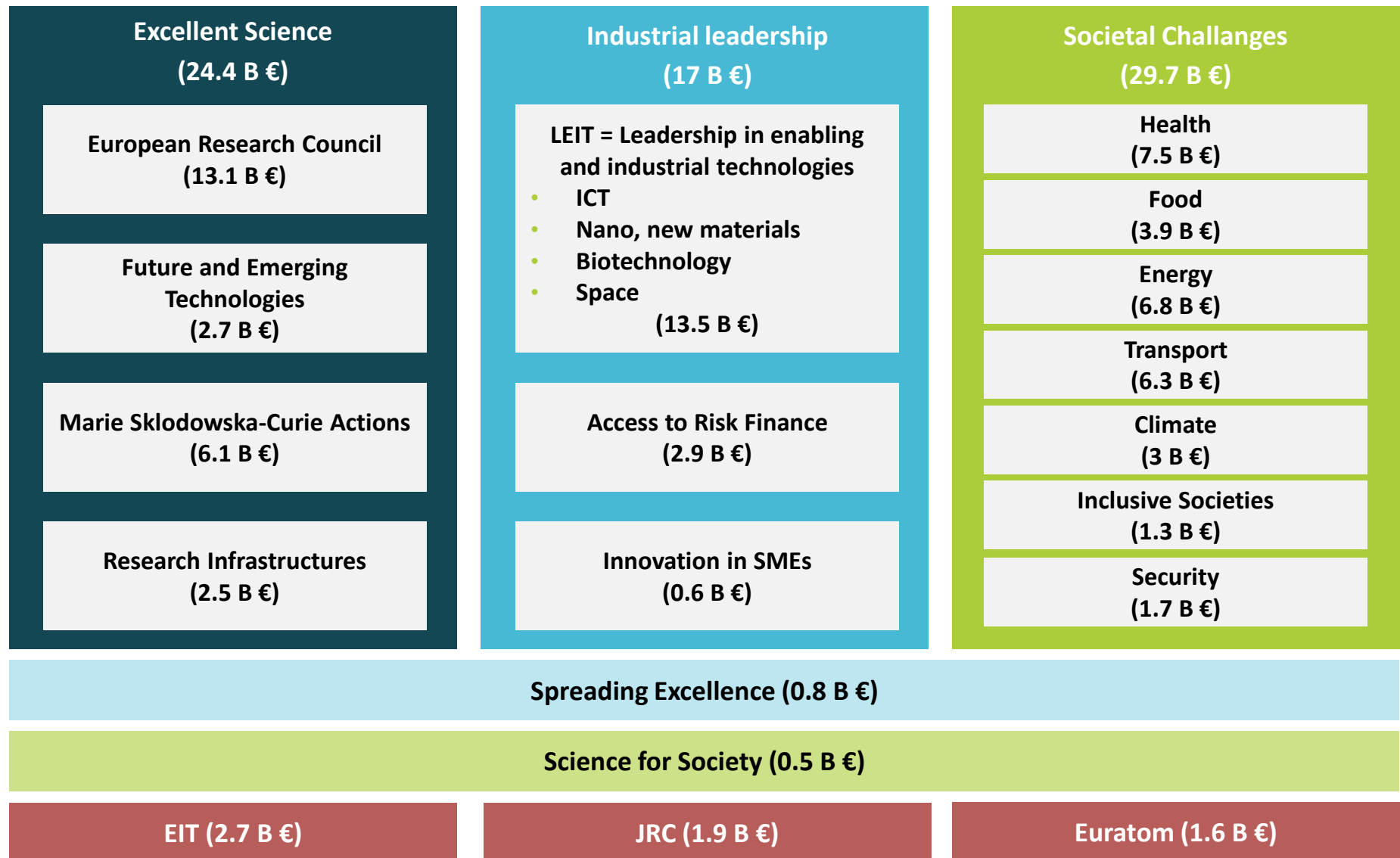


25% of the budget

CIVITTA

\\ EUROPEAN FUNDING SCHEMES FOR R&D PROJECTS

\ HORIZON 2020 FOCUS AREAS (WORK PROGRAMMES)



