

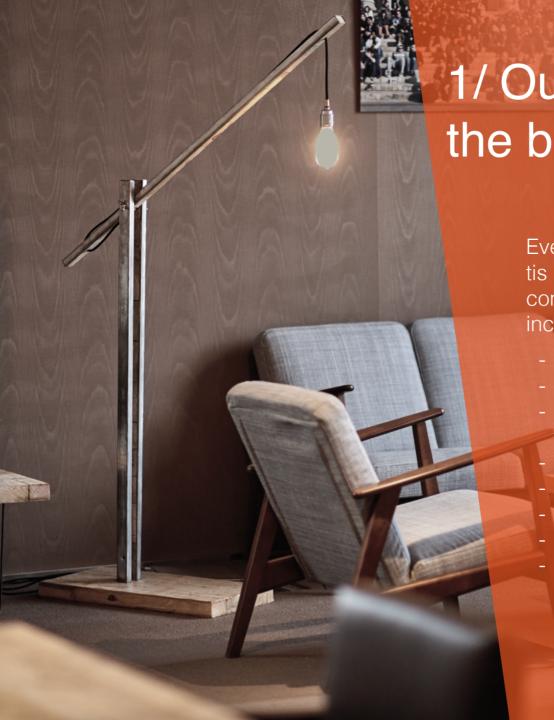
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1/ Our Program: impact and efficiency

- A program mostly dedicated to business strategy and entrepreneurship posture.
- A constant evaluation of the training and daily adjustement
- 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

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:

chosen by the French Ministry of and job creation in France. Culture to create a program spe-

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 Emerging medias: Digital tools the know-how manual, artistic, are now making it possible to design and digital technologies radically change codes from tra- at the heart of their development ditional media. Creatis has been and having a logic of production

cifically dedicated to the media. Audiovisual - VR: Founded in 2010, Commune Image has es-Ticketing: Thanks to the MaGes-tablished itself on the cinema tionBilletterie magazine and to and audiovisual market with its the animation of the cluster of 2.500m² entirely dedicated to major players in the sector, MyO- production and post-production penTickets has a unique place 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 asses 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 independant, in order to teach him methods and techniques to evolve durably and efficiently even after Creatis.





1) Scintillo group

Creatis is a part of a bigger and inspiring ecosystem, but is also a result of a growing ecosystem: <u>Scintillo</u>.

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.

Sinctillo has equity in 25 start-ups witch are contributing to the strength of the 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 professionnalism 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.

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 Galeries 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.



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 Crysalid, a venture capital investment fund, in partnership with Bpi France, to finance companies at the development stage.





FINANCING

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

KissKissBankBank is the european leader in crowfunding 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) 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 litterally co-create the place with Creatis in many ways:

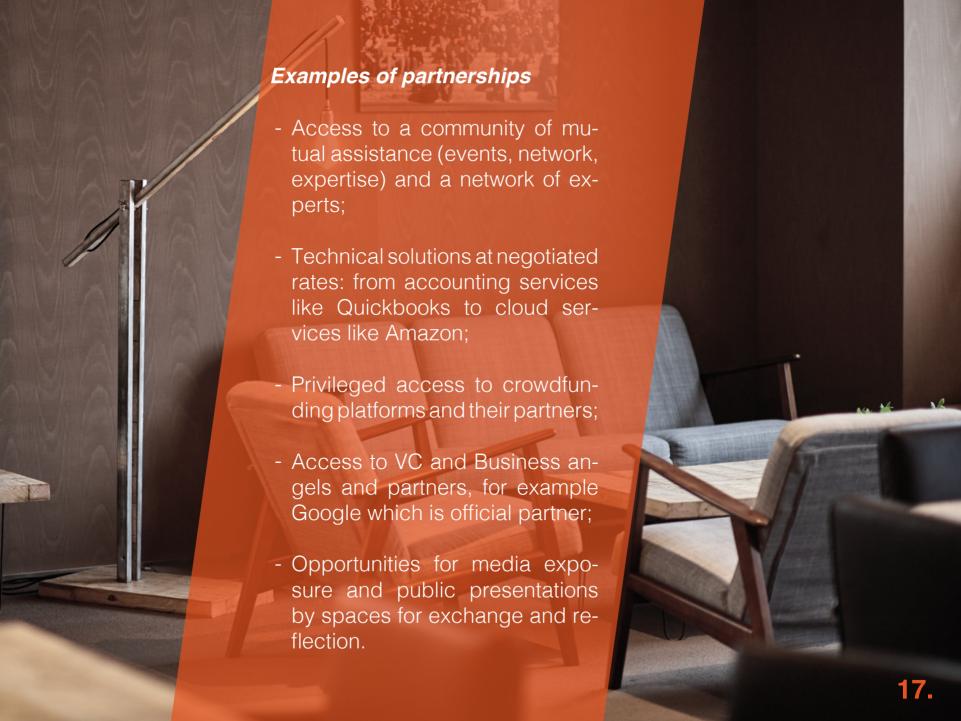
- They bring structural ressources (as our workspace);
- They bring human ressources (mentors, experts, and other advisors);
- They offer to the the start-ups various financial solutions (as bank, public financing, or crowdfunding, or a mix of them).

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.



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 accompaniement to the start-ups, based on their already existant services to the starters: they have developped an important strategy in entrepreneurs accompaniement.
- 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.





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:













Coming soon:

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



4/ Internationalisation of

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 CREA-TIS 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.





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 ressources to establish themselves easily outside of their country of origin. Also, operating a country in the cultural sector needs a specific knowledge.

Creatis uses it's ecosystem to do match-making 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, Kisssissbankbank European implementation benefited from this approach and is now active in 4 European countries.