

1ST STARTUP ACCELERATOR
IN CENTRAL AND EASTERN EUROPE
FOCUSED ON CREATIVE INDUSTRIES

Investing into Creative Industries Startups -
Balancing Opportunities with Challenges



European Union
Regional Development Fund



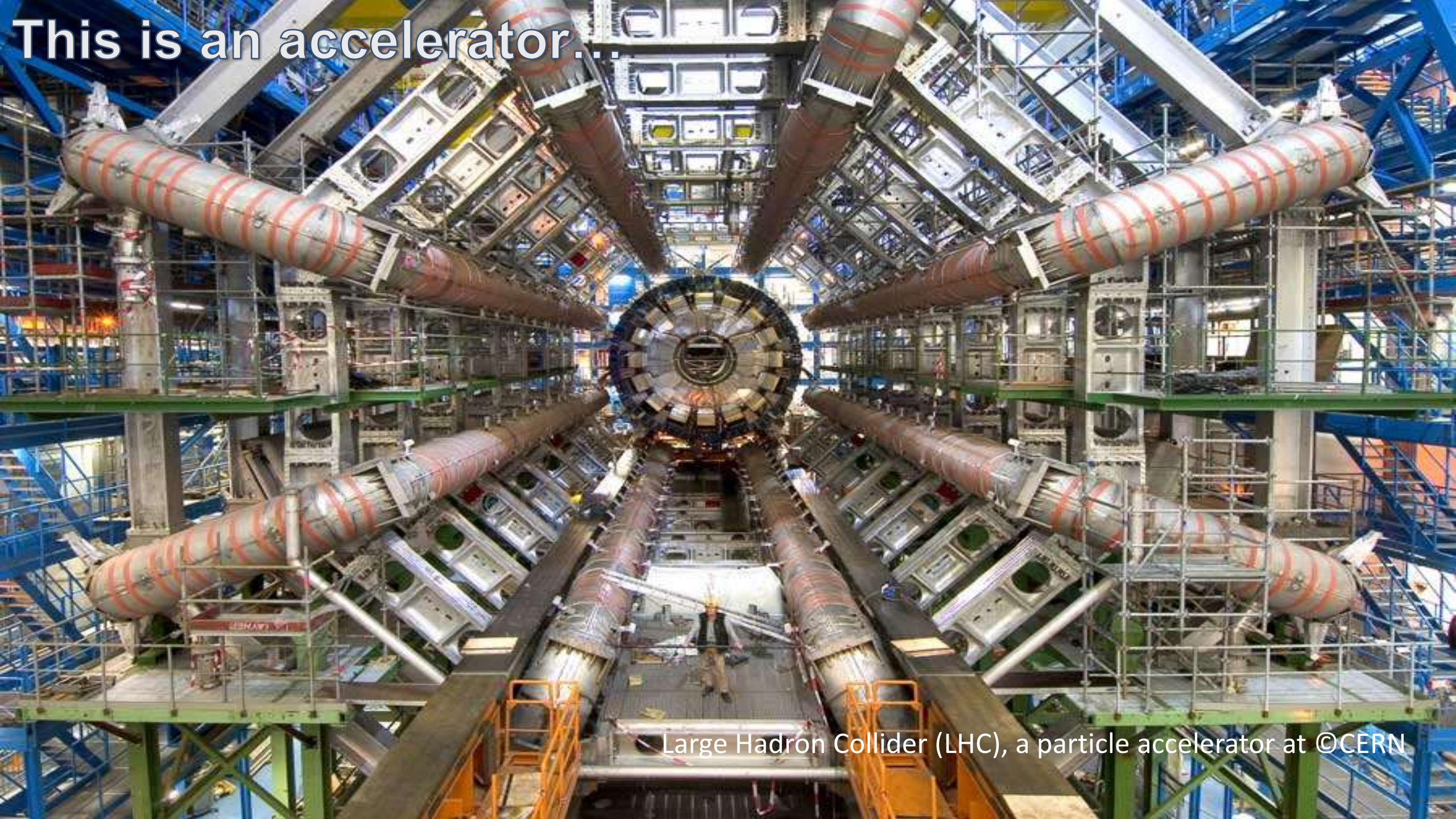
Investing in your future

www.builditaccelerator.com



City of Good Thoughts

This is an accelerator...