\ TYPES OF PROJECTS

	Research and innovation (RIA)	Innovation actions (IA)	Coordination and support actions (CSA)
Funding rate	100%	70% (except non-profit organisations:100%)	100%
Min participants	3	3	1
Technology Readiness Level	Up to 5	6 and beyond	-
Main activity type	Research and Development - activities aiming to establish new knowledge and/or to explore the feasibility of a new or improved technology, product, process, service or solution.	Innovation – activities close to the market, directly aiming at producing plans and arrangements or designs for new, altered or improved products, processes or services.	Support and coordination activities
Activities	<ul style="list-style-type: none"> • Basic and applied research • Technology development and integration • Testing and validation on a small-scale prototype in a laboratory or simulated environment • Limited demonstration or pilot activities aiming to show technical feasibility in a near to operational environment 	<ul style="list-style-type: none"> • Limited research and development activities • Prototyping • Testing • Demonstrating • Piloting • Large-scale product validation • Market replication 	<ul style="list-style-type: none"> • Standardisation • Dissemination • Awareness-raising and communication • Networking • Coordination or support services • Policy dialogues and mutual learning exercises • Studies and strategic planning • Networking and coordination between programmes in different countries

WORK PROGRAMMES WITH OPEN TOPICS

1 Information and communication technologies (17.06)

- Robotics applications
- Photonics technologies
- Big Data technologies
- Cloud Computing
- 5G
- Next Generation internet:
- Digital Platforms

2 Health, demographic change and well-being (04.06 & 18.06)

- Personalized medicine
- Innovative health and care Infectious diseases
- Integration of care
- Improving urban health and wellbeing
- Digital transformation in health and care
- Digitizing and transforming European industry and service

3 Secure societies – protecting freedom and security of Europe and its citizens (27.08)

- Protecting infrastructure and people
- Disaster-Resilient Societies
- Fight against Crime and Terrorism
- Border and External Security
- Cybersecurity, Digital Privacy and data protection

4 Secure, clean and efficient energy (28.04 & 10.09)

- Buildings in energy transition
- International cooperation in renewables
- Smart and clean energy for consumers

5 Bio-based Industries Joint Undertaking - BBI JU (03.09)

- Supply of sustainable biomass feedstock applications
- Optimize efficient processing for integrated biorefineries
- Bio-based products for identified market
- Market-uptake of bio-based products and applications



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 WE LOOK FORWARD TO WORKING WITH YOU

NGI

ALTERNATIVE FINANCE

Ramona Dremljuga

Ramona.Dremljuga@civitta.com



SMES' ACCESS TO FINANCE

and the ambition of altfinator.eu

ALTERNATIVE FINANCING IN THE EU – the Financial Gap

Small and medium-sized enterprises (SMEs) represent over 99% of businesses in the European Union. The competitiveness and growth of the European economy depends on the success of these companies.



One of the most important issues that SMEs are facing is their difficulty in accessing financing.

UNEQUAL ACCESS TO FINANCE ACROSS EUROPE

- **Southern, Central and Eastern European countries face most difficulties**
- Northern and Western European financial markets more matured
- Main problem lies with lack of awareness, which cause trust issues
- Non-supportive and rigid regulatory frameworks hinder transformation



