

**FINANCIAL ACCESS FOR
TECHNOLOGICAL COMPANIES
HANDY USER
GUIDE**



GENERAL INTRODUCTION

A company which launches a project keeps in mind creation, innovation, profitability and competitiveness. What keeps a tight rein on the entrepreneurial culture of an entrepreneur is the multiplicity of the obstacles met during the development phase of his projects or during the life of the company.

This is particularly true for the companies concerned with the sector of new technologies confronted with the fast evolution of their products and processes, which obliges them - to remain competitive - to develop in a restricted time lag. The cycles are increasingly short and the needs for external financing must intervene very early in the life of the company.

The same applies to all the companies which, like the majority of the technological companies, are as soon as they are created positioned on an international market and are thus confronted with needs for constant and important financing.

This is why the Euro Information Centers* of Aoste, Grenoble, Lahr, Strasbourg and Turin decided to work out this methodological assistance guide for the access to financing for small and medium-sized enterprises under the technological sector.

This guide summarizes the essential stages/elements to take into account in the approach of potential financiers phase, it also suggests sources of financing (non-exhaustive) in Germany, France and Italy according to a company's innovation flow and various stages of the life cycle of the project (Research and Development, Innovation, Industrialization, Internationalization).

The purpose of this tool is to be:

- Practical and user friendly for the entrepreneurs seeking to finance their technological project, adapted to any company from the sector of technologies.

This methodological assistance guide for the access to financing was produced within the framework of the specific action "Products and Services" in favour of the entrepreneurship financed by the European Commission.

* *The European Commission Network of which the purpose is to inform the small and medium-sized businesses on all Community matters (Community legislation, European programs, public markets...)*

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SECTION A

APPROACH STAGES OF POTENTIAL FINANCING

A. 1 – CHOOSING ITS FINANCING WISELY

Financial balance

The choice of financing of a project is crucial; it must ensure the company autonomy, solvency and profitability. A good financial management respects financial balances resting on the detention duration of the goods and the type of associated financing.

The stable resources (owners equity and financial debts in the medium long term) finance stable employment (property, plant and equipment, intangible and financial assets).

For example, a company could finance the purchase of a machine tool by long-term borrowing.

The short-term needs are financed by short-term resources.

For example, the working capital could be financed by a bank overdraft.

- Taking into account their high risks, the feasibility and development stages of an innovation program are usually financed by an increase of the owners's equity or by the company's capacity of self-financing.

This first source of financing can obviously be supplemented by government aid.

A project is a consumer of resources, regardless of its advancement stage. Investments in R&D, investments in production (material, tools...), commercial investments (sales network, packaging, publicity...) and financing in working capital needs (stocks, client credits...) must find funds to ensure the project's life expectancy.

A company's first financing source remains obviously the flow generated by the operation cycle of the existing business. This self-financing capacity is a determining element analysis of the financing request.

Source: Oseo Anvar (www.oseo.fr)

Benefits and disadvantages of an increase in the owners' equity

BENEFITS	DISADVANTAGES
<ul style="list-style-type: none"> ▪ Improved financial soundness ▪ Treasury reinforcement, ▪ Appraisal contribution (technical, strategic) on behalf of the new shareholder. 	<ul style="list-style-type: none"> ▪ dilution of the command and sharing of the benefit due to the increase in the number of shareholders ▪ Loss of self-sufficiency in business management, ▪ Sometimes at medium term, obligation to sell the company

Source:

A. II – APPROACH THE FINANCIERS

The organization of a fund-raising campaign among the investors breaks up into several phases:

1. To build-up a business plan and a "executive summary" (summarized presentation, see Section A. IV);
2. To value the company (see C – VI);
3. To select the investors, according to the company's development stage but also according to its jurisdiction (see section B); it is fundamental to approach the qualified investors in the line of business of which the project raises.
4. To send the "executive summary" to the chosen investors, then the business plan to those that have expressed interest;
5. To organise individual meetings with the investors who wishes to deepen the file (possibly after signature of a confidentiality agreement).

Usually, the instruction of the file by an investor takes a while. In the event of a favourable decision, the investor writes a letter of intent ("term sheet") specifying the conditions of his intervention: valorization of the company, the capital's entry and outflow legal conditions... On the basis of this document, a new negotiation begins, primarily carrying on the valorization of the company then the drafting of a shareholders agreement.

The shareholders' agreement is a legal document, signed between the company's various shareholders (founder and investor), which allows among other things to specify the conditions of the capital's outflow, both for the founders and the investors: right of pre-emption, right of joint outflow... This legal negotiation step takes time.

Source: Oseo Anvar (www.oseo.fr)

A. III - THREE FACTORS OF SUCCESS

The human factor

A young company is worth only by the quality of the women and the men who take part in it and, in the highest degree, of those which carry the project.

Some important points acting of personal qualities of the project manager and his team:

- The competences / training of each team member
- Will / motivation
- Ability to listen and accept contradiction
- Facility to delegate, divide, seek help

The proof of the technological potential

The objective is to show the adequacy between a technological offer and a need. Three criteria are to be considered:

→ The state of the art

- one brings the proof of the operation of the technique and its reproducibility,
- one compares the technique with alternative solutions,
- the superiority of the technique is proven.

→ The market's condition

It is necessary to analyze:

- The market's maturity: it is imperative to analyze the market's maturity in order not to arrive too early or too late. One investigates the market's needs which could correspond for the use of the considered technique,
- The market's access: You need to know how to access the market,
- The market's solvency: one seeks the needs which correspond to an apparently solvent request of the market,
- the attraction of the market by its volume and its growth,
- The market's life expectancy: to study its capacity to last in time.

