



Incubation program for cultural start-ups

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1/ Our Program:

impact and efficiency

- A program mostly dedicated to business strategy and entrepreneurship posture.
- A constant evaluation of the training and daily adjustment
- A permanent individualization of the training:
 - Individual diagnosis
 - Individual accelerations sessions
 - Permanences
- A designed monitoring and evaluation system:
 - Entrance diagnosis
 - Individual roadmap
 - Regular 360-degree assessment (every three months)
 - The dashboard

1/ Our Program: the basics

The Creatis program is an entrepreneurship program based on four pillars:

1. From the idea to the business
2. Digital strategy
3. Entrepreneurial position
4. Financing

The training:

- 100 hours of individual coaching and mentoring / year
- 200 hours of collective formation / year (masterclass and workshops in small groups)
- 21 hours of meetings / year (private exchanges with experts entrepreneurs and investors)

A modern interior scene featuring a tall, adjustable floor lamp with a wooden base and a long, thin arm holding a single light bulb. Next to it is a blue upholstered armchair with dark wood legs. The background wall has a vertical wood grain texture. A large orange semi-transparent overlay covers the right side of the image, containing text.

1/ Our Program: the basics

Every company that starts Creatis program has to achieve eight concrete basic goals during incubation:

- Business model
- Cash Planning
- Legal and administrative framework
- Pitch to investors
- Pitch to clients
- Communication tools
- Dashboard of their activity
- Roadmap for partnerships

1/ Our Program: the specifics

Creatis has also created specific programs:

Emerging medias: Digital tools are now making it possible to radically change codes from traditional media. Creatis has been chosen by the French Ministry of Culture to create a program specifically dedicated to the media.

Ticketing: Thanks to the MaGestionBilletterie magazine and to the animation of the cluster of major players in the sector, MyOpenTickets has a unique place in the ticketing market.

Made in France: Creatis and ICI MONTREUIL are proud to announce the launch of the first incubator to accelerate Made In France entrepreneurs. It aims to accompany the start-ups placing the know-how manual, artistic, design and digital technologies at the heart of their development and having a logic of production and job creation in France.

Audiovisual - VR: Founded in 2010, Commune Image has established itself on the cinema and audiovisual market with its 2.500m² entirely dedicated to production and post-production activities. It will now be oriented on VR content.



1/ Our Program: the specifics

Diversity and mutual assistance

The Creatis program is a support process built with entrepreneurs, experts, and pedagogues.

Beyond the support program, meetings and events are regularly organized between entrepreneurs.

Individualised mentorship

The creatis program offers to each incubate the support of a mentor. The mentor is a senior executive who gives every month a follow-up to the incubate. He/she also intervenes often in the support of the company.

Beyond the support program, meetings and events are regularly organized in order to create the conditions conducive to meetings between entrepreneurs.

1/ Our Program: a central tool - the dashboard

Creatis believes in the synergy of powers. To put this principle into practice, a tool is needed to clarify to all actors the progress of the projects. This tool is the dashboard.

- A tool to make connection between the entrepreneurs, the mentors, and Creatis.
- A tool to assess the progress of the project, from the smallest to the most global tasks and objectives.
- A tool to identify the strengths and weaknesses of the project, and the steps to make to get closer to the final goal.
- A tool enabling the project manager to become more independent, in order to teach him methods and techniques to evolve durably and efficiently even after Creatis.





2/ Our ecosystem

1) Scintillo group

Creatis is a part of a bigger and inspiring ecosystem, but is also a result of a growing ecosystem: [Scintillo](#).

Scintillo is a holding founded in 2010. The group operates synergies between its subsidiaries and its partners who operate in many cultural fields: music, art, cinema, press, events, communication, etc... The goal of Scintillo is to contribute to the structuring and the organization of the cultural sector.

Scintillo has equity in 25 start-ups which are contributing to the strength of the ecosystem.

2/ Our Ecosystem

They are lead by common sense, collective interest, and public service (even if the group is a private actor in its own right), and by the professionalism of their teams, which have a specific know-how for cultural and innovative projects in the economic field, as well as in the uses and management.

They are meant to contribute to the emergence of cultural entrepreneurship, which brings value, meaning and profitability. That's the reason why Scintillo created Creatis France (the first location of Creatis), an entrepreneurial residence that has supported more than one hundred start-ups since 2012.

