

THE NETWORK FOR VR TECHNOLOGY, CONTENT AND FINANCE

BACKGROUND

We all have tested it! The first wave of VR/AR/MR is behind us. Interest is there, excitement is not far ... but the business model is still in question. If we have a technology we often look for content, if we have content, technology and finance might be missing. How do we get all what we need and where do we go next?

VR, AR and MR are reshaping the user and customer experience of brands and content, how audiences consume digital content, from film and games to advertising, and will permanently transform education and social media.

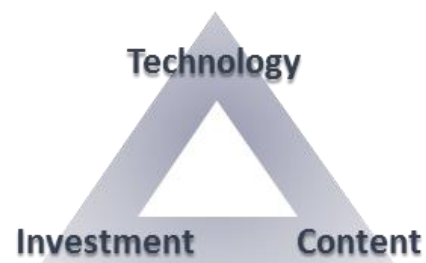
Immersive storytelling not only improves entertainment experiences, it introduces the use of narratives also to industry applications or production processes. Which technical solutions and content will create the maker or breaker in conquering the mass market? Europeans are good at telling stories but we need to get them to the audiences who have now multiple access platforms.

Who and how the killer application for VR/AR/MR will be developed and financed? VRNext Network wants to respond to that question with the support of tech companies, financiers and content providers and creators.

OBJECTIVES

The VRNext Network:

- aims to build a European Forum for an exchange of expertise and best practise, for technology transfer, (co)investment and distribution
- will allow content producers and distributors, researchers, developers, technicians and sector stakeholders to find partners as well as knowhow
- will access market validation for VR/AR/MR projects, products and services through direct access to a specialised investment network.



NETWORK

The Meet-Ups (Berlin, London, Laval) will bring together important European decision makers, entrepreneurs and equity investors to exchange positions and find the right technology, content and financing partners:

- SME and Startups in VR/AR/MR, in Film, Video Games, TV, Transmedia,
- Financiers for early-stage financing of VR/AR/MR companies,
- Public and private content financiers,
- Buyers and editors at broadcasters,
- Media Houses,
- Video and VR-platforms,
- Entertainment brands like ARTE, MK2, Blue Byte/Ubisoft, Samsung...
- 3IT-members and partners organisations,
- VR/AR/MR associations/clusters/accelerators in Europe.

Along the year, the Network will attend different events to further discuss and meet local and international investors as well as innovative startups. A network website will facilitate communication and information and regular ePitches will be done to preselect interesting startups and innovative ideas.

VRNEXT NETWORK (as of September 2017)

With VRNext, Media Deals aims to build a network of networks by connecting unique expertise and groups in key European territories: Immerse UK, ARTE and Laval Virtual with the 3IT Members and with European Equity Financiers.



The 3IT is established and run by the Fraunhofer Heinrich Hertz Institute for Communication Technology.

Together with international partners from research and industry, Fraunhofer HHI works in the whole spectrum of digital infrastructure – from fundamental research to the development of prototypes and solutions. The institute participates in the standardisation of information and communication technologies and creates new applications together with industrial partners. www.3it-berlin.de



ARTE is a public Franco-German TV network, a European channel, that promotes programming in the areas of culture and the arts. www.arte.tv



The app ARTE360 is a view into a possible future of TV that offers access to 360° and VR-productions for Android and for iOS and for GearVR and for Daydream. <http://sites.arte.tv/360/en>



The Knowledge Transfer Network (KTN) helps businesses get the best out of creativity, ideas and the latest discoveries, to strengthen the UK economy and improve people's lives. As partner of Innovate UK, KTN also belongs to cross-sector network for businesses and research organisations Immerse UK. www.ktn-uk.co.uk / www.immerseuk.org



Laval Virtual is one of the most important events in Europe showcasing innovations and new technologies. Virtual reality and augmented reality are the core to the show. With more than 150 exhibitors and 40 countries represented, Laval Virtual is essential for professionals, students, tech enthusiasts and curious novices. www.laval-virtual.org

3IT MEMBERS (Extract September 2017)



For 3IT special cooperation and university partners please check <http://www.3it-berlin.de>

European Investor Group

- Early-stage private equity investors, business angels and angel networks,
- risk capital funds like specialised VC for later-stage investment,
- growing network of local investors attached to partner events,
- all with expertise in financing content and technology and interest in project co-investment with big corporates or explicit interest in entering the market,

VRNext is proud to collaborate with The *NEM Initiative – New European Media Initiative*



Why should you join?

Advantages for Network and 3IT Members:

- expansion of the previous focus on technology solutions through content innovation and financing.
- familiarise with young and experienced actors around the production and distribution of VR/AR/MR content,
- cooperation with other companies, startups and informed investors for realising own projects,
- identifying attractive investment opportunities (company and project related),
- validation of product's market relevance through complementary sector knowhow.