Large Hadron Collider (LHC), a particle accelerator at ©CERN

... and this is an accelerator
too

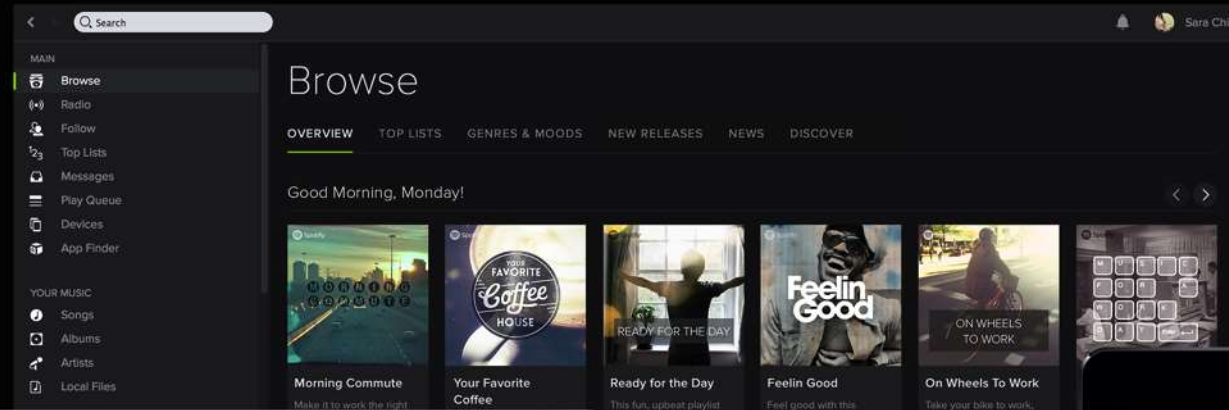


Highway1 working space in San Francisco

This is creative industries...

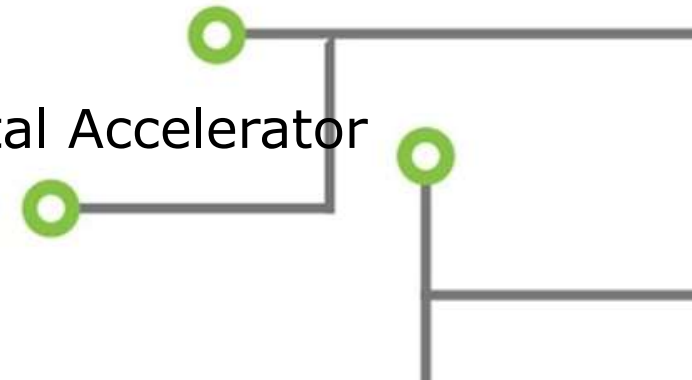


...but so is this



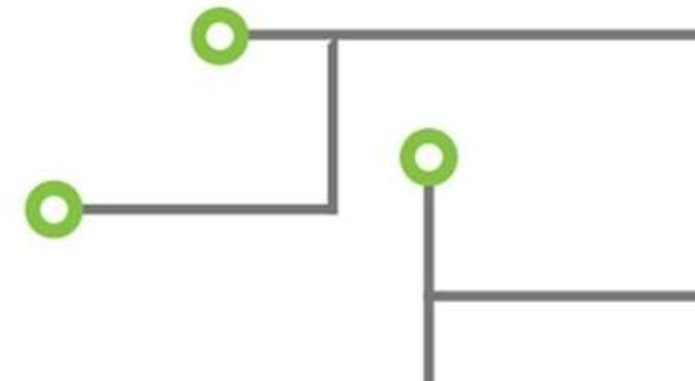
Background: about accelerators

- New model of investing into startups shaped mainly by Ycombinator (founded in 2005) in Silicon Valley and TechStars (2006) in Boulder, Colorado
- ~ 200 major startup accelerators in the world
- **Key players:**
 - Y Combinator, 500 Startups (US), TechStars (US, UK), Seedcamp (UK)
- Few focused on hardware startups:
 - Bolt (US), Haxlr8r (China), Lemnos Lab (US), Highway1 (US), Industrio (Italy)
- Even fewer on creative industries:
 - Creative Startups Accelerator (US), Creative England Digital Accelerator (UK), CreatiFI (FIN)



