



## Annex II to Appendix - About the [European Venture Summit](#)

The **European Venture Summit** is Europe's foremost networking and investment event for high growth technology start-ups, venture capital investors and technology corporations. It offers entrepreneurs the opportunity to grow their businesses across borders. Now in its 3<sup>rd</sup> edition, in 2009 the European Venture Summit will present 120 innovative **ICT, Life Sciences and Cleantech** companies from across Europe to an international audience of investors, corporate representatives and innovation experts.

The European Venture Summit contributes to economic growth within and the development of high-tech and innovative companies throughout Europe. It builds on Europe Unlimited's regional events and networks and introduces regions and entrepreneurs to new markets and new customers. By combining the results of 10 pan-European venture fora and European Venture Contest Semi-Finals, the **European Venture Summit** is the most important event in 2009 for promising technology entrepreneurs from all over Europe as well as investors and corporations. The high-level conference programme, established by senior industry contacts, will be accessible to all participants.

### Unique Programme

In parallel to the various Company Presentation Sessions in the 3 streams, an interactive and highly informative conference programme will take place. International speakers from leading industry players share their experience and latest developments in pragmatic roundtable discussion sessions. Pre-arranged One2One meetings between entrepreneurs and investors will take place throughout the two days and allow for focused networking. This helps to follow-up on business presentations and to strengthen or build strategic business partnerships.

### Goals

The European Venture Summit 2009 will match around 120 of Europe's most promising high-tech companies represented by an estimated **200 entrepreneurs** with around **250 investors and innovation experts**, such as corporate and venture capital investors, professional advisers and representatives from multinational technology companies and government organisations. The facilitation of top tier investment and strategic partnering will be enabled through high level networking opportunities, including One2One meetings and business review sessions.

### Metrics

Here are some key metrics and facts of the **European Venture Summit** on **Monday 30 November and Tuesday 1 December 2009**:

- 120 companies presenting in 24 different sector-focused company presentations sessions:
- Between 100 and 120 expert investors are recruited to provide feedback in the company presentations sessions to the presenters
- 15 Speakers for the 3 Plenary Discussion Sessions & 4 Key Note Speakers as well as 30 Speakers for the Roundtable Discussion Sessions
- Some 100 paying delegates are expected
- Some 50 representatives from the Hosting Region and Cities
- Totalling 500 participants

### Long Term Impact

The host of the European Venture Summit will receive visibility throughout the year in all of Europe Unlimited's Venture Forums and related communication activities to its stakeholders as a key partner. The host, in its function of supporting Europe's top investment and networking forum, will be presented as one of Europe's leading innovation hubs towards venture capitalists and corporate investors.





## Programme structure

### Day 1 - Monday 30 November 2009

08:00	Registration					
09:00	Opening Plenary Session					
10:00	2 Keynote Speeches					
10:15	Coffee Break					
10:45	Company Review I	Company Review II	Company Review III	Company Review IV	Round table discussion	One2One meetings
12:15	Networking Lunch					
13:45	Company Review V	Company Review VI	Company Review VII	Company Review VIII	Round table discussion	
15:15	Networking Coffee					
15:45	Company Review IX	Company Review X	Company Review XI	Company Review XII	Round table discussion	
17:30	Keynote Speech					
17:45	Closing Plenary Session					
18:30	Cocktail					
19:30	Dinner					

### Day 2 - Tuesday 01 December 2009

08:00	2 <sup>nd</sup> Day Registration					
08:45	Plenary Discussion Session					
9:30	Company Review XIII	Company Review XIV	Company Review XV	Company Review XVI	Round table discussion	One2One meetings
11:00	Networking Coffee					
11:30	Company Review XVII	Company Review XVIII	Company Review XIX	Company Review XX	Round table discussion	
13:00	Networking Lunch					
14:30	Company Review XXI	Company Review XXII	Company Review XXIII	Company Review XXIV	Round table discussion	
16:15	Keynote Speech					
16:30	Closing Remarks					
16:40	End of the Summit					

### Key factors of success

Europe Unlimited is bringing in a tried-and-tested format and a rigorous methodology and preparation process for the next European Venture Summit. The success factors of this format are:

- The Summit provides selected presenting companies with international visibility and contact
- The pan-European participation of investors and corporate and innovation experts and speakers is critical as this attracts the interest of the companies
- a focused programme with roundtable discussions sessions with international corporate and investor speakers is instrumental to attract a sufficient quality and number of investors
- The format of the Summit ensure that both companies and investors having an active role in the Forums as presenting company, expert reviewer or speaker





- The reviews done on site by the expert investor reviewers create a real link between presenting companies and investors and provide valuable feedback to the presenting companies
- The pre-arranged one-on-one meetings guarantee that the benefits of the presence of investors are maximized for the presenting companies
- The Venture Academy organized the day before the Summit for the benefit of the presenting companies is a very effective tool to improve their presentations and propositions
- Detailed briefings to all participants and accurate adoption of the detailed organizational guidelines provide a professional event up to standard for international investors

