

## Press Release MOBIP Investment and Partnering Forum 2014

*Thessaloniki, 15 April 2014*

On the 27<sup>th</sup> & 28<sup>th</sup> May 2014, Thessaloniki will become a meeting point between SMEs, professional experts, corporate partners and venture capital investors, interested in knowledge-sharing on strategic information, market opportunities and new business trends in the Mobile & Mobility industry.

Following the successful MOBIP Partnering and Investment event, held in 2012 attracting more than 30 high growth companies of the Mobile & Mobility sector from 15 European countries, and more than 40 Investors, the MOBIP event 2014 aims to become, once again, the meeting point of all market players. MOBIP Event 2014 shall attract more than 100 entrepreneurs and Venture capitalists from all over Europe. Several investors including ERA Kapital [IT], Balderton Capital [GB], Piraeus Equity Advisors [GR], GrowthPoint Technology Partners [US], Eleven Accelerator Venture Fund [BG] have already confirmed their attendance to the event. Between 25 and 30 Start-ups will be selected and they will have the opportunity to present their Business plans to Investors.

### **Event Format**

The two-day event's agenda includes four sector-focused pitching sessions where entrepreneurs will have 8 minutes each to convince the expert jury about their business, technology and scalability. Every pitch will be followed by a 7-minute Q&A from the expert jury. Added to this will be four plenary discussion sessions where thought leaders and investors will share their views on latest trends, developments and market opportunities in the mobile and mobility services industry. EMMINVEST coaching track wrap-up will also be held during the MOBIP event. The focus will be on facilitating communication between investors and high-growth potential startups, exploiting the prospect of business-to-business cooperation and improving access to large mobile corporations, venture capitalists and industry players as sources of partnering and funding.

### **Investment Readiness Academy**

An investment readiness academy will be held during the first half of 27 May where interested companies will have the opportunity to prepare for their pitches and meetings with investors. Experienced coaches will work together with the entrepreneurs to hone their selling propositions, fine-tune their business models and optimize their pitch deliveries.

Interested to sign-up? Register at <http://www.e-unlimited.com/MOBIP> by 25 April. Participation is free-of-charge, but based on a selection process.

### Who should attend the event?

MOBIP Event address to:

- **Mobile sector Entrepreneurs**, that are interested to fund raise, or networking
- **Business Angels**, who are looking for high potential companies
- **Corporate Investors**, looking for interesting Start ups within mobile sector
- **Venture Capital**, looking for high growth companies
- **Policy makers**, to investigate the needs of the sector
- **New potential Entrepreneurs**, who are interested to engage in Mobile sector

### About EMMINVEST & MOBIP

**EMMINVEST** ([www.emminvest.com](http://www.emminvest.com)), aims to facilitate investment into entrepreneurial SMEs, in order to allow them to build their mobile and mobility service concepts into sizeable, sustainable, and internationalized businesses. This will be achieved by providing information to SMEs on financing opportunities, developing coaching schemes for SMEs, raising awareness of investors on relevant opportunities in the market etc. EMMINVEST initiative is supported by the European Commission's Directorate-General for Enterprise and Industry, and financed under the Competitiveness and Innovation Framework Programme (CIP) which aims to encourage the competitiveness of European enterprises.

### About MOBIP & the European Venture Contest (EVC)

Being part of the 10<sup>th</sup> edition of the EVC ([www.e-unlimited.com/EVC](http://www.e-unlimited.com/EVC)), a pan-European contest of venture events organized by Europe Unlimited, MOBIP is a sector focused semi-final giving its Award Winners (Top 25%) direct access to the grand finale, the European Venture Summit 2014 (EVS, [www.e-unlimited.com/EVS](http://www.e-unlimited.com/EVS)). EVS is the continent's largest venture marketplace, uniting 100+ award winning tech companies from Europe Unlimited's yearly calendar and 100+ investors.

For more information, contact:

Anestis Karvounidis

+30 2310 531000

[karvounidis@atlantisresearch.gr](mailto:karvounidis@atlantisresearch.gr)

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