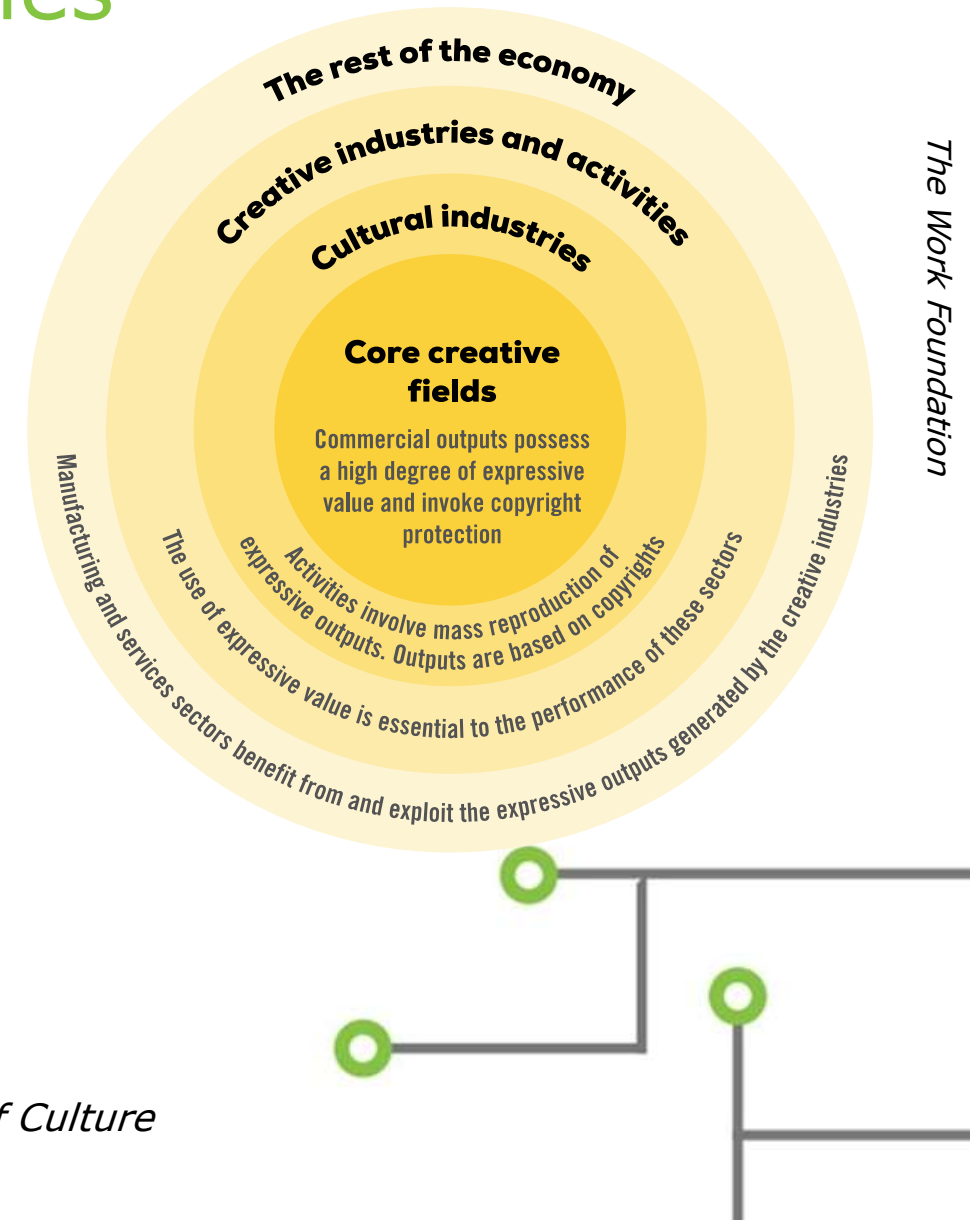
Buildit accelerator

- Opened as a hardware focused accelerator in 2013
- Extended focus to creative industries and health-tech in 2015
- Key figures:
 - **300+** applications from **50+** countries
 - 26 companies / 21 investments
 - 600k EUR pre-seed investment fund backed by 14 institutional and angel investors from 5 countries



