

# Services for innovating firms : the role of technopoles and incubators

*CMI/EIB Workshop – Marseille , April 28-29 2011*

## *Feedbacks and recommendations*

ANIMA – Sebastien DAGAULT



**ANIMA** Investment Network  
Together for a competitive Mediterranean

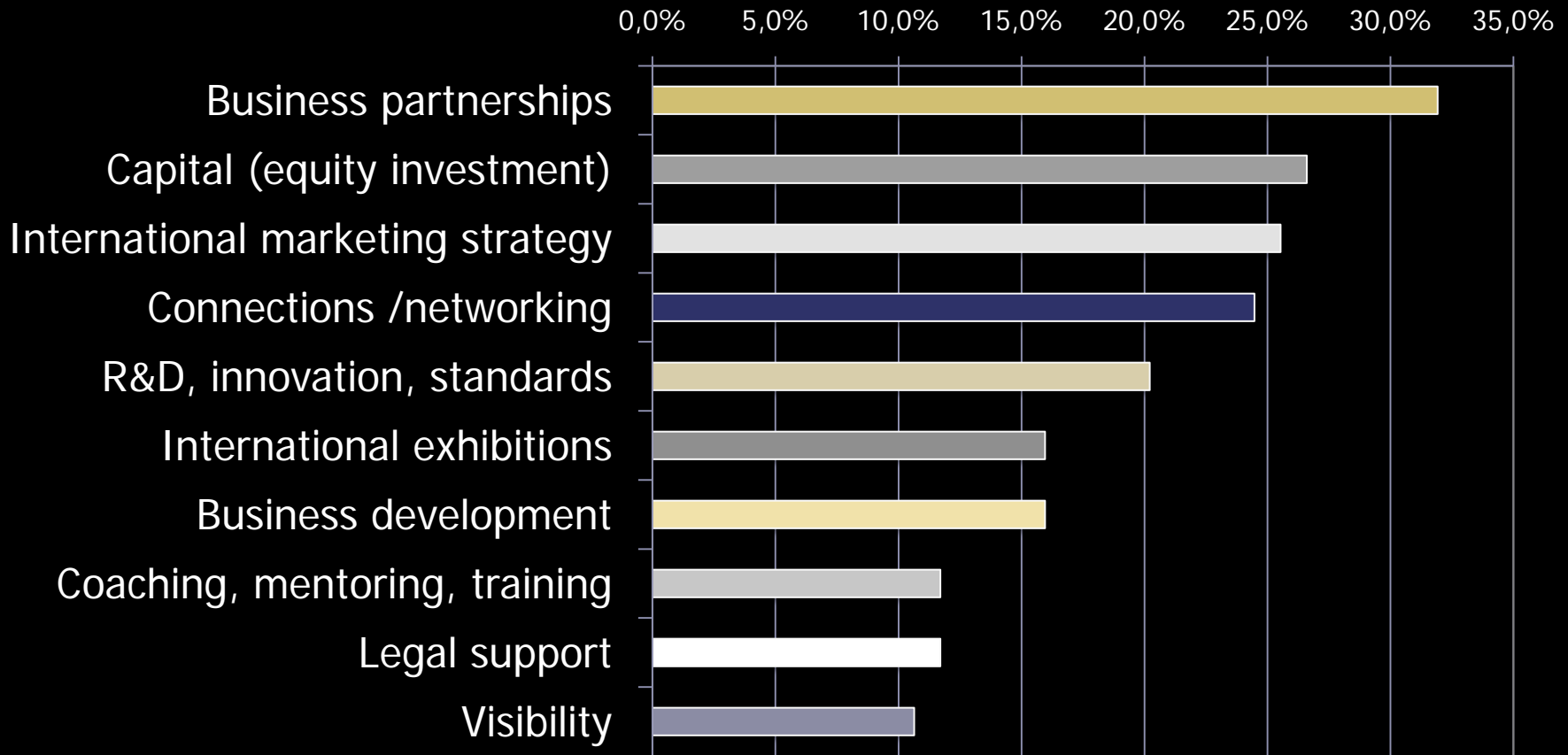


**i**<sup>NVEST</sup>  
**in med**



**MedAlliance**

# Working with start-ups : main needs expressed



*[Based on 100 business plans from 100 MedVentures entrepreneurs /2010](#)  
[Check their profiles here !](#)*

# Mapping financing resources & issues

- Medibtikar (2006-2008): What is the Mediterranean start-up deal flow ?
  - 300 “bankable” innovative projects
  - A need for coaching, internationalisation and information
  - Consolidate angels networks (Tunisia, Jordan)
- MedFunds (2008, 2010) : 320 funds surveyed
  - US\$31bn in equity raised in Med in 2006
  - The equity gap : 50k€ - 0.5 million €
  - Risk reduction through larger portfolios, mutualisation of investors & equity guarantees
- MedaFinance : get SMEs closer to finance
  - €22 billions of credit lines available
- MedAlliance financing workshops
  - MedAlliance Financing roundtable, Marseille Nov. 09 - Financing Women businesses, Tunis, Feb 2010 – Entrepreneurship&Finance workshop Barcelona June 2010, MedVentures Mrs Dec 2010



# Working with investors : key findings

- Difficulties in risk analysis
  - i.e financing innovation : assessing risks in innovation , R&D and immaterial investments
- Getting Med investors & banks involved in small and ambitious projects is not easy
  - Cost of due diligence (+ lack of data/transparency)
  - Underevaluation of the needed investment
  - Exit issues (+global reach /communication)
- How to build trust and proximity?
  - Difficulty to fit with auditing & reporting processes
  - Bureaucracy & length of financing mechanisms is an issue (i.e Algeria)
- The importance of local relays
  - Coachs, incubators, entrepreneurs networks play a pivotal role

# Working with Business players

- PLATO Egypt: transfer of know-how and networking
  - Mentorship of Egyptian SMEs by major companies : access to financing and international markets (monthly workshops)
- Med Entrepreneurs Coaching Network
  - Developing seed funding and coaching instruments for start-ups and SMEs in Tunisia, and Lebanon (tools, trainings...)
- Textechmed
  - Business to Investors meetings based on value chain analysis in the technical textile , involving 5 European and Med clusters
- DistriMed 2.0
  - Supporting women entrepreneurs in their access to finance in the distribution sector (workshops , BtoB and trainings with banks, entrepreneurs and their customers)
- Young Entrepreneurs let's Invest in Med
  - Trainings & workshops on access to finance, multicultural management, internationalisation, between young entrepreneurs and banking organisations in 4 countries
- PACEIM
  - Identifying and support start-ups projects led by scientific expatriates in French/European Universities

# Key issues for incubators & Technopoles

- Support market driven innovation processes
- Develop internationalised services
  - Co-incubation
  - Business development
  - Co-financing
  - Team Building
- Play a new role in access to finance
  - Build peer review networks
  - Develop low cost due diligence schemes

*Thank you*

sebastien.dagault@anima.coop

MARK ON YOUR CALENDAR

12-13 October 2011 : MedVentures  
Roadshow in Marseille : Create Euro-  
Med start-ups

[www.medventures.biz](http://www.medventures.biz)