The group is organised in five clusters: engineering, venues, tools, media and cinéma, and financing.



A woman with short brown hair, wearing a light blue long-sleeved top and dark trousers, stands in a modern office environment. She is gesturing with both hands raised, palms facing forward, as if presenting. In the foreground, a wooden conference table is visible with a laptop, a glass of water, and some papers. The background shows a large window with vertical blinds. An orange geometric overlay covers the right side of the image, containing text.

2/ Our ecosystem

ENGINEERING

The Scintillo engineering division supports public and private players / operators in multiple and complementary areas of expertise: culture with *Le troisième pôle*, territorial and digital innovation with *Le quatrième pôle*, social with *Le cinquième pôle* and culinary, with “*L’alimentation générale*”.

The fields of study, observation and foresight have been strongly developed within the engineering agencies, especially around the evolution of economic models of culture.



2/ Our ecosystem

VENUES

Scintillo's equipment ensures the diffusion of cultural productions and their meeting with the public:

- The Trabendo is a Parisian concert hall dedicated to pop and electronic music
- Cinema Galleries in Brussels is a cinema and an exhibition place with a program axed around moving images.
- Scintillo is also a partner of the Saint-André des Arts cinema, an Art House Cinema in the Latin Quarter in Paris.
- La Gare is a Jazz Club in the heart of a shared garden in the 19th arrondissement of Paris.

2/ Our ecosystem

TOOLS

Scintillo's tools contribute to the structuring and organization of the cultural sector.

- Scintillo is also specialized in the financial and partnership consolidation of cultural projects with the agency CultuRégie, a print and web advertising agency.
- Scintillo has set up Crysaliid, a venture capital investment fund, in partnership with Bpi France, to finance companies at the development stage.

2/ Our ecosystem

MEDIA & CINEMA

Scintillo's media center distributes specialized news content and high-quality artistic productions. Two magazines are distributed on newsstands: the monthly magazine Tsugi which is today the first information portal on electronic music, and the bi-monthly magazine Reggae Vibes that covers all the news of the Caribbean music.

Scintillo is also linked with the cinema sector.

In production:

- WRONG MEN, created in 2012. The production company is dedicated to development and production of long and short films and documentaries.
- METEORES, a french company based in Lille.

In Diffusion : Scintillo is co-owner of the CINEMA GALERIES, located in the heart of Brussels in the Saint-Hubert galleries.

2/ Our ecosystem

FINANCING

Since February 2013, Scintillo is managing KissKissBankBank for the entire Benelux territory.

KissKissBankBank is the european leader in crowdfunding dedicated to international creation and innovation. Its mission is to promote independent and international creation by allowing thousands of creators to raise funds from the public by retaining 100% of the intellectual property of their projects. And by that way, reaching their main goal: releasing creativity.

2/ Our ecosystem

2) *Diversity of partners*

Our partners are specialized in cultural industries. The partners back creative entrepreneurs in different ways: they provide advices, bring entrepreneurs together, help them build on their ideas, etc. They literally co-create the place with Creatis in many ways:

- They bring structural ressources (as our workspace);
- They bring human ressources (mentors, experts, and other advisors);
- They offer to the the start-ups various financial solutions (as bank, public financing, or crowdfunding, or a mix of them).

Our current partners in Brussels:

ING - St'Art Invest – KissKissBankBank – Google.

Our current partners in Paris:

bpi France - Maddyness - Mairie de Paris - île de Franche - Futur en Seine - WHYTHEATRE - My Open Tickets and many more.

A modern interior space featuring a desk lamp on the left and two armchairs on the right. A large orange diagonal overlay covers the center of the image, containing text.

Examples of partnerships

- Access to a community of mutual assistance (events, network, expertise) and a network of experts;
- Technical solutions at negotiated rates: from accounting services like Quickbooks to cloud services like Amazon;
- Privileged access to crowdfunding platforms and their partners;
- Access to VC and Business angels and partners, for example Google which is official partner;
- Opportunities for media exposure and public presentations by spaces for exchange and reflection.

An example of a banking partner: ING

ING Belgium SA offers its clients a wide range of financial products and services through the distribution channel of their choice. ING Belgium SA has 8,132 FTEs (July 2016) and is part of ING Bank NV, the multinational banking and financial services corporation which serves 33 million private, professional and institutional clients in more than 40 countries in Europe, North America, Latin America, Asia and in Australia

ING Belgium was already present in the creative sector with ING art center, a contemporary art gallery. That's also where Creatis is located.





