

WORTH VIRTUAL EXHIBITION WORKSHOPS PROGRAMME

17 JUNE 2024

OPENING SESSION

10:00 h – 10:10 h (CET)	Welcome words. Korinna Mollá WORTH coordinator
10:10 h – 10:30 h (CET)	“The Cultural and Creative Industries (CCIs) GROW’s main support actions” by Ilona Lelonek Husting, Policy officer for creative industries, DG GROW, European Commission
10:30 h – 12:30 h (CET)	“Entrepreneurial Empowerment” by POLIHUB

INDUSTRY SESSION

16:00 h - 17:00h (CET)	“EEN services to support companies, scale-ups, and start-ups with international ambitions” by Enterprise Europe Network Céu Filipe Chairwoman for Cultural & Creative Industries European Experts Group
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18 JUNE 2024

ACCELERATION AND INVESTMENT DAY

Objective: To bring visibility to incubation, acceleration, investment, raise funding platforms, private/public funding instruments, programmes, and platforms.

9:00 h - 10:00 h (CET)	“Funding your start-up: Are you ready? First Part” by Cristiana Bogateanu , Tech start-up business mentor and advisor HealthTech & LifeSciences BizDev Specialist @ Nagarro & Florin Pop , Investor, Business Adviser and Mentor at Primainvest Capital Management
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Before applying for funding for your startup, it is crucial to consider and prepare for several key aspects.

Why raise money for the startup?

- *Startup Road Map, funding stages and types of funding*
- *When to start raising money?*
- *Key steps in the process of fundraising*
- *Fundraising documents*
- *Funding mechanisms*
- *Valuation methods*

15 minutes break – coffee time!

10:15 h -11:15 h (CET)	“Funding your start-up: Are you ready? Second Part” by Cristiana Bogateanu , Tech start-up business mentor and advisor HealthTech & LifeSciences BizDev Specialist @ Nagarro & Florin Pop , Investor, Business Adviser and Mentor at Primainvest Capital Management
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When it comes to seeking investment and acceleration opportunities for creative startups, Europe offers various resources and platforms.

Content:

- *Seeking investment*
- *European Angel Investments Clubs*
- *Incubator vs. Accelerator vs. Studio Top Startup Accelerators,*
- *Incubators and VCs in Europe [2024] Programs*
- *Tips & tricks*

Key aspects & take aways

- *Understanding Funding Options*
- *Investor Psychology and Expectations*
- *Financial Projections and Valuations*
- *Due Diligence Preparation*
- *Negotiation Strategies*
- *Post-Investment Relationship Management*
- *Actionable Insights & Templates and Resources*
- *• Strategic Planning*

11:15 h – 11:30 h (CET) | Q & A.

19 JUNE 2024

IP DAY

10:00 h – 10:45 h (CET)	<p>EU IP Support. How to get the most of your IPR</p> <p>Introduction and presentation of EUIPO of the IPR Helpdesk – by Korinna Mollá, WORTH coordinator and Anna Maria Stein, WORTH team expert on IPR.</p> <ul style="list-style-type: none"> • EUIPO_ European Union Intellectual Property Office: “an overview of the present and future funding/supporting programmes for SMEs and possible successful case study” Suzanne Hogan. EUIPO Customer Department. • European IP Helpdesk: “an overview of the mission (awareness, strategic use and successful exploitation of IPRs) and of the services.” Michele Dubbini. EU Helpdesk Training Team • Q&A
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MEDIA DAY

16:00 h – 16:45 h (CET)	<p>“Boosting Visibility through the PESO Model.” By Francesco Baiocchi. POMILIO BLUMM. Head of Paid Media. Digital Marketing Specialist.</p>
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