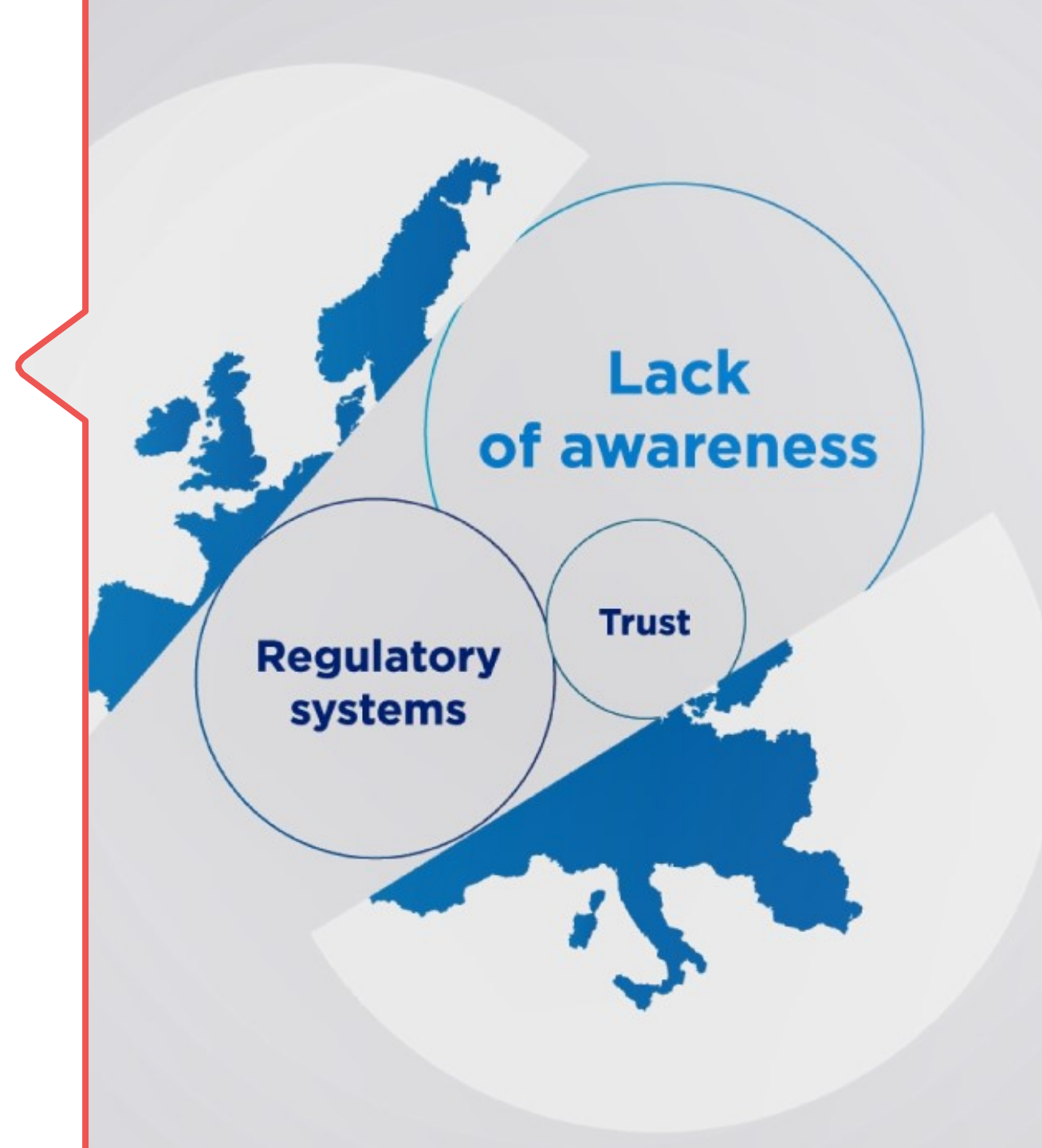
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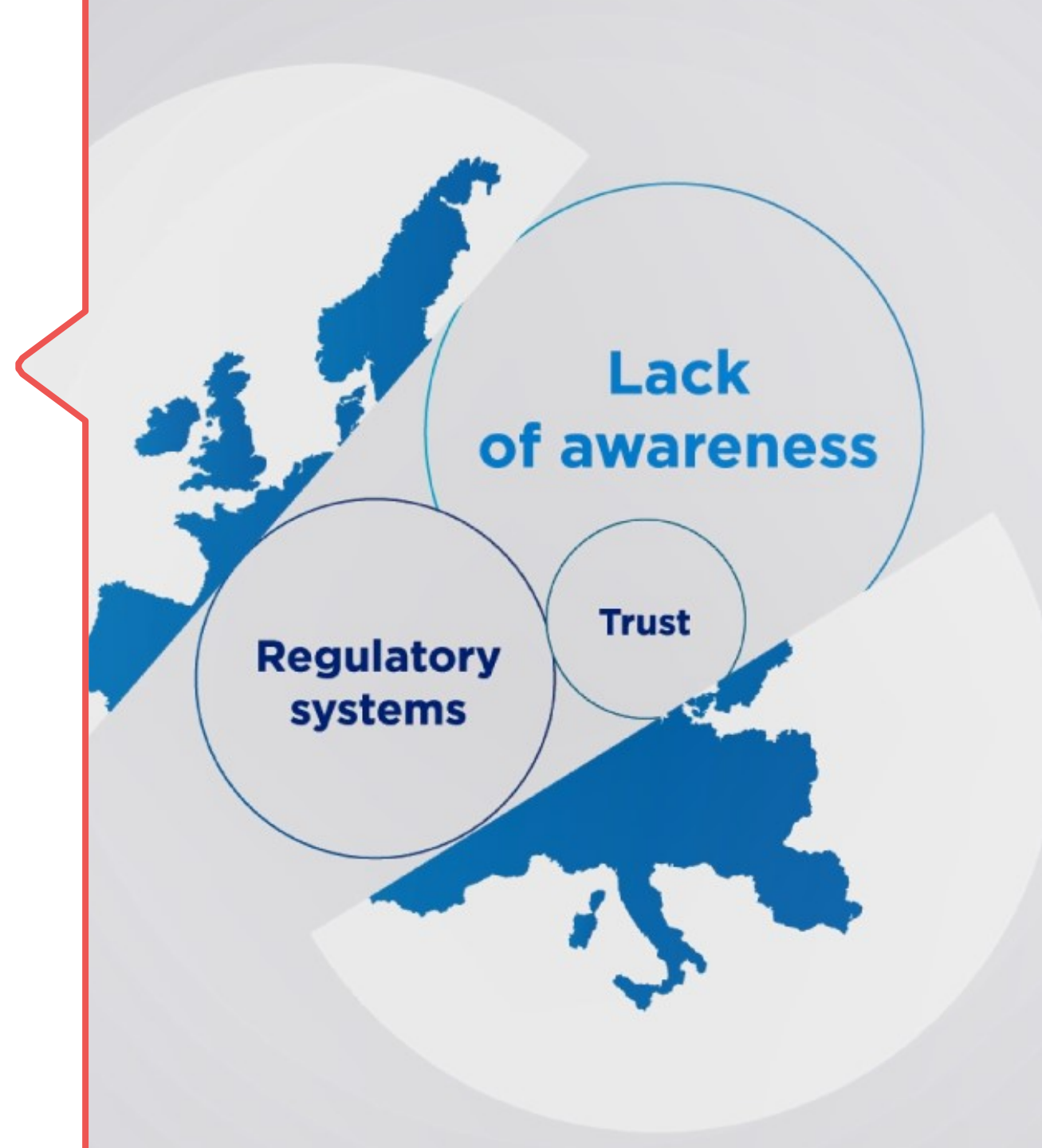
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Peter
a finance provider