→ The industrial property status

- We make sure that the technique is protected (patents or know-how secret),
- and/or one makes sure that a free exploitation of the technique is possible (which is not incompatible with the payment of royalties on minor aspects of the product rising from the technique),
- one can possibly plan to acquire complementary technology.

Source: CapInTech Association (www.capintech.com)

The viability proof of the economic model

It is essential to be able to prove in the long term the economic potential of the project (see later under the "Business Plan" heading). One needs a viable economic model (even still general) which provides information on the industrialization problems and production cost.

It is necessary to be able to prove that the financier will earn money.

Conclusion

The innovating entrepreneurs often encounter difficulties in finding the financing which they need. To conceive a convincing development plan, to identify the right investors and to seal the business deal as soon as possible involves serious challenges.

However, the investment activities remain numerous and can profit to new projects. The investors preserve their interest for the new projects.

The entrepreneurs' fears imply that only the sophisticated, complicated and absolutely innovating technologies are likely to receive financing are unfounded.

An entrepreneur who satisfies the principal conditions of financing represents an opportunity of sure investment. A solid and high-quality business plan, a convincing development plan, a realistic operation diagram and a qualified management team will attract the attention of investors every time.

Moreover, if the entrepreneur receives the necessary assistance during the process and is advised on the best way to create an interest from the biggest possible number of investors, the financing is then within reach.

A. IV – THE BUSINESS PLAN: AN ESSENTIAL TOOL

What is a business plan?

→ Three designations:

- “Business Plan”
- “Business Program”
- “Development Plan”

→ When to use it?

At the time of the creation of a product or a company, when undergoing research to find financial or commercial partners, when conquering a new market

→ Objectives of the Business Plan

Presentation and company's project management tool; the Business Plan makes it possible to determine the company's strategy while putting its objectives in relation and adequacy, the incurred risks and the necessary means to succeed.

Asset of a good drafting for the company: to convince a partner implies hard work; it is advisable to give detailed attention to the writing of the Business Plan, on the content and the form

→ Your spokesperson's expectations?

A powerful and attractive Business Plan is a window for the project and a representation of the application as partner.

To be a creative entrepreneur, it means to be convincing, solid and very well organized

Preparation, standard plans and useful informations

→ Questions to ask yourself before starting writing:

- What is the purpose of the company's project?
- What general strategy does this condition?
- Which functional strategies are applicable and which action plans are attached to them?
- What are the means to mobilize and what are the quantitative objectives?
- What financial profitability is expected?

A list of additional questions is available on the Website:
www.newbusiness.be / Business Plan section

→ **Choice of standard plans to develop your Business Plan:**

Following are several examples of standard plans (in German, English, French and Italian) to adapt according to the company's project and the type of speaker:

Language	Website	Assets
English	Gate 2 Growth/toolbox section /entrepreneurs/business planning toolbox/downloadable tools www.gate2growth.com	Very complete guide, includes a few valid diagrams to present a plan to European partners (approved by the European Commission) List of available documents concerning the Business Plan: guide, plan, writing module, case studies, assistances for evaluation Several documents are being translated in the Community languages
Italian	www.iban.it/guida/guida.htm	Various examples of Business Plans Example of a Business Plan for a company undergoing rapid growth
German	Ministry for the economy www.existenzgruender.de L-Bank (Baden-Württemberg State Bank) www.l-bank.de	Various examples of Business Plans
	French Association of investors in capital /Entrepreneurs' space section www.afic.asso.fr	Detailed questions (lists of questions by section) and short introduction for each section Easy access, complete, effective
	New Business /Business Plan section www.newbusiness.be	Summary and simple table connecting the themes to be developed and a short list of questions enlightening the mean of each section Information regarding the Business Plan and more detailed guidelines for the writing of the sections

→ **Useful files for the Business Plan:**

	WEBSITE	ASSETS
L'entreprise.com	www.lentreprise.com/creation/50.3.16.60.1.0.html	General presentation of the Business Plan Testimony from experts and potential speakers Useful information regarding the 10 traps to avoid
Mettersi in proprio (Italy)	www.metttersinproprio.it	General presentation of the Business Plan Useful information on the steps to follow for a great writing of the Business Plan Useful mini-guide for future entrepreneur
Impresando.it (Italy)	www.impresando.it	Many links towards Italian Websites relating to the Business Plan Useful information concerning the primary steps to follow for the creation of a company

To work out it's business plan : the important steps

Objective of this paragraph: to give a progress report on the general presentation and the perception of a Business Plan in order to have the necessary state of mind at the time of the writing.

→ **STEP 1: Structure and presentation of the document**

- Size of document: between 25 and 50 pages, without counting the cover, introduction, summary and appendices.
- No rigid plan: the three "standard plans" supra presented sensitize with the logic and the flexibility of the Business Plan.