Creative Industries

- Economic sector based on individual and collective creativity, skills and talent, and is capable of creating welfare and jobs through the generation and use of intellectual property*
- Creative industries are part of a wider creative economy
- Crossover to IoT and hardware through design, and textile development



**Estonian Ministry of Culture*

Fields of creative industries

- Architecture
- Audiovisual field
- Design
- Performing arts
- (Entertainment) IT
- Publishing
- Cultural Heritage
- Arts
- Music
- Advertising

Buildit Creative Industries encourages companies from all the above fields to apply, with a special focus on startups developing wearable tech, fashion tech, e-textile or audio-visual solutions.



Creative Industries

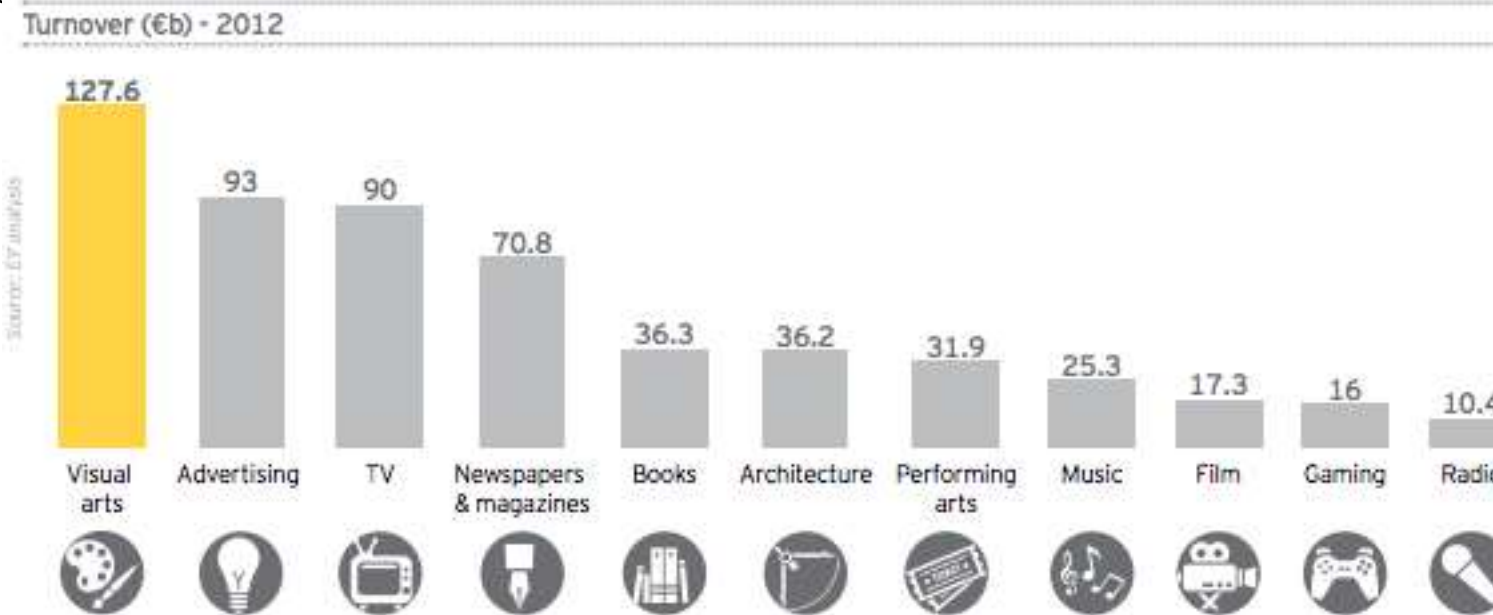
- Estonia:
 - Nearly 3% of Estonian GDP
 - Ca. 5000 institutions and companies
 - Over 28 000 people employed

www.kul.ee/en/activities/creative-industries

- Europe:
 - 4,2% of European GDP
 - Worth 535,9bn EUR per year
 - Over 7mln people employed

