

*“Knowledge to Market,,*



**Money push vs Deal pull**  
**Workshop sulla finanza per l'innovazione**

**Ingenium rischiare insieme ai talenti**

**Andrea Di Anselmo**  
**META Group – Zernike Meta Venture**

**Moncalieri (To) 30-31 ottobre 2008**



# Knowledge to Market



policy



finance



market & sales



infrastructures

**knowledge based products**  
**seed finance**  
**incubation & acceleration**  
**knowledge based regions**

[www.meta-group.com](http://www.meta-group.com)





## Recent Key Results

- Regional innovation Strategies in all new member states
- Feasibility studies for World Bank, EIB and EIF (Jeremie) in the field of seed finance, BA and Technology Parks
- Strategic partner of several universities for R&D results valorisation in Italy and abroad
- Facilitator of knowledge transfer bridging 1000 talents with companies
- Management of the first PPP seed fund in Italy – 7Meuro invested



## Entrepreneurship & Knowledge based SMEs

---

*“Europe needs to foster entrepreneurial drive more effectively. It needs more new and thriving firms to reap the benefits of market opening and to embark on creative or innovative ventures for commercial exploitation on a larger scale”*

*....“Entrepreneurship is crucial to competitiveness”.*

The Green Paper on Entrepreneurship in Europe, COM(2003) 27 final



# Knowledge Intensive Companies

ambitious entrepreneurs  
fast growing market  
intangible assets

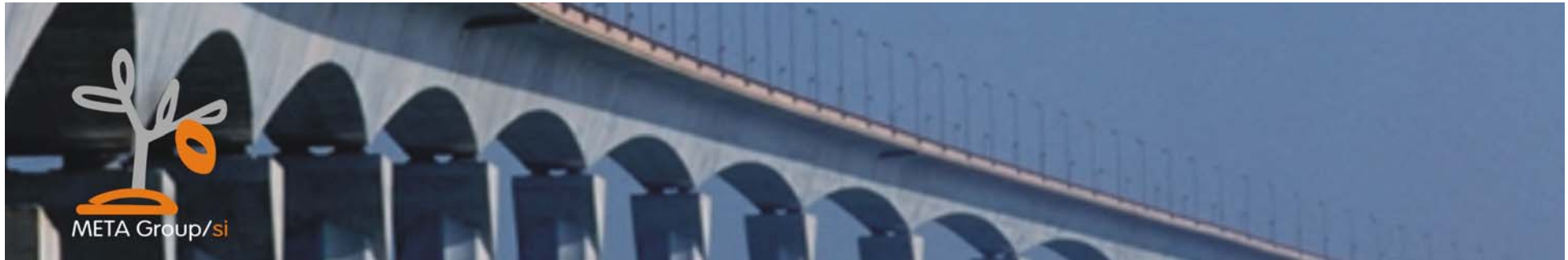
They are small in numbers but cover a critical role

- strongly affecting employment
- playing an increasingly active part in Global Markets and Value Chains: **initiators**



# KICs

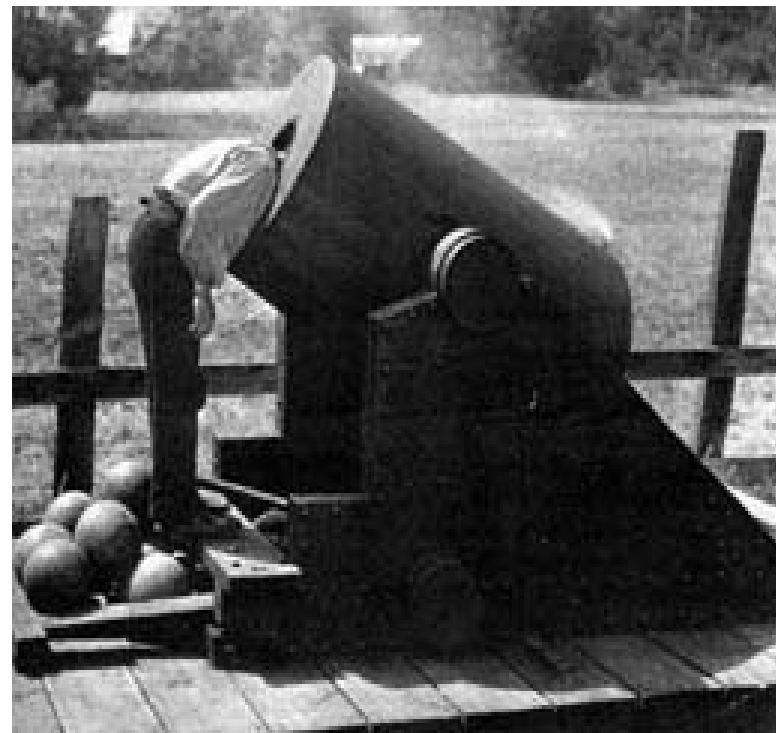
## 3 Key issues



## 3<sup>rd</sup> “issue”

Knowledge intensive companies need (a lot of) money!