Advantages for Investors:

- access to highly innovative young companies and established actors in the VR/AR/MR market,
- deal flow of market valid products and services,
- co-financing opportunities, access to experienced lead investors and quick decision-making processes,
- insight in new business- and partnership models
- deepening sector knowhow and the understanding of fast changing framework conditions.

Advantages for Entrepreneurs:

- pitch presentations to a pool of informed European investors, thus access to ‚smart money‘,
- network contacts to European technology, content and distribution partners for realising VR/AR/MR-projects,
- direct access to exclusive technologies and innovative solutions,
- benchmarking with competing business and financing models
- network contacts to 3IT partner companies.

Who is Media Deals?

Media Deals is a Berlin based pan-European investor network gathering 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 in the following fields/sectors:

- Audiovisual (film, TV, videogames, music/tech and distribution platforms), Publishing;
- Digital Tools/Services for creative sectors;
- Disruptive models bringing content and technology together;
- Cutting-edge media technologies;

Today, Media Deals network comprises 60+ investors from a range of European countries and with differing investment criteria, yet all sharing an interest to invest in media/tech companies in Europe. Within our network these financiers, despite their different strategies and risk profiles, can meet and develop common actions to facilitate cross-border investment in the sector.

Over the past 4 years, Media Deals' investor members participated in 457 creative company presentations (online and offline) that were attended by 391 public and private financiers.

Media Deals is member of EBAN, EBN, NEM and 3IT. www.media-deals.org

**Kick-off at 3IT
TECHNOLOGY, CONTENT, FINANCE**

Berlin, 23rd November 2017

10h00 – 17h00

Draft Agenda (25.10.2017)

LOCATION

Innovation Center for Immersive Imaging Technologies 3IT
Salzufer 6, 4th floor
Entrance Otto-Dibelius-Strasse
10587 Berlin, Germany



- 10h00 – 10h15 **Welcome**
Media Deals and 3IT
Thierry Baujard, CEO Media Deals and Dr. Ralf Schäfer, Chairman Steering Committee 3IT
- 10h15 – 10h45 **Impulse Talk – The Media Perspective**
Anika Giese, Head of Business Development Virtual Reality at Axel Springer SE, Germany,
Marc Lepetit, Executive Producer, UFA Fiction, Germany
Rémi Tereszkievicz, Vice President Sales–France & Benelux, Warner Bros Home Entertainment,
Cyril Voiron, Director Portfolio and Strategy, Blue Byte /Ubisoft, Germany
in a conversation with Thierry Baujard
- 10h45 – 11h00 **ARTE Impulse Pitch – The Content Perspective**
What is the Franco-German broadcaster currently developing? What challenges is the content producer and distributor facing and what is the TV channel looking for?
Kai Meseberg, arte 360°
- 11h00 – 11h15 **Networking Coffee**
- 11h15- 11h45 **KTN/Immerse UK Impulse Pitch – The Technology Perspective**
Fiona Kilkelly, Creative Industries, Knowledge Transfer Network/Immerse UK
- 11h45 – 12h00 **Laval Virtual Impulse Pitch – The Market Perspective**
Laurent Chrétien, CEO Laval Virtual
- 12h00 – 14h00 **Lunch Pitches – 3IT Members’ Perspective**
Lunch Buffet open during the short member pitches and discussion round
Moderation: Juliane Schulze, Board Member Media Deals

14h-14h30 **Investors Panel and Tour de Table**
 Who is who and finances what? What's investor's sweet spot?
 Moderation: Thierry Baujard

Investor Panel (confirmed so far):
 Timo Argillander, IPR.VC, Finland
 Frank Bonn, Novago Capital, Sweden
 Masoud Kamali, WestTech Ventures, Germany
 Tsutomu Gabriel Komori, BENE ASIA CAPITAL, Japan/Estonia
 Veikko Maripuu, Managing Partner and CEO, Head Capital, Estonia
 Nick Nigam, Samsung Next, Germany
 Rayk Reitenbach, IBB Kreativwirtschaft, Germany
 Christoph Ortlepp, Associate at Earlybird Venture Capital, Germany

14h30 – 16h00 **6-8 Pitch Presentations** by VR/AR/MR startups and companies, 5min each
 followed by investor feedback and Q&A
 Moderation: Juliane Schulze, Board Member Media Deals

16h00 – 17h00 **Networking**

LOCATION MAP



Contact:

Thierry Baujard, Media Deals, Derfflingerstr. 18, 10785 Berlin, Germany,
 t: +49 (0)30 - 488 288 561,
 tbaujard@media-deals.org - www.media-deals.org

If you need to contact us at the day of the event please call:

Juliane Schulze at +49 172 383 11 28 or
 Thierry Baujard at +49 173 899 6770