



**EWA NETWORK**

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## EWA Network Acceleration Programme

### Financing Audiovisual in Times of Transformation

The audiovisual sector is undergoing dramatic changes in the way content is produced, distributed, and consumed. The COVID-19 pandemic has accelerated the digital transition of the sector and highlights mismatches between existing financing instruments and actual financing needs in a deeply transforming environment. This is the moment to reassess the value proposition of audiovisual content and to identify arising financing and investment opportunities.

The Acceleration Programme 'Financing Audiovisual in Times of Transformation' offers female entrepreneurs in the European film and television industry a tailored support for re-evaluating not only their audiovisual projects but their companies as well.

By enabling participants to create suitable alternative financing options the programme will lay the foundation for improved strategic business and financing decisions, ultimately for building sustainable audiovisual companies and lucrative professional careers.

The sessions are designed in form of impulse and workshop presentations, of group- and homework and intensive individual mentoring rounds. The programme will be held in English and is designed to entirely take place on-line.

In September (6,7,14) the module A: **Changing the Mindset. Strategic planning.**

In October (13th)/November (8, 9, 22, 23), the module B: **How to Pitch to Investors.**

All described modules of the programme build on each other and aim to prepare participants to pitch their projects or companies to public or equity investors. Identifying and maximising participant's value proposition in times of a transforming audiovisual sector lies at the core of the acceleration programme.

Modules can be taken separately. You do not need to take module A to enroll yourself into module B

## PARTICIPANTS

A maximum of 10 participating companies/people. Participants can bring a single project to the workshop or a slate of projects which they like to raise alternative financing for. They can also look for corporate investment for their companies.

In the course of the training, they will have developed:

- a clear understanding of their assets and values
- a mission statement for their company
- a business presentation for a 5 min pitch to e.g. investors/financiers/corporates
- practice in pitching online

## Modules can be taken separately.

Eligibility rules, schedule and price are different for module A and B

### MODULE A:

#### Changing the Mindset. Strategic Planning

September 6 from 10 to 12h (CET)

September 7 from 10 to 11 (CET)

September 14 from 10 to 12 h (CET)

### Presentation: 'Financing Audiovisual in Times of Transformation'

- Which alternative financing strategies help independent audiovisual professionals to succeed in an ever-changing value chain?
- What do we need to consider when re-assessing our offer to audiences and financiers?
- How can we convince investors or other players to come on board?
- What do we need to present to them why and how do we best start the dialogue?

This presentation by **Juliane Schulze**, Board Member at Media Deals, will offer participants a broader look at business development and resulting financing options to develop investment strategies for their projects or companies.

### Seminar: Why do you do what you do?

- Why do we or our companies need a Mission Statement?
- Who wants to know why we do what we do?
- What can we learn from the communication of creative leaders?

*Introduction to how to write a mission statement.*

This seminar will help participants to drill into their project or company DNA and to build a foundation for their business and financing strategies. By crystallising their values as assets, they will create a distinguishable profile of their projects or ventures.

## Group Work: Mission Statement

Participants of the acceleration programme will apply the learnt lessons and present their mission statements, receiving feedback from the whole group and the expert.

The objective of this interactive session is to identify weaknesses and strengths of the mission statements and to highlight understated opportunities leading to attractive market positions and competitive advantages.

## MODULE B: How to Pitch to investors?

October 13 from 10 to 12h (CET)

November 8 from 10 to 12:30 (CET)

November 9 from 10 to 12:30 (CET)

November 22 from 10 to 12:30 (CET)

November 23 from 10 to 12:30 (CET)

## Presentation : 'Investor Pitch'

- Why do we need Investor Pitch Decks?
- What are logic and structure of a 5 mins Business/Investor Pitch?
- How does it help us to attract alternative financiers?

Different from creative pitches, the business or investor pitch covers more than the content-related focus by including e.g. key decisions around business development, marketing strategies and revenue expectations.

The presentation will introduce the organisation of the Investor Pitch and offer participants all the tools they need to create their own Investor Decks. Afterwards partakers will build their Investor Deck by using the template discussed in the workshop. This deck will serve as a professional starting point for them when initiating important finance and investor discussions.

## Test Pitches. Two rounds of Group pitches

We will hear partakers business presentations in two group sessions. The whole group and the expert will give feedback on each 5 min investor pitch and suggest improvements for about 20 min. After this first round participants have time to amend their decks and to present their advanced version in a second group session for feedback and comments.

The goal is to finish this acceleration programme with a ready investor deck for projects and/or companies and to know how to create a compelling business presentation that attracts financiers and investors as well as co-production partners and industry allies.

## ELEGIBILITY

MODULE A	MODULE B
EWA members only	Audiovisual production, marketing, sales, and (digital) distribution companies, digital AV platforms, as well as companies in AI, XR, blockchain, film-technology
Audiovisual professionals who work in companies	Registered companies with a track record of a minimum of 2 years
Or entrepreneurs who intend to form or grow their company	Or experienced audiovisual professionals (proven track record of a minimum of 4 years) who intend to step up creating their legal entity
A minimum of 4 years of experience with relevant credits in at least 2 audiovisual projects	All participants plan to attract equity or alternative investment
Price	Price
€ 125 (EWA members only)	€ 250 (EWA members)
	€ 350 (Non members)

## HOW TO APPLY?

Send these elements to [contact@ewawomen.com](mailto:contact@ewawomen.com) before July 15th

Please, indicate in the subject : *Acceleration Programme Module A*

MODULE A	MODULE B (to be opened)
Your CV	
Motivation letter indicating clearly your proven track record in the audiovisual field and why you need this specific training in the context of your professional development or the growth of your company	

**By July 19 we will reveal the selection**

## The Trainer: Juliane Schulze



Juliane Schulze, Senior Partner at [Peacefulfish](#), is working in the creative industry since more than 25 years, providing business services to the audiovisual industries. As Executive Advisor, she holds an extensive cross-industrial knowledge, specialising in financing and business consulting for audiovisual companies and entrepreneurs in the creative and cultural industries. She is also member of the board of Media Deals, a pan-European investor network being constituted of business angels and early-stage venture capital funds focusing on creative industries and digital media. Since its creation in 2008, Media Deals has been promoting and encouraging early-stage equity investment in high-growth startup companies at the crossings of the audio-visual sector and digital technology as well as cutting-edge media content technologies. Media Deals is a member of EBAN, EBN and NEM.

As trainer and moderator, Juliane holds workshops on access to finance and entrepreneurship at investment and innovation forums, at business training events, as well as at leading business incubators. She is a strategic advisor for European funding institutions and development agencies and is a veteran project director of several EU-projects focusing on accelerating creative and digital businesses through innovation programmes. She developed international media positioning strategies for countries and regions e.g. in Asia, across Europe and in the United Arab Emirates.

Juliane is Director of the MEDIA supported investor training programmes ENTER Europe, guest lecturer at Freie Universität Berlin, teaches Creative Entrepreneurship at the MFG Academy, chairs EBN'S 'Cultural, Creative and Digital Special Interest Group' as well as the Creative Business Cup's Investor Panel and is Member of the Advisory Board of the H2020-project InvestHorizon. Previously she headed the Multi-Platform Business School, lectured at the Media Business School and teaches at various international audio-visual labs, markets and business summits.