To schedule a short introduction including:

- the file's references (version, date, internal references...)
- the highlighting of the necessary contacts to enable the deepening of the file
- a presentation from the writer
- a notification of data confidentiality, if necessary

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- the file's references (version, date, internal references...)
- the highlighting of the necessary contacts to enable the deepening of the file
- a presentation from the writer
- a notification of data confidentiality, if necessary

→ **STEP 2: Writing the Business Plan**

- Preliminary preparation "to tally" the project and the important information; to answer the general questions - quoted above in the various standard plans
- The writing is not obligatorily chronological
However: take care of the articulation of the information once the plan is completely written
- Think about the reader: he doesn't necessarily knows your activity;
his first reading will be focused on the operational summary;
depending on the speaker, to propose certain points in the development or in appendix
- To be attractive: to embellish the presentation with diagrams, tables or illustrations;
the reading must be simple, fast and efficient.
Possibility to add more detailed or specific documents in appendix
- "Lively" document ... can be brought up to be updated
- Not to be positive deliberately. One awaits a justified but realistic presentation:
Determine the assets and weaknesses of the project in a precise and concise way (Strengths, Weakness, Opportunity & Threats Analysis);
Bring a relevant and argued presentation

→ **STEP 3: Second reading, validation, improvement**

You can:

- Call upon the Chambers of Commerce and Industry Network to evaluate the file, certain strategy points or presentation

	WEBSITE	CONTACT
Germany's CCI Portal	www.ihk.de	
France's CCI Portal	www.cci.fr	
Italy's CCI Portal	www.unioncamere.it	
Contact in Aoste Centro Sviluppo S.p.A. Euro BIC Aoste Valley – Companies Department Innovation Center for Companies	www.centrosviluppo.it	bic@centrosviluppo.it Telephone: +39 0165 305511
Contact in Baden-Württemberg Freiburg's Chambers of Commerce and Industry, IHK Suedlicher Oberrhein	www.freiburg.ihk.de	Frank Saier frank.saier@freiburg.ihk.de
Contact in Grenoble "Undertake" space of Grenoble's Chambers of Commerce and Industry	www.grenoble.cci.fr/creation_reprise/41etapescreation.htm#h6	Mrs. Isabel Marouard, isabel.marouard@grenoble.cci.fr Telephone: +33 04 76 28 27 78
Contact in Strasbourg "Undertake" space of Strasbourg and Bas-Rhin's Chambers of Commerce and Industry	www.strasbourg.cci.fr/web/services/ac_creation/entreprendre_france.html	Mrs. June Marchal j.marchal@strasbourg.cci.fr Telephone: +33 03 88 75 24 25
Contact in Turin "New Businesses" space of Turin's Chambers of Commerce and Industry	www.to.camcom.it/nuoveimprese	nuove.imprese@to.camcom.it , Telephone: +39 011 571 6351/2/3/4/5

- To call upon the CEEI Network
The European Centers of Companies and Innovation (CEEI) aim at the detection and the accompaniment of projects regarding the creation of innovating companies or the development of existing companies by innovation
http://europa.eu.int/comm/regional_policy/innovation/innovating/guidec_fr.htm

A. V – INCREASE THE VALUE OF ITS COMPANY

The financial theory defines **the value of a company equal to the brought up to date total of the future incomes which it can release** (this total includes the brought up to date resale value).

The evaluation approach is thus primarily shadow. It is the future and not the retrospective which interests the appraiser. The incomes will be brought up to date at a rate which expresses the intrinsic risk to the company.

Note here that a company's valorization is not an "exact science"; it depends on the company's independent factors such as the line of business and is, above all the result of negotiation. Therefore, it is advisable not to spend too much time on this stage.

The objectives of valorization are multiple and depend on the development phase of the project and/or company as well as the investor.

One distinguishes three main categories of evaluation approach:

- **Patrimonial approach:** consist in recalculate starting from the company's accounts a corrected net asset obtained by revaluing the company's assets;
- **Approaches related to profitability:** consist in determining an indicator which expresses the company's performance (dividend, net income, available cash-flow) and from this, one determines its future capitalization;
- **Approaches by comparison:** consist in highlighting some accounting elements (sales turnover, net income, EBE...) noted at the time of transactions carried out for companies of the same sector or companies with comparable listings.

How to choose the right method?

More often that not, we use two or three of these methods to be able to compare the obtained results and to thus consolidate themselves on the price range obtained.

- If the company's activity is at a prevalent industrial point, the patrimonial approach is the method most usually adopted.
- If the company is in phase of strong development (innovative start-up), the methods related to profitability are to privilege.
- If the company makes publicly call concerning savings and that their titles are negotiated on a regulated market, the method by the comparison of the PER (price earning ratio) is more adapts.

In all the cases, the most frequently method used by the French investment banks and Anglo-Saxons is the method of actualization of future treasury flows or method known as DCF (discounted cash-flow).

Source: Oseo Anvar (www.oseo.fr)

A. VI - TO EVALUATE THE FINANCIAL POTENTIAL OF ITS COMPANY

Accounting ratios make it possible to evaluate the financial profitability and the financial autonomy of a company.

Financial profitability is a determining criterion for the high risking benefits.
The indebtedness capacity is a determining criterion for the banking type loans.

→ Financial profitability:

- Surplus/shareholders equity = makes it possible to determine the output of the stockholders equity
- Self-financing capacity/shareholders equity = financial flow released in relation with the investments

These 2 ratios show the performance the shareholders equity.

→ Financial autonomy / debt:

- shareholders equity/total debts = indicator of financial autonomy
- Medium and short term debts/invested capital = make it possible to appreciate indebtedness capacity

This indebtedness capacity is all the more important as the ratio value is low.

SECTION B

INTERNATIONALIZATION

This section aims to propose a methodology for the installation of their strategy of internationalization to technological companies.