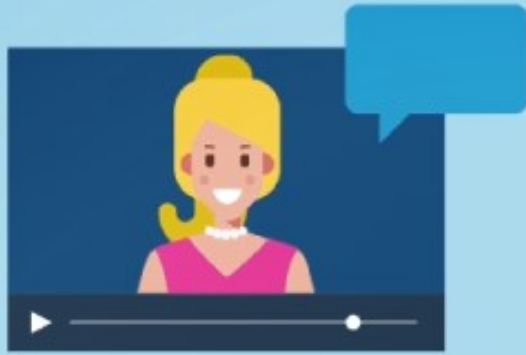


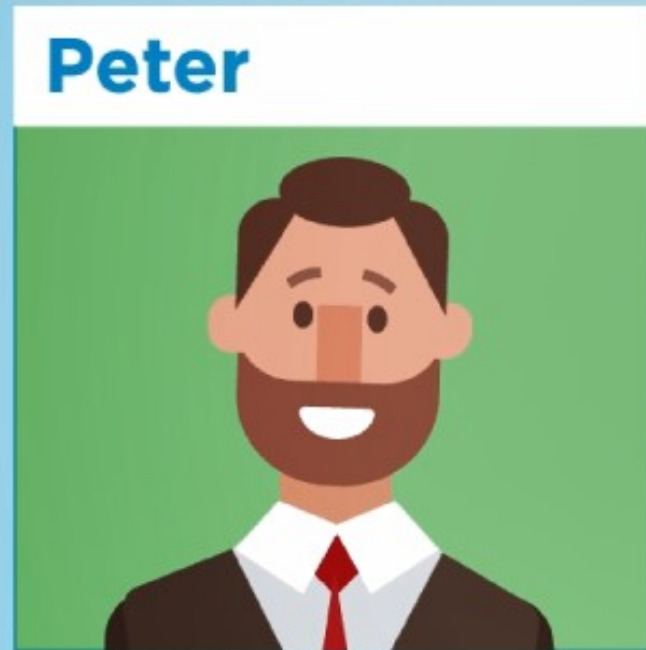
Altfinator
ACCESS TO ALTERNATIVE FINANCING