www.creatingeurope.eu

CCI turnover in EU



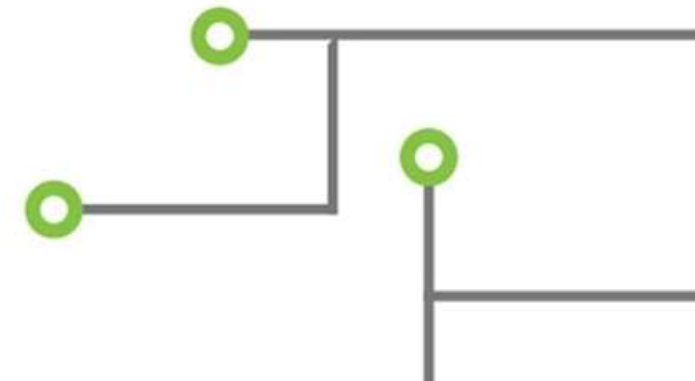
Why such focus?

- High potential for new innovative products in the creative industries with high speed-to-market
- Wearable market to grow at a compound annual rate of 35% over the next five years, reaching 148 million units shipped annually in 2019, up from 33 million units shipped in 2014

<http://www.businessinsider.com/the-wearable-computing-market-report-2014-10>



www.bellabeat.com



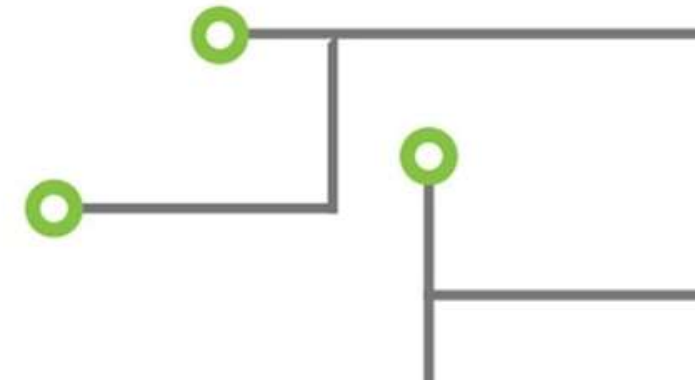


We are here

algorithmic shopping, semantic commerce, geo-targeting, internet of everything, open commerce, shopping cloud, augmented reality, contextual search, market of one, smart sales teams, smart fitting rooms, 3D print on demand clothing, in-store directional mobile shopping experiences, nowness, digital experiential shopping, peer-to-peer commerce, disassembling of silos, direct to consumer, collaborative consumption, recommerce, consumer influence, collaborative storytelling, product narrative, showrooming services, immediacy, personal services, on demand, virtual touch, home try on, relevance, seamless comparisons, omni-channel, mobile checkout, security, supply chain reinvention, wearables, 3D printed fabrics



New LED lighting system from Estonia used in Hollywood blockbusters (Independence Day: Resurgence) and television series (True Detective)

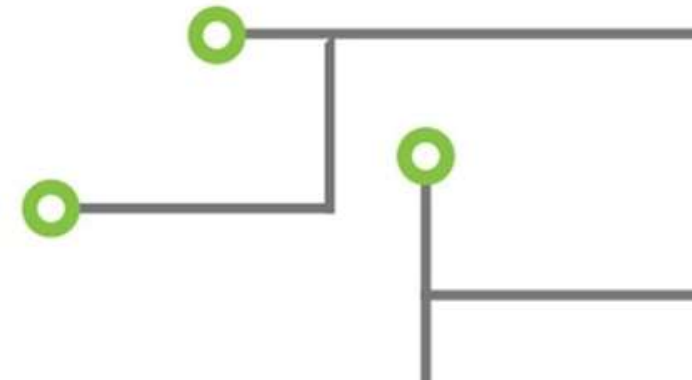


The online music streaming service raised \$526 million in June 2015 with a valuation at \$8.53 billion