This analysis is based on a series of interviews carried out in October 2006 by the consultant "Development and Advice" with the two families of partners of the financial support for the international development of the companies:

- The institutional ones, for example: Ministry, OSEO, The Regional Council, The General Council, Coface,...
- The private ones, for example: Banks, Starting Funds, Business Angel, Venture Capital, "Ethical" Funds,...

B. 1 - JUSTIFY ITS INTERNATIONAL DESIRE

The answer to the following questions will make it possible to justify its international desire:

→ Is it convenient to set up an international project for my company?

- What is the size of the French market?
- What is my position on the national market?
- What is the size of the potential market on the targeted countries?

Will the data analysis demonstrate clearly that my development goes through the International?

Yes: The international is today the logical growth relay for my company!

No: How to justify the international compared to the development on the national market?

→ Is the dimension of my internationalization project taking into consideration my activity level?

- What is my current sales turnover?
- What is my current sales turnover at the international level before the launching of the project?
- What is my international sales turnover at the end of the project?

Is such a growth of my sales turnover reasonable and/or desirable?

Yes: The considered plan is dimensioned with the current activity of my company!

No: How to justify a project as high/modest taking into consideration my activity?

→ Can my experience in France be useful and serve as a lever to get support for my international project?

- What is my current margin?
- Which is the current growth rate of my sales turnover?
- What was the maximum growth rate of my sales turnover during the past 5 years?
-

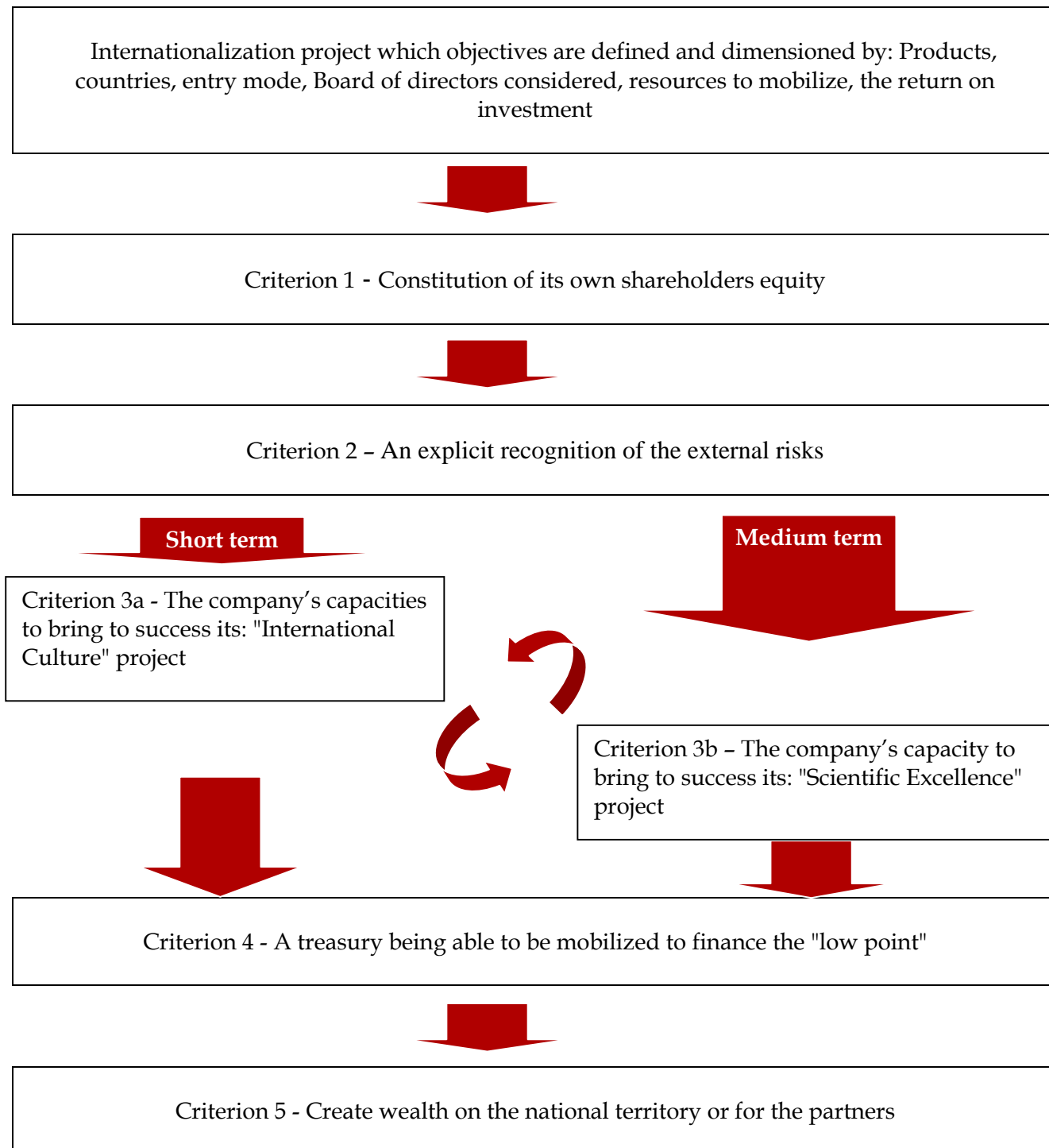
Is it realistic to count on the growth of my company by the international?

Yes: My Company proved that it was able to absorb the growth foreseen!

No: How to justify such a different growth?