Sophia
a small business
owner











ALTFINATOR.EU – A PLATFORM, A NETWORK, AN INDEPENDENT INTERMEDIARY

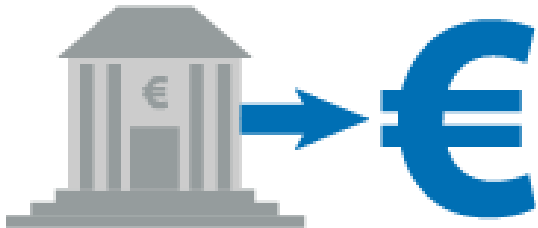
ALTERNATIVE FINANCE

a solution to SMEs' limited access to finance

TRADITIONAL VS „ALTERNATIVE“

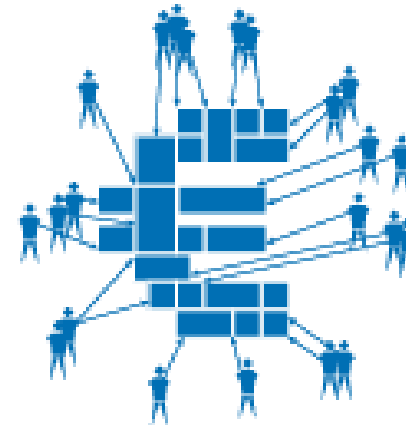
TRADITIONAL FINANCE

large amounts from one or a few sources



ALTERNATIVE FINANCE

many small sums from a group of individuals



TRADITIONAL VS „ALTERNATIVE“

TRADITIONAL FINANCE

large amounts from one or a few sources



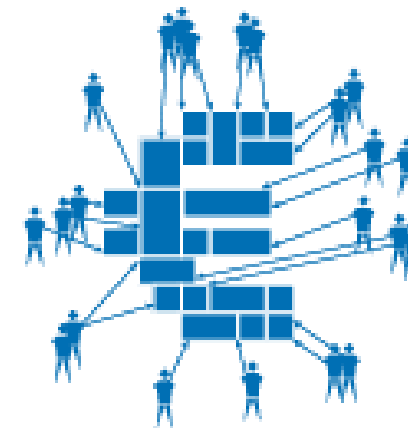
- Long paper work process
- Strict qualification requirements
- Limited loan options
- Uncertain chances of approval
- Comparatively longer time of approval
- Credit score highly prioritised
- High minimum lending amount
- Strictly time bound repayment terms