STUPE GARC GILU

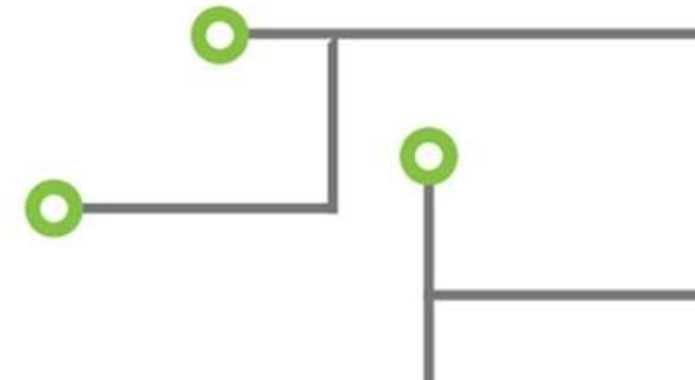
The Finnish game maker Supercell is worth \$5.5 billion after Softbank buys further 22% of the company





JAWBONE®

The fitness band and speaker company valued at \$3 billion

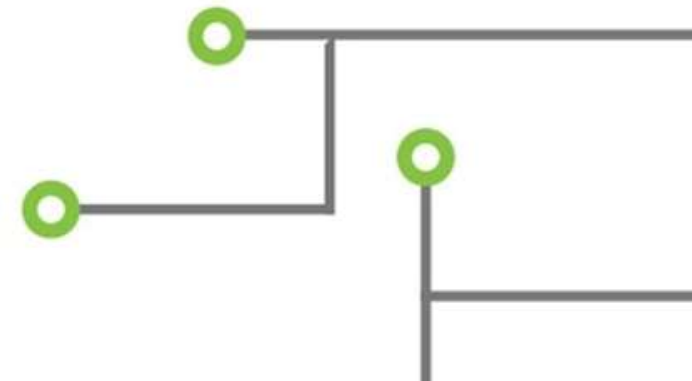


Current creative industries companies in the portfolio



BOLD

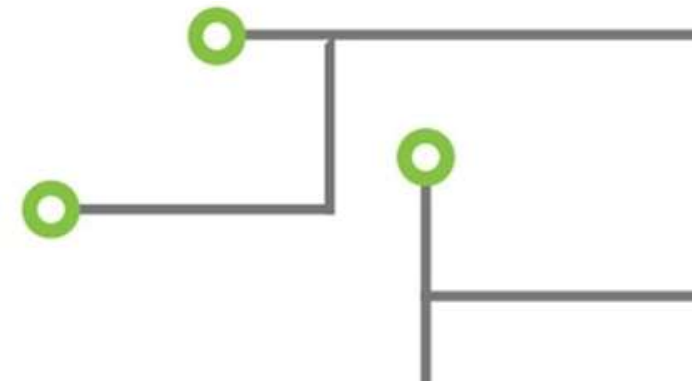
BOLD Knot is a small and stylish key chain battery pack boosting your phone for up to 2 hours when you need it most. Doubles as a fast charging USB cable.



Current creative industries companies in the portfolio

SENSITION

Sensation helps production camera crews to keep the camera picture in focus on complex scenes where focus pulling is beyond normal human capabilities.

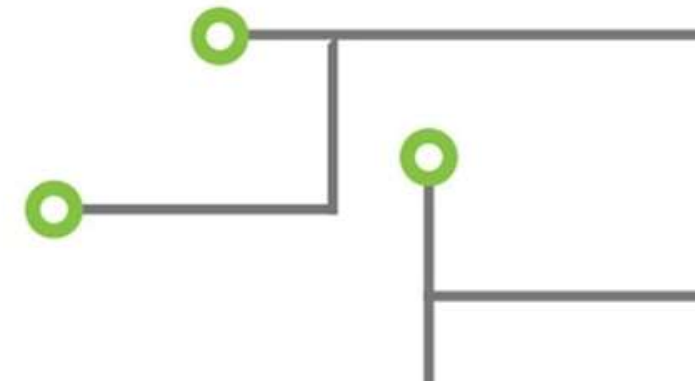


Current creative industries companies in the portfolio



Heelosophy

Heelosophy develops a technology that allows to measure a person's walking pattern and produce individually moulded seamless shoe insoles that reduce the impact to problem areas and relieve the pain of wearing high heels.