3 Fs (Fools/Founders, Family, Friends) are not enough!





# Seed Capital





## Smart Money... Finance is not enough

- o Importance of investment readiness interventions
- o Mentoring and training
- o Acceleration (not incubation)
- o Internationalisation – cross border
- o The added value of business angel investment



**...All money is not the same!!!**

**(Christian Saublen, *Eurada*)**

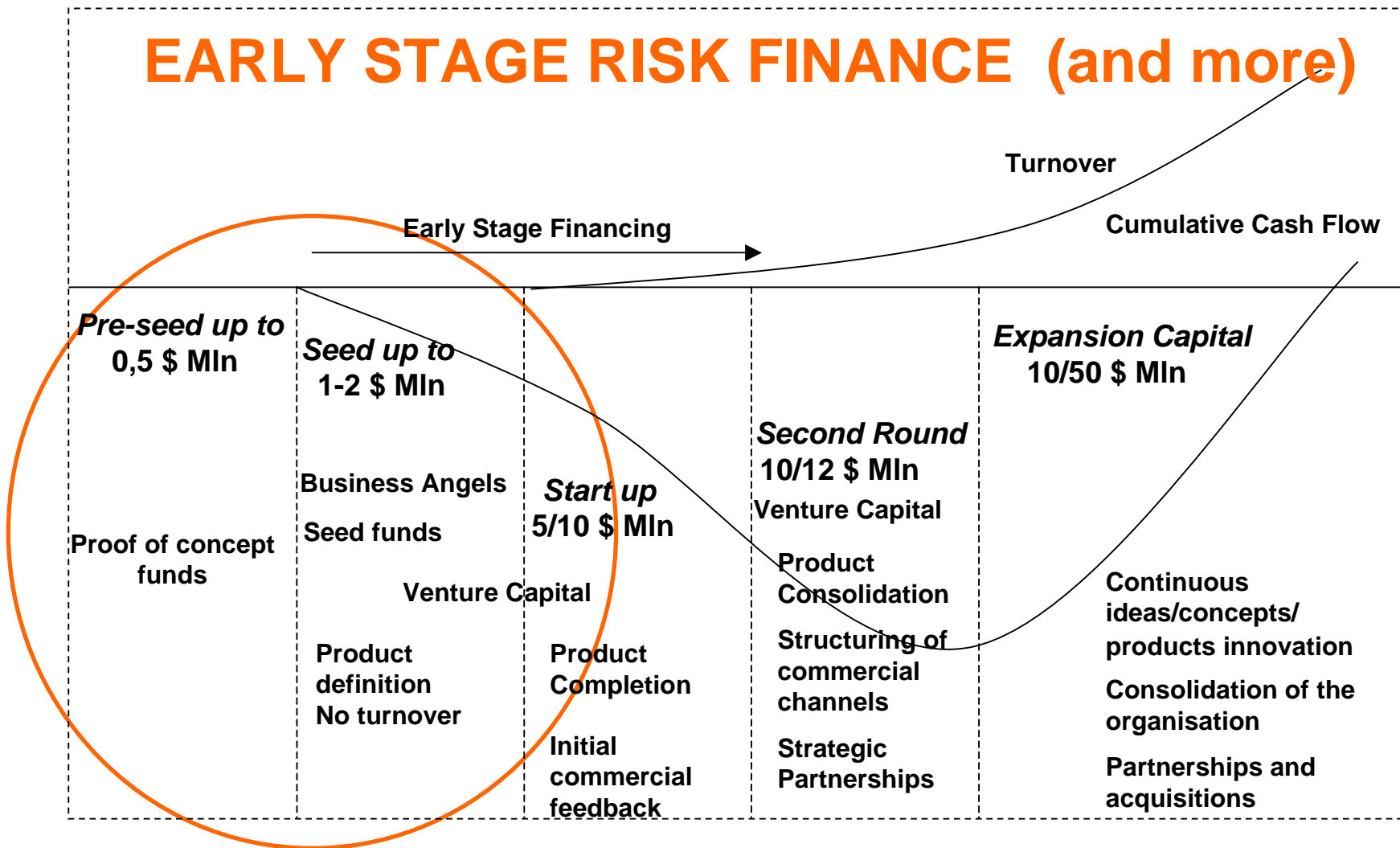




## New Financial tools for knowledge based SMEs

- o Pre-seed facilities
- o Proof of concept funds
- o Business Angels
- o Seed funds