TRADITIONAL VS „ALTERNATIVE“

ALTERNATIVE FINANCE

many small sums from a group of individuals

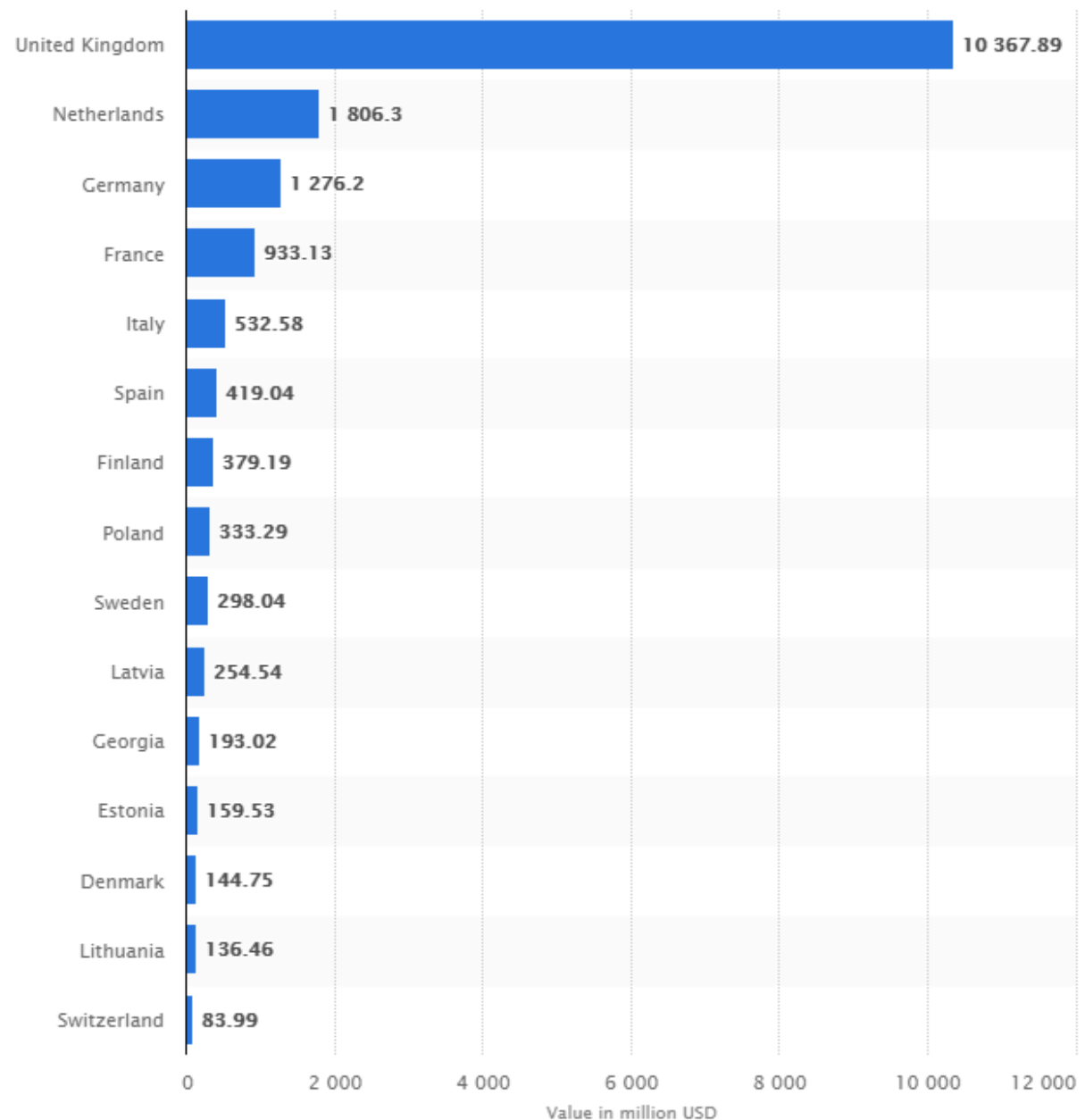
- Minimal paper work process
- Less strict requirements for application
- Several loan options
- High approval rate
- Quick approval (a matter of hours or days)
- Ideas and products more relevant than credit availability
- Flexibility in setting lending amounts
- Flexible repayment terms



ALTERNATIVE FINANCE MARKET GROWING CONSISTENTLY

- €10 billion market in Europe (2017)
- €18 billion transactions across Europe (2018)
- 60% of transactions in the UK (2018)
- Funding highest per capita in the UK, followed by Latvia and Estonia (2018)
- Mature markets well-known for self-regulation and close connections held between ecosystem players
- China leads the sector, their alternative finance market is 3.5 times larger than in the UK (2018)

Source: Statista, 2020



ALTERNATIVE
FINANCING IN THE EU
- The Financial Gap



**Crowd
funding**



**Peer-to-peer
lending**



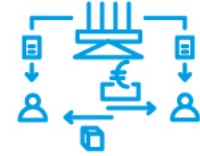
**Invoice
trading**



**Balance sheet
lending**



**Finance
leasing**



**Trade
finance**



**Angel
networks**



**Venture
Capital funds**



**Venture
debt**



**Family
offices**



**Convertible
loans**



**Mezzanine
financing**

ALTERNATIVE
FINANCING IN THE EU
- The Financial Gap



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**Mezzanine
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CROWDFUNDING – COMMUNITY FUNDING OR INVESTING

- An entrepreneurial idea in need of funding
- Potential investors prepared to fund the idea which needs funding
- Platform connecting the two

Community crowdfunding – donations and rewards from/to investors

- Donation-based crowdfunding
- Reward-based crowdfunding

Crowdinvesting – monetary return to investors

- Equity-based crowdfunding
- Lending-based crowdfunding



**Crowd
funding**

DOES IT SUIT TO YOUR BUSINESS?