ING brings to Creatis:

- A workspace, production, and presentation / diffusion space at the ING Art Center.
- A personalised accompaniment to the start-ups, based on their already existant services to the starters: they have developed an important strategy in entrepreneurs accompaniment.
- An access to specialists: Economic experts, and also Art subjects experts.
- Sponsoring
- The Mentor system
- By giving them new and diverse financial solutions: granting them a credit ; crowdfunding (by their partners Seedrs and KissKissBankBank)
- So that the entrepreneurs can diversifyed their financial sources and test immediately their project by a large public.

An example of a financial partner: KKBB & St'art Invest

St'Art Invest

The ST'ART INVEST investment fund is a financial instrument created at the end of 2009 to support the development of the creative economy by strengthening the solvency and growth capacity of SMEs. The fund contributes to the creation of companies and to the development of existing structures by granting loans and equity investments. ST'ART has already invested EUR 9,300,000 in 46 companies.

With the presence of both KissKissBankBank and St'Art Invest, the start-ups can benefit from advice and an easier access to many financing ways : bank, public, participatory financing, or even a mix.



KISSKISSBANKBANK

KissKissBankBank presents the opportunity of crowdfunding. The crowdfunding represents for the young start-ups an easy way to get financing. In order to ease the collaborations, KissKiss-BankBankest is located in the heart / center of creatis.



An example of a tech partner: Google

Google

Google was founded in September 1998 by Larry Page and Sergey Brin. In the meantime, the company has grown to a major company constituted by more than 50,000 employees, and offering a wide range of products, including Google Apps, Google Maps, Ads, Gmail, Android, Chrome and YouTube.

Google boosts the incubator with technological solutions and often offers training sessions to the companies. Some events are also planned to be organised with its partnership.

3/ Our events

CREATIS offers to start-ups not only a specific training program, but also loads of opportunities at meetings or events organised by / or in partnership with the incubator. These events are regularly organised in order to create a network for the entrepreneurs, and also to bring good vibes that will lead to effective meetings.

Since its opening, CREATIS has produced / or co-produced a dozen events. Creatis is planing to make up more than twenty events every year.



For example :



Listen Festival



The launch of Divercities

The launch of Women in Tech



The contemporary art fair Poppositions

The launch of Museomix



Participation to the virtual reality Experience

Coming soon :

- The organisation of Europe Refresh 2,3 (september)
- Next ING exhibition (23 october to 1st january /18), etc.



4/ Internationalisation of start-ups

The Creatis initiative is aimed towards a goal of internationalism. That's why emphasis is placed on companies developing innovative projects that can be rolled out on the European and International markets.

Creatis has already tremendous advantages in a perspective of international development:

- Its location in the heart of Europe in Brussels, next to all the European institutions. Some projects are already supported by European Programs and incubated in different countries, each time supported by Creatis.
- Its international presence, particularly in France, in Paris, where the structure is already successfully supporting more than 100 businesses. Creatis will open two new locations in Africa in 2017, one in Dakar and the second in Cotonou, to expend opportunities for cultural entrepreneurs.

4/ Internationalisation of start-ups

International ecosystem

Some of the start-ups have already benefit from those opportunities to internationalise into practice. For example:

- Divercities is now also incubated in CREATIS Paris and in CREATIS Bruxelles to show its European ambition;
- Delitoon has developed a major partnership with the Chinese messenger Weibo.

Furthermore, Creatis offers plenty of opportunities to develop themselves on the international market. For example, Creatis has developed acceleration sessions around the world: the first was build up with the French Embassy in New York, and the second with the help of the French General Consulate in Toronto.

Creatis is the only program in Europe to internationalize cultural companies. Thanks to its locations in Belgium and France, Creatis developed a specific methodology to internationalize company.





4/ Internationalisation of start-ups

Matchmaking / licensing

Creatis developed a specific approach for globalization of the cultural companies. This approach is based on the fact that those companies don't have the resources to establish themselves easily outside of their country of origin. Also, operating a country in the cultural sector needs a specific knowledge.

Creatis uses its ecosystem to do matchmaking between companies in different territories. They can be similar or complementary. Then Creatis organizes the licensing of the content or service between the two companies. Creatis already has success with this methodology. For example, Kississbankbank European implementation benefited from this approach and is now active in 4 European countries.