

Investment Readiness Workshop for Sustainable Tourism Companies Monday 2nd March – Tuesday 3rd March, 2020 at Coconat, Brandenburg, Germany

Can you attract financiers to invest in your startup offering creative and disruptive solutions in the area of sustainable tourism? Are you looking for seed financing or the first financing round for your early stage venture? Do you want to pitch your company to equity investors at the Creative Business Cup (CBC) in June?

Join us on Tuesday 3 March 2020 when EU project CAST (Creative Accelerators for Sustainable Tourism) in collaboration with Enterprise Europe Network Berlin-Brandenburg, Economic Development Agency Brandenburg (WFBB) as well as Tourism Marketing Brandenburg will host the Investment Readiness Workshop at Workation Retreat Coconat in Berlin's neighbouring state Brandenburg. This workshop is dedicated to early stage investment to encourage creative innovation in the sustainable tourism sector.

During the workshop, you will prepare your business for investment by getting into financiers' minds to understand what they are looking for and what they expect from startups and SMEs in sustainable tourism. Explore the different types of equity investment, their pros and cons, that are suitable for startups in different maturity phases.

You will learn how to structure an investment pitch presentation that provides financiers with necessary key information. Finally, we want you to prepare for successfully presenting at the Investor Pitch at CBC in Copenhagen (29-30 June 2020): what's next when you attract financiers' attention? What about company valuations and the due diligence process?

Apply to attend The CAST Investment Readiness Workshop and we will offer you:

- Hands-on workshop dedicated to early stage equity investment – a session presented by Media Deals with the support of EU experts in sustainable tourism.
- Deep insight into financiers' thought and evaluation processes to get your business investment ready.
- Effective tools and mentoring to successfully present your company in a compelling financier pitch deck.
- Informal Networking Lunch and Dinner with selected equity investors and other financiers.
- Opportunity to participate in B2B Matchmaking sessions with tourism companies, support organisations and potential partners from Europe, supported by the Enterprise Europe Network.
- A unique experience at Coconat in Glien, Brandenburg, recent winner of the German Tourism Award and a sustainable tourism destination.

- A Networking Dinner with fellow startups and CAST experts at the Workation Retreat Coconat.
- An optional sightseeing tour through Potsdam, the capital of the state of Brandenburg and city of UNESCO World Heritage.

See the detailed agenda of the workshop [here](#)

Key Dates

- Deadline for applications: 26 January 2020
- Successful applications announced on the 31 January 2020
- Selected projects leaders will need to commit to be in Glien on 2-3 March 2020 to be accepted in the programme.

Eligibility Criteria

You have to be a company which:

- operates in the field of Sustainable Tourism
- registered in the EU28 [1] or a COSME participating country [2]
- can show proof of concept and some market traction
- can show a growth strategy and the potential to scale
- has a committed and experienced management team
- has a pitch deck or executive summary of a business plan
- preferably received already a pre-seed investment (but not mandatory)
- has a clear financing need and a company valuation of up to max. 2m Euro.

Selection Process

CAST consortium partners Media Deals, WestBIC and EBN, will review and select successful applications based on the eligibility criteria. Due to high volumes of applications, feedback will not be available.

Costs

Please note, reimbursement of travel and accommodation cannot be offered for the programme. Information about accommodation for the event will be communicated to selected companies.

How to Apply

Complete the application form:

[APPLY HERE](#)



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[1] https://europa.eu/european-union/about-eu/countries_en

[2] https://ec.europa.eu/research/participants/data/ref/other_eu_prog/cosme/legal/3rd-country-participation_en.pdf