



SCALE UP & CAPITAL

IN CLUSTERS

INVITATION TO PROJECT IN 2020

INVITATION

- ▶ Help the cluster's growth companies get investor capital smarter, faster and easier
- ▶ Build investor- and capital expertise in the cluster
- ▶ Map the cluster's investor landscape
- ▶ Create success stories on "capital in clusters"
- ▶ 3 workshops, online learning, digital platform, 1: 1 video mentoring
- ▶ Work on a digital platform for clusters
- ▶ Previously implemented at NCE Seafood Innovation Cluster, Smart Care Cluster, as well as Katapult Ocean and other accelerator programs.
- ▶ 3-9-month duration. You set the timeline.
- ▶ Developed by Christian Rangen, Norwegian Scale Up & Innovation Cluster expert



“

Attending this scale-up program was a true “eye-opener” for our understanding on how to better fund our company going forward.

The use of realistic simulations, actual showcases and direct input on our own model, has enabled us to see ourselves from the investor-point of view clearly.

With this understanding, we believe we can avoid the usual pitfalls, common misunderstandings and failed expectations that can hamper a successful long-term funding process.



Ole Jacob Myre

CEO



**ENGAGE//
'INNOVATE**

INTRODUCTION



How can clusters better support early-stage growth companies?



How can the cluster better map and understand its investor landscape?



How can the cluster build deep investor capital expertise among its members and investors?

The program “Scale Up & Capital - in Clusters” is designed exclusively for innovation clusters who want to strengthen their capacity for creating breakout results the field of entrepreneurship and capital.

The program or previous variants of the program has been implemented at clusters, accelerator programs and business schools in Europe. It is now offered for the first time to clusters, ecosystems and networks across Europe.



TARGETS



RAISING CAPITAL

50% of participants will successfully be raising capital within six months of the completed program.



NEW COMPETENCE

100% of the participants will build significant new competence around growth and venture capital.



NEW INVESTOR PROSPECTS

100% of participants will map out at least 50 new investor prospects.



DIGITAL PLATFORM

The cluster will have a digital platform with a minimum of 100 registered investors.

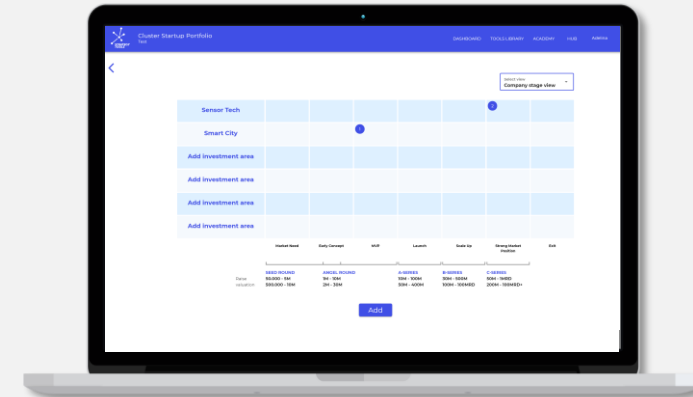


GREATER CAPACITY