B. II - INTERNATIONALIZATION PROJECT

An internationalization project which objectives are defined and dimensioned by the products, the countries, the entry mode, the Board of directors considered, the resources to mobilize, the return on investment, will follow the process illustrated hereafter:



Criterion 1 – Shareholders' equity

Various modes of funding are possible, please refer to section D of the guide.

Criterion 2 – Explicit recognition of the external risks

- knowledge of the aimed county / countries
- tendencies of the sectors within the country / countries
- knowledge of the lawful risksto show a competing advantage within the country

3 – International culture / scientific excellence

Criterion 3a: The company's capacities to bring to success its: "International Culture" project

In order to verify the company's "International Culture", think of the following points:

- Competence as regards to international trade within the company
- Competence for the international project management
- Mastering of the languages
- Expatriation on the concerned territory

Criterion 3b: The company's capacity to bring to success its: "Scientific Excellence" project
Scientific partners, recruiting of doctorands etc...

Criterion 4 – A treasury being able to be mobilized to finance the "low point"

The low point corresponds to the phase during which the contractor must face the inherent expenditure with the starting of his activity without still having a recipe.

The various modes of financing are as follows:

- Public partners for a treasury advance
- Mobilization of short term credit with its Banking Partner
- Angel investors if justified by the sector
- Venture capital if high ROI

Criterion 5 – Create wealth on the national territory or for the partners

- Profit capacity shown and preserved by the company granting a return (or a reimbursement) for the financial partner
- Evaluation of the growth prospects of the sales turnover

SECTION C

POTENTIAL FINANCINGS FOR A TECHNOLOGICAL COMPANY

- IN GERMANY
- IN FRANCE
- IN ITALY

C. I - INSTRUCTIONS

Following the first part pointing out briefly the stages and tools to help build a financing project, the second part of this guide will bring some concrete answers as for the financing of which can profit a company that has an innovation project.

The financing is presented in templates traced on the innovation mechanism within the company and for the following countries: France, Germany, and Italy.

Instructions for the use of templates:

The templates were built according to the innovation progress in a company in order to correspond to the various stages in the life cycle of the project.

Thus, in the process which goes from the idea of the product until its marketing, we identified four families of possible financing being able to intervene to:

- favour the research and development,
- consolidate its innovation,
- accompany the industrialization of the innovation,
- stimulate the internationalization of the innovation.

Once you identified the financing family or families corresponding to the level of maturity of the project (see the 4 above), a detailed description of each assistance or loan is presented, as well as the name of the financing in question (more its acronym), the margin of granted amounts and the criteria of necessary eligibility.

C. II - DEFINITIONS

CAPITAL-INVESTMENT FUNDS

The investment capital is a means of financing the starting, the development or the acquisition of a company by which the investor will obtain a given share of the company's capital stock with consideration of the funds that it brings.

This financing can take various forms: issue of shares, convertible bonds (CB) or refundable in shares (RSB), stock warrants (SW).

The investors are remunerated by the dividends distributed but also by the capital gain carried out at the selling time of the transferable securities which they hold (stock): industrial assignment, Stock Exchange Market. The investor takes the risk of the company failing just like any other shareholder.

In general, the investment capital funds intervene with the capital only for stock companies (SC) or simplified joint stock companies (SJS).

Investment capital's typology

The investment capital gathers the whole actors who intervene in shareholders equity in the companies.

One distinguishes several categories of investors divided according to the development stage of the company:

- **Capital account-starting up (seed capital)**

They intervene very upstream, sometimes at the moment of creation, when the company starts the development of its technology. They make it possible to help the creator to define a business model likely to guarantee an income and certain perennial for the company. They agreed to finance a risky stage by advising the entrepreneurs, until the venture capital takes the relay.

These funds are generally semipublic, but there remain some private funds. Amounts generally invested: between 100,000 and 500,000 euros.

- **Capital account-risk (venture capital)**

The venture capital is represented by an external share capital invested in companies which have a growth potential, are often state-of-the-art and are not listed on the stock exchange market. They intervene traditionally when the company finalized the development of its products and starts to record its first orders. The invested money is used mainly for the marketing development and the installation of a sales force. Generally invested amounts: from 1 to 5 million euros.

Among the venture capital funds, one can in particular quote the HTMF (High-Tech Mutual Fund): the HTMF collects their funds from particular investors (who then profit from a tax benefit on their assessment) and then must invest 60% of this asset in innovating companies.

- **Development capital**

The development capital is addressed to mature companies which already proved reliable as much in terms of activity (progression of the sales turnover) than in profitability (margin, self-financing capacity).

This financing then covers the development of the company's production capacity and its sales force. It can also make it possible to launch new products or to attack new markets (in particular internationally).

ANGEL INVESTORS

It is an individual who invests his/her own money in a company with strong potential and which places at the disposal of this company his/her competences, experience, relational network and part of his/her time. They accompany in particular the contractor in the preparatory phase of his project (ex: help to finalize the business plan).

They invest in innovating companies or with strong growth potential.

The angel investor reacts earlier, more quickly than the other investors: he/she is thus a resource well adapted to the launching phase of a company.

The angel investor does not have obligations in term of performance (he/she invests his/her own money).

Generally invested amounts: between 20 000 and 100 000 euros (to be noted that several angel investors can group up to invest in the same company).

BUSINESS INCUBATOR

A business incubator is a reception structure, of lodging and support to the project carriers and company creators. It offers support to the project carrier and the company creator until the development of the company and its insertion in economic system.

