



i3 Workshop and Masterclass: New Financing Schemes in the Media Sector

Open to: Media startups and ICT19 projects

Dates: Monday 11th and Tuesday 12th September 2017

Location: Biczazio - Via Casilina, 3/T, 00182 Roma RM

Register your attendance:

<https://www.eventbrite.co.uk/e/i3-workshop-and-masterclass-new-financing-schemes-in-the-media-sector-tickets-37028615586>

i3 is a European Commission funded project to support creative industries and social media convergence by shortening the gap from research through to market deployment.

The aim for this workshop and masterclass is to introduce media startups to new and current investment streams in the media sectors.

Media companies are experiencing a radical shift towards new media, as the sector explores how to develop further opportunities offered by the internet. As a result of this there are an increasing number of new entrants into the market.

The media sector continues to see consolidation and the emergence of strategic partnerships as key mechanisms toward developing advances in content and technology. Media companies are increasingly looking at joint ventures as a means of keeping up with the rate of change in this sector and of sharing the costs and other risks in a highly competitive market.

Day 1: Financial instruments and investment opportunities available both publicly and privately

Introduction to financial instruments available to innovators working in the media sector that intend to boost their business ideas beyond the public (EU or national) funding. The masterclass will then explore the opportunities provided by EU supporting schemes such as SME Instrument, COSME and Startup Europe, as well as risk capital strategies such as venture capital, private equity and stock exchange listing.

Day 2: Ensuring your business model is viable and that you can show you are investment ready

The business model is the core of any successful startup, no matter how great an idea is or how unique an offer may seem, a startup must have a viable way of making money which is sufficient for future investment and is sustainable. Questions like "What business model works best with my idea?" or "How do I know if my startup is using the right model?" are two of many questions founders need to consider in order to achieve the overall long-term success of their venture. During the workshop we will try to answer

these questions. The rest of the event will be dedicated to a Business Game Jam which will help to resolve business problems in an informal manner.

Agenda

Monday 11 September 2017

- 13.00 Welcome & lunch
- 14.00 Visit to the Bic Lazio FabLab
- 15.00 Masterclass on Finance for media innovation

Tuesday 12 September 2017

- 10.00 Workshop on the Business Model Canvas
- 13.00 Lunch
- 14.00 Game Jam

Subject Matter Experts

Francesco Bellini: Research director and founder of **Eurokleis** he trained as an economist (Degree in Economics, MAs in Economics and Management of Technological Change, PhD in Innovation Management). He is professor of Finance at the International Telematic University UNINETTUNO and Technology Management professor and research fellow at the Department of Management of University of Rome La Sapienza. He is responsible of the Research & Innovation in **Eurokleis** and he is scientific consultant for a number of private and public bodies. During his professional career, he worked in more than 30 EC projects coordinating 4 of them (MIRACLES FP5-GRD1-2001-40047, MTM FP5-IST 1999-11100, MIETTA FP4-LE4-8343 and MAXICULTURE FP7-ICT 601070). He is author of 3 books and about 70 publications. He has an extensive experience in project management and coordination, business and financial modelling of innovation and impact assessment.

Nicola Fiore: Of Counsel at Eurokleis and assistant professor of corporate finance at the International Telematic University UNINETTUNO. He graduated from La Sapienza university of Rome in physics. He is a specialist in finance and communication, where he held managerial roles. In the recent years, he conducted consulting activities in the corporate communications of some companies on the stock exchange, addressing the issues related to Initial Public Offering and investor relations. He participated in projects funded by EC applied to finance issues and ICT. From 1998 to 2006 was Investor Relations Manager and Director of the Finance Expertise Center in Engineering s.p.a.

Iana Dulaskaia is a researcher in **Eurokleis**. She holds a degree in Service science cum laude. She is also research assistant at the Department of Management of the University "La Sapienza" of Rome where she is close to complete her PhD "Management, Banking and Commodity science" in organizational studies. She is engaged in European projects and followed such European projects as JamToday, IA4SI, i3 and SUITS where she was in charge of the projects' self-assessment process.

i3

The i3 project is funded by the European Commission and its main goals are to coordinate efforts in the social media convergence domain, address how research efforts can increase outreach, improve connection within the ecosystem and raise the excellence of convergence and social media research outcomes.