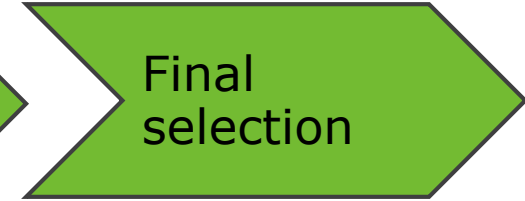
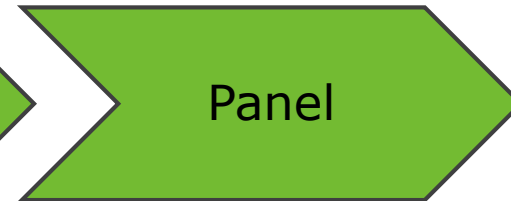
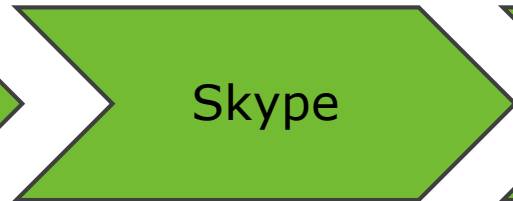


Pipeline

- Traffic on the website (organic search + Adwords, blogs, Twitter, Instagram, Facebook)
- Direct head-hunting
- Estonian creative industries eco-system (Creative Estonia, Tallinn Creative Incubator, Tartu Centre for Creative Industries, Design Centre, Music Estonia, Viljandi Academy of Art etc.)
- Northern Dimension Partnership on Culture network
- Creative Business Cup – worldwide creative industries business competition
- Brain Hunt – business plan competition with 50kEUR award

Selection process

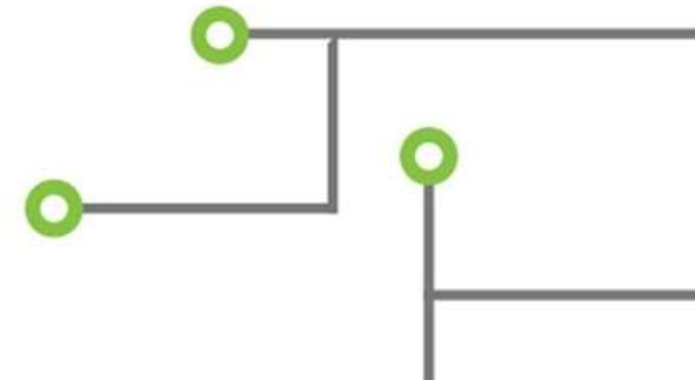
100+ applications
evaluated on
F6S.org by Buildit's
team and mentors



Ca. 15 teams on to a
panel consisting of
startup, hardware,
CCI and investment
experts

Ca. 30 applicants
called forward to a
30min Skype
interview with
Buildit's team

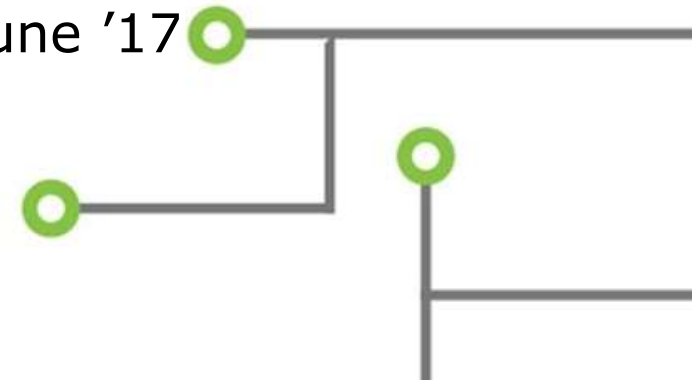
Up to 10 companies
selected for the
programme