# EARLY STAGE RISK FINANCE (and more)





# Risk taking and risk rewarding





# Ingenium

*Il Seed Capital in Emilia-Romagna*



## EARLY STAGE FINANCING

SEED FINANCING

START UP FINANCING

Spin-off and Start-ups  
with no more than 36 months  
Located in Emilia Romagna



## Intervention modalities

- **Equity Investment**
- **Temporary/minority position (max. 45%)**
- **Successive rounds investments**
- **300 - 500.000 € average per investment up to 1 million €**



## Some figures...

- 6 investments
- 1 term sheet under discussion
- 20% of the proposals from out of the region/country
- A solid network with the regional stakeholders



# Investments



**PharmEste srl:** Academic Spin-off of University of Ferrara in the field of Pharmaceuticals, heading the reduction Neuropath Pain and Vesicular Hyperactivity.



**Techgenia Spa:** spin-off from the system technologies unit of Solgenia Spa. Addressing the field of informatics reliability and security through network appliance, commercialising in internet and through the network of Solgenia Group in the USA and Latin America.



**RaySolar:** Innovative start-up realised by two researchers from Italian National Research Council (CNR) and two young economists to realise hi-purity solar grade silicon.



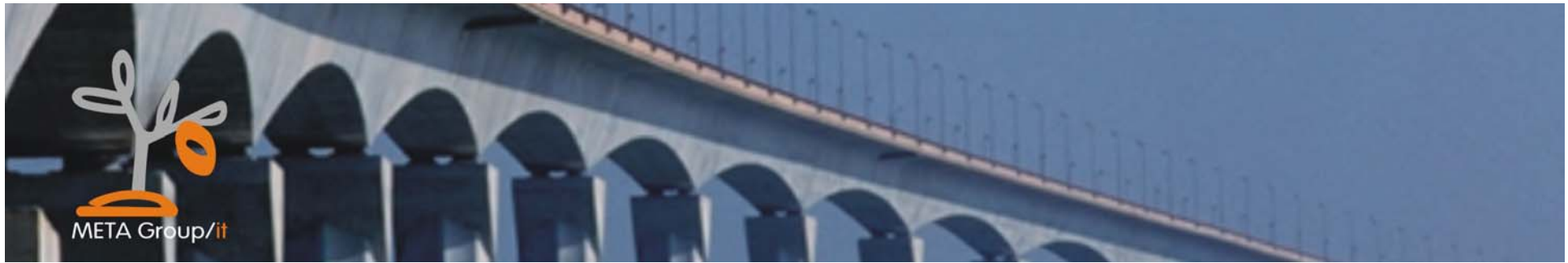
**H.D.S. Headmost Division Service S.r.l.:** Company operating in the field of Facility Management.



**Intrauma:** Innovative company in the medtech sector, producing and commercialising fixing products for the care of fractures.



**Passpack:** internet company who developed an online password manager software and a private suite, with impenetrable cryptography, for companies and privates.



# Our experience





## Common “weaknesses”

- Too little market **ambition**  
(no willingness to go global from day 1)
- People think too **small**  
(be ambitious but do it by milestones)
- A Business is different from an **R&D project**
- An entrepreneur is different from a manager



## Elementi critici

- motivazione ed ambizione
- business idea (mercato che cresce e globale)
- capacità di esecuzione (le idee sono una commodity)
- exit



## 5 keys to succeed

- Team
- Team
- Team
- Product
- Market

A poor team ruins a great project  
“10% inspiration – 90% perspiration”



# The team

## Requirements

- Ability to deliver
- Ambitions
- Expectations



- C'è volontà di sostenere il risk capital le soluzioni proposte non sono state efficaci
- SGR a capitale ridotto non hanno funzionato
- In ER con 2-3 deal/anno abbiamo fatto il 30% degli interventi early stage in Italia
- E' il mercato che funziona bene ...



- PPP quale ruolo per il pubblico gestore o investitore?
- Si potrebbero fare più investimenti?
- Mancano operatori specializzati in early stage
- Le misure di ingegneria finanziaria, dove fatta bene (il pubblico ha chiesto al privato di gestire) ha funzionato meglio (anche se non è ovunque così)



## Success factors

**People & Market driven approach**

**For profit risk taking  
management**

**Networking syndication with BAs**



# Knowledge to Market



policy



finance



market & sales



infrastructures

**knowledge based products**  
**seed finance**  
**incubation & acceleration**  
**knowledge based regions**

[a.dianselmo@meta-group.com](mailto:a.dianselmo@meta-group.com)

[www.meta-group.com](http://www.meta-group.com)