C. III - POTENTIAL FINANCING FOR A TECHNOLOGICAL COMPANY IN GERMANY

We concentrate here on the assistance devices on national level and in the Baden Württemberg region.

Electronic link towards the Germany Matrix

Other information relating to the innovation in Germany

→ Websites on the financing devices in Germany / Baden- Württemberg

- Wegweiser durch die Wirtschaftsförderung of Landes Baden-Württemberg: <http://wpunkt.de>
- Förderprogramme und Förderrichtlinien: www.bmbf.de/de/677.php
- Förderberatung of BMBF: www.foerderinfo.bmbf.de
- Fördernavigator: www.fz-juelich.de/ptjnavigator/index.htmlFörderprogramhtml
- Forschung :: <http://mwk.baden-wuerttemberg.de/service/foerderprogramme/forschungFörderprogrammeforschung>
- (allgemeinallgemein): www.wm.baden-wuerttemberg.de/sixcms/detail.php/62339Förderdatenbank62339
- des Bundesministeriums für Wirtschaft und Technology :: <http://db.bmwi.de>

→ Demonstration Calendar on the innovation economy theme in Germany

Useful Sites:

- www.bmwibmwi..BMWideNavigation///veranstaltungenBMWih.html
- www.Navigationeuburo../serviceServiceveranstaltungen
- www.veranstaltungenwm..wuerttemberghtmlde/www.euburo.de/62338
- www.veranstaltungenwm.www.wm.baden-wuerttemberg.de/sixcms/detail.php/62338www.elwmtopic_.62350

C. IV - POTENTIAL FINANCINGS FOR A TECHNOLOGICAL COMPANY IN FRANCE

Electronic link towards the France Matrix

Other information relating to the innovation in France

→ Technological information at the companies' disposal

- Website for Rhône-Alpes' Regional Council: www.cr-rhone-alpes.fr/default_f.cfm?cd=1092&depth=2&dept0=1042&dept1=1092&dept2=1092&doc=5172
- Website for Alsace's Regional Council: www.region-alsace.fr/ click on the "Invest" heading

→ Innovation financing devices related to a theme

List of contests referring to a precise theme available by the following link (agenda): www.oseo.fr/actualites/agenda_des_pme

→ **Calendar of demonstrations regarding the theme of the innovating economy in France**
www.finance-technologie.com/

C. V - POTENTIAL FINANCING FOR A TECHNOLOGICAL COMPANY IN ITALY

The regional devices are numerous and vary considerably from one area to another; we concentrate here on the national assistance devices and in the regions of Piedmont and Aoste Valley.

Electronic link towards the Italy Matrix

Other information relating to the innovation in Italy

→ The RIDITT Website, Italian Network for Innovation Promotion and Technology Transfer

www.riditt.it: The RIDITT Website, the Italian Network for Innovation Promotion and Technology Transfer (this network is promoted by the Italian Ministry of the Activities Productive and managed by IPI, Institute Industrial Promotion) provides information on the following subjects/themes:

- The open tendering at the regional, national and international level
- Technological/industrial expertises of the principal actors in the innovation/technology transfer sectors in Italy
- Active Italian networks with to innovation
- Public and private financing for the projects of technology transfer and innovation

This Website also suggests:

- Results of Italian research which can have an industrial application
- Various studies, guides, programs and other documents on innovation topics
- A calendar of demonstrations to come which relates to innovation
- A "space" to exchange/share information/good practices
- The possibility of asking questions to experts on line regarding themes related to innovation/technology transfer

→ Information on research and innovation financing possibilities at national level / calendar of demonstrations regarding to research and innovation

<http://first.aster.it>: this site includes information on the possibilities of financing research and innovation at national level. This information is available in a practical file card form. One also finds there an updated calendar of demonstrations to come in Italy with regards to research and innovation themes.

SECTION D

POTENTIAL INVESTORS, CONTACTS

- GERMAN
- FRENCH
- ITALIAN

D. I - POTENTIAL INVESTORS: CONTACTS IN GERMANY

Angel investors

➔ **The « Business Angels Netzwerk Deutschland e.V. » (BAND) Association**

"BAND" is the German association for the promotion of the investment by the angel investors. The BAND's Website provides information on the search for financing by the means of an angel investor and proposes among other things, electronic links to various investor associations or start up capital actors. www.business-angels.de

Please take note of the European Angel Investors Network at: www.eban.org

➔ **The Angel Investors Network in Baden-Württemberg**

- Netzwerk Baden-Baden Angel Investors: www.business-angel-baden-baden.de
- Angel Investors Forum for the Region of Stuttgart Region e.V. www.business-chance.region-stuttgart.de
- Venture forum neckar e.V. www.venture-forum-neckar.de

German Private equity and Venture Capital Association e.V. (BVK): www.bvk-ev.de

The Chambers of Commerce and Industry Network

The Chambers of Commerce and Industry will advise and guide you towards the financing type the most adapted to your project

Germany's CCI Portal Site: www.ihk.de

The European Centers of Businesses and Innovation Network (ECBI)

The European Centers of Businesses and Innovation has as objective, the detection and the accompaniment of creation of innovating business projects or development of existing businesses by the innovation.

http://europa.eu.int/comm/regional_policy/innovation/innovating/guidec_de.htm

The European Network of the Innovation Relay Centers (IRC)

The Innovation Relay Centers (ICR) facilitates the technology transfer, the installation of partnerships and transnational technological co-operations. The IRC can direct the innovating entrepreneurs towards potential financial investors.

www.anvar.fr/ageneuroeurocent.htm

Baden-Württemberg IRC Contact: www.steinbeis-europa.de

D. II – THE POTENTIAL INVESTORS: CONTACTS IN FRANCE

Angel Investors

→ "France Angels" Association

France Angels are the French association for the promotion of the investment by the Angel investors. France Angels has the role to develop, gather, qualify and make available any information concerning the networks from angel investors: www.franceangels.org

The Angels France site provides information on the search for financing by the means of an angel investor and proposes among other things, electronic links towards various investors or actors of capital starting associations.