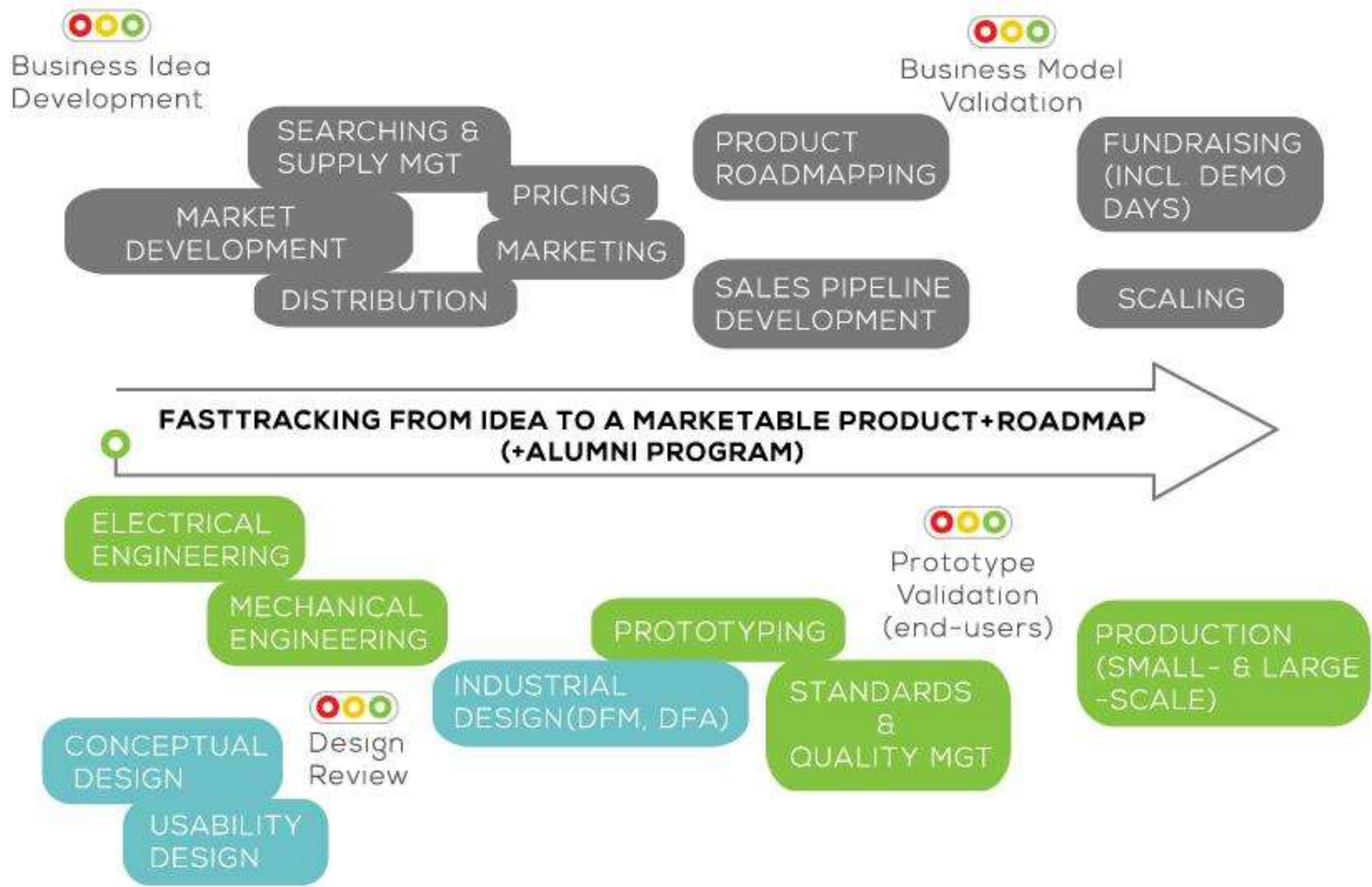
Programme

- **3 months** of mentoring, product development and customer discovery
- Up to **25k EUR** investment per startup for up to 12% equity
- Possible follow-up investment up to 20k EUR into best performing teams
- Targeting European startups but accepting strong applicants globally
- Up to 10 startups in each batch
- The next 4 batches are running:

Sept – Dec `15, March – June `16, Sept – Dec `16, March – June `17



BUSINESS TRACK
TECH & DESIGN TRACK



Programme includes

- **Discounted services** and free offerings from partners like Altium, Google, Microsoft etc.
- **Open office** during the program + 3 extra months at Tartu Science Park, **prototyping facilities, small scale production** in cooperation with strategic partners
- **Investor network** in EU and US
- **Manufacturing partners** in Estonia (small-scale), China and Taiwan (large-scale)



Mentors and partners
100+ world-class mentors



OUR TEAM



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Leading expert & Founder



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Investment Adviser



Indrek Rebane
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CTO



A large, hand-drawn style circuit board graphic surrounds a central white rectangular area. It features various components like resistors, capacitors, and traces in grey and green, extending from all four sides of the central box.

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