Source: ec.europa.eu/growth
©ICAEW Corporate Finance Faculty

Company status	Equity crowdfunding	Reward crowdfunding	Peer-to-peer lending
Pre-trading	NO	YES	NO
Pre-profit	YES	YES	NO
Profitable and growing	YES	NO	YES
Established, steadily growing	YES	NO	YES
Established, stable	YES	NO	YES
Launching	YES	YES	YES
Making acquisitions	NO	NO	YES
Expanding	YES	YES	YES
Investing in new facilities	NO	NO	YES
Looking to refinance	YES	NO	YES
In need of capital restructuring	YES	NO	YES



Altfinator Webinar

Invoice Trading / Invoice Crowdlending

Federico Travella

CEO and co-founder of NoviCap



ALTFINATOR PLATFORM

a free-access information hub

ALTFINATOR INFORMATION HUB

- Crowdfunding webinars
- Explanatory videos and event recordings
- Matchmaking database with a glossary of instruments
- Credit data providers overview
- Country briefs – SWOT analysis on alternative financing
- Regulatory framework overview
- Investor manual
- Factsheets on fintech and alternative finance types
- Finance providers' best practice report from benchmark countries
- SMEs' success stories
- Platform for promoting community events and news across Europe

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FACILITATING ACCESS TO ALTERNATIVE FINANCING

Capacity building of the financial ecosystem and its participants to improve innovative SMEs access to alternative forms of financing in Europe.

[LEARN MORE](#) ↓



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Capacity building of the financial ecosystem and its participants to improve innovative SMEs access to alternative forms of financing in Europe.

[LEARN MORE](#) ↓



DISCOVER THE MOST SUITABLE ALTERNATIVE FINANCE TYPE AND PROVIDER FOR YOUR SME

Type of finance that you are interested in
Please select the type of funding below.

- ☒ Angel networks
- ☐ Balance sheet Business
- ☐ Debt crowdfunding
- ☐ Equity-based crowdfunding
- ☐ Family offices
- ☐ Finance leasing

How much funding are you looking for?
Please select the range of funding below.

- ☐ Less than € 50 000
- ☐ € 50 000 - € 250 000
- ☐ € 250 000 - € 1 000 000
- ☐ € 1 000 000 - € 2 500 000
- ☐ More than € 2 500 000

[< PREVIOUS](#)

Suitable locations
Please select all the countries you are operating below.

- ☐ Croatia
- ☐ Cyprus
- ☐ Czech Republic
- ☐ Denmark
- ☐ Estonia
- ☐ Finland
- ☐ France

[< PREVIOUS](#)

Development stage
Please select your enterprise's development stage below.

- ☐ Idea
- ☐ Startup
- ☒ Early
- ☐ Later
- ☐ Growth
- ☐ Mature

[< PREVIOUS](#) [NEXT >](#)

Email (optional)
If you would like to receive a full list of recommended financiers by email, please fill your email address in the box below. Otherwise, the list will be presented at the next step of the page.

☒ I agree with [Altfinator Privacy Policy](#)

[< PREVIOUS](#) [GET RECOMMENDATIONS](#)

ALTFINATOR NETWORK



This project has received funding from the European Union's Horizon 2020 Research and Innovation programme under Grant Agreement No. 792040

CIVITTA

CIVITTA EESTI AS
Estonia
www.civitta.com

**POLITECNICO
MILANO 1863**

POLITECNICO MILANO 1863
Italy
www.polimi.it



INNOMINE
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www.innomine.com



CROWDFUNDINGHUB
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www.crowdfundinghub.com

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mediapark

MEDIAPARK
Lithuania
www.mediapark.com



UNIVERSITY OF MANCHESTER
United Kingdom
www.research.mbs.ac.uk/innovation



ECWT
Norway
www.ecwt.eu



Altfinator

ACCESS TO ALTERNATIVE FINANCING



Q&A



UPCOMING WEBINARS

More information and registration on
<https://business.ngi.eu/news-events/webinars/>

„ An Introduction to Intellectual Property for NGI Community “

17 June 10AM CEST

„ European Innovation Council Accelerator: Grant and equity funding for the most promising European SMEs “

1 July 10AM CEST

TETRA'S 1ST BUILD-UP BOOTCAMP (ONLINE)

More information and registration on

<https://business.ngi.eu/news-events/events/1st-build-up-bootcamp/>

Bootcamp for NGI funded projects

- Apply and get an individual master plan
- Work with mentors and coaches
- Get training on IP, equity funding, marketing and sales, pitching and much more!

GET IN TOUCH!

INFO@TETRAPROJECT.EU



The NGITETRA project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No 825147