Please take note of the European Angel Investors Network at: www.eban.org

It aims to put in contact abstract investors (Angel investors) with networks of abstract investors (Angel Investors Network AIN) and to promote these networks.

→ Grenoble Angels

An association of Grenoble-native Angel Investors was created on the initiative of the Chamber of Commerce and Industry of Grenoble. It bears the name "Grenoble Angels-To dare the company!" and aims to support the contacts between project carriers and investors and to thus facilitate creation, resumption and growth of companies of all sectors.

Grenoble Angels includes 40 potential investors.

Grenoble's CCI ensure a first qualification of the contractors' files in the search of angel investors before transmission to Grenoble Angels.

The "Grenoble Angels-To dare the company" Angel investors list is not available for confidentiality reasons following a request from the investors themselves.

Contacts / Websites:

- "Undertake" space from Grenoble's Chamber of Commerce and Industry:
www.grenoble.cci.fr/creation_reprise/41etapescreation.htm#h6
Contact: Mrs. Isabel Marouard, isabel.marouard@grenoble.cci.fr, Tel: (33) 04 76 28 27 78
- CEEI Alsace (Alsace European Center of Companies and Innovation) : www.ceei-alsace.fr
Contact: Mireille SALVA, ceei.salva@newel.net / ceei@newel.net, Tel: (33) 03 89 36 72 47

FACI: French Association of Capital Investors

The FACI federates and represents the whole of the French operators of the Capital Investment
www.afic.asso.fr

The Chambers of Commerce and Industry Network

The Chambers of Commerce and Industry will advise and guide you towards the financing type the most adapted to your project.

France's CCI Portal Site: www.cci.fr

→ **Grenoble's CCI**

Grenoble's Chambers of Commerce and Industry's "Undertake" space will advise and guide you towards the financing type the most adapted to your project.

- Grenoble's Chambers of Commerce and Industry's "Undertake" space:
www.grenoble.cci.fr/creation_reprise/41etapescreation.htm#h6
Contacts: Mrs. Isabel Marouard, isabel.marouard@grenoble.cci.fr, Tel: (33) 04 76 28 27 78
Mr. Pierre Billat, pierre.billat@grenoble.cci.fr, Tel: (33) 04 76 28 28 04
- GREX, International Trade Center of Grenoble's Chambers of Commerce and Industry. More information regarding potential financing for small and medium enterprise is available on the GREX Website at: www.grex.fr/EIC/financements_europeens.htm

→ **Strasbourg et Bas-Rhin'S CCI**

Strasbourg and Bas-Rhin's Chambers of Commerce and Industry's "Undertake" space will coach and guide you towards the financing type the most adapted to your project.

- Strasbourg's Chambers of Commerce and Industry's "Undertake" space:
www.strasbourg.cci.fr/web/services/ac_creation/entreprendre_france.html
Contacts: Mrs. June Marchal, j.marchal@strasbourg.cci.fr Tel: +33 03 88 75 24 25
Mrs. Monique Badina, m.badina@strasbourg.cci.fr Tel: +33 03 88 75 24 23
- Alsace Technological Network (ATN), to learn about the accompaniment devices for innovation projects within companies
Contact: Mr. Jacques Meyer, j.meyer@strasbourg.cci.fr Tel: +33 03 88 76 42 41

The European Centers of Businesses and Innovation Network (ECBI)

The European Centers of Businesses and Innovation has as objective, the detection and the accompaniment of creation of innovating business projects or development of existing businesses by the innovation.

http://europa.eu.int/comm/regional_policy/innovation/innovating/guidec_fr.htm

The European Network of the Innovation Relay Centers (IRC)

The Innovation Relay Centers (IRC) facilitates the technology transfer, the installation of partnerships and transnational technological co-operations. The IRC can direct the innovating entrepreneurs towards potential financial investors.

www.anvar.fr/ageneuroeurocent.htm

- Grenoble's Chamber of Commerce and Industry hosts an IRC.
Contact: Mr. Pierre Billat, pierre.billat@grenoble.cci.fr, Tel: (33) 04 76 28 28 04
- Alsace's Regional Chamber of Commerce and Industry hosts Alsace's IRC (Innovation Relay Center). Contact: Isabelle GOURIOU, i.gouriou@alsace.cci.fr, Tel: 03 88 76 45 23

The Leonardo Finance Network

Leonardo Finance is an international network mobilizing financial and industrial skills essential to the financing and development of innovating companies

www.leonardofinance.fr/

Bibliography

Regional Investors' Directory:

www.annuaire-des-investisseurs-regionaux.com/index.htm

D. III – THE POTENTIAL INVESTORS: CONTACTS IN ITALY

Capitaux risqueurs en Piémont

→ Piemontech

Piemontech is a venture capital company which invests in innovating businesses which concern the CIT sector (Communication and Information Technologies) and which is in creation phase.

Piemontech invests in the area of Piémont, it was created by [Fondazione Torino Wireless](#), in collaboration with [I3P](#) (Incubator of companies near Turin's Polytechnic School), [Eurofidi](#) and [Unione Industriale di Torino](#) (Turin's Industrialists Association). Its participation in the capital stock lies between 20,000 and 200,000€.

Piémont High Technology: www.piemontech.it

Corso Galileo Ferraris 64 - 10129 Torino- Italy

Tel: 011.1950 1401 Fax: 011.509 7323 info@piemontech.it

→ Innogest Capital

Innogest Capital is an Italian fund intended for the creation of companies, it was created by Torino Wireless and Ersel (Italian Finance Company) in 2006 for a lifespan of 10 years. It is intended to finance an estimation of twenty innovating companies (line of business: Information Technologies, Goods/Equipment, Advanced Mechanics, Energy, Aerospace, Defense, Biomedical) located in the North of Italy and should have in hand a total of 60,000,000€ for investments ranging between 500,000 and 3,000,000€

www.torinowireless.it/contenuti.php?IDpage=3648&IDsupra1=24&img=5&menu=sx

Innogest SGR S.p.A. www.innogest.it

Corso Galileo Ferraris 64 - 10129 Torino

Tel: 011.1950 1499 Fax: 011.5097323 info@innogest.it

→ Eporgen

Eporgen is a private fund intended to help of the start-ups in the field of biotechnology. The companies financed by Eporgen in addition have the possibility of having an facilitated access to Canavese's Bioindustry Park (Piémont).

Eporgen Venture www.eporgen.com/

C/o Bioindustry Park del Canadese, Via Ribes, 5 - 10010 Colleretto Giacosa (TO) - Italy

Tel: +39 0125 561000 Fax: +39 0125 538791 Email: info@eporgen.com

EBAN – European Business Angels Network

The European Business Angels Network (EBAN) aims to put in contact abstract investors (Angel investors) with abstract investors networks (Business Angels Network BAN) and to promote these networks.

IBAN www.iban.it

Segreteria Generale, via Borgonuovo, 5 - 20121 Milano - Italy

Tel: 0039 02 89.01.12.07 Fax: 0039 02 89.01.12.99

E-mail: info@iban.it – segreteria@iban.it

The Italian Network of the Chambers of Commerce and Industry, of Craft and Agriculture

The Chambers of Commerce and Industry will advise and guide you towards the financing type the most adapted to your project.

Portal Site of Italy's Chambers of Commerce: www.unioncamere.it

→ Turin's CCI

The "New Business" space of Turin's Chamber of Commerce and Industry will advise and guide you towards the financing type the most adapted to your project.

If it concerns an innovating project, the "Sportello Apre" office will be able to advise and help you. www.to.camcom.it/nuoveimprese

The European Centers of Businesses and Innovation Network (ECBI)

The European Centers of Businesses and Innovation has as objective, the detection and the accompaniment of creation of innovating business projects or development of existing businesses by the innovation.

Site: http://europa.eu.int/comm/regional_policy/innovation/innovating/guidec_fr.htm

BIC-Italia.Net represents the Italian's ECBI (together with other development agencies).

www.bic-italia.net

The European Network of the Innovation Relay Centers (IRC)

The Innovation Relay Centers (IRC) facilitates the technology transfer, the installation of partnerships and transnational technological co-operations. The IRC can direct the innovating entrepreneurs towards potential financial investors.

www.anvar.fr/ageneuroeurocent.htm

Turin's Chamber of Commerce and Industry hosts an IRC

Turin's Chamber of Commerce: www.to.camcom.it/alps_irc

Indirizzo Via San Francesco da Paola 24 - 10123 Torino Telefono - Italy

Tel: +39 011 571 6321/2/3/6/0 Fax: +39 011 571 6324 E-mail: alps@to.camcom.it

AIFI – Italian Private Equity and Venture Capital Association

AIFI is an association of financial institutions which invest in the businesses by the means of the venture capital.

AIFI www.aifi.it

Via Pietro Mascagni, 7 - 20100 Milano - Italy

Tel: 02/7607531 Fax: 02/76398044 Email: info@aifi.it

D. IV – THE EUROPEAN PORTAL: GATE 2 GROWTH

The Gate 2 Growth portal site supports in particular the entrepreneurs innovating in research of financing and development of the business plan. This initiative is financed by the European Commission - DG Innovation within the framework of the support for the innovation and small and medium enterprises program.

Gate 2 Growth.com proposes:

- tools for the preparation of a development plan
- diagnosis services for development plan projects
- tools for the search of potential investors and other service suppliers
- specialized advises coming from investment experts
- discussion forums, workshops and information services

Acting on the search for financing, the Gate2Growth.com gate proposes:

- a database of the investment opportunities, in which each and everyone can enter its development plan at no extra cost
- a database of investors

Thanks to the listing of the development plans in the investment opportunities database, the team of Gate2Growth.com is able to support the project and evaluate the interest for the investment sources in Europe. In the event of agreement between the two databases, the chances to find the suitable investor are somewhat multiplied by ten.

The team of Gate2Growth can allow the potential entrepreneur to have access to councils of expert and to guide him throughout the process if necessary. However, in a preoccupation for effectiveness, the team of Gate2Growth actually prefers to work with entrepreneurs already profiting from help within the framework of incubators of local businesses or the assistance of academics, because it can then concentrate on the effort of fund-raising.

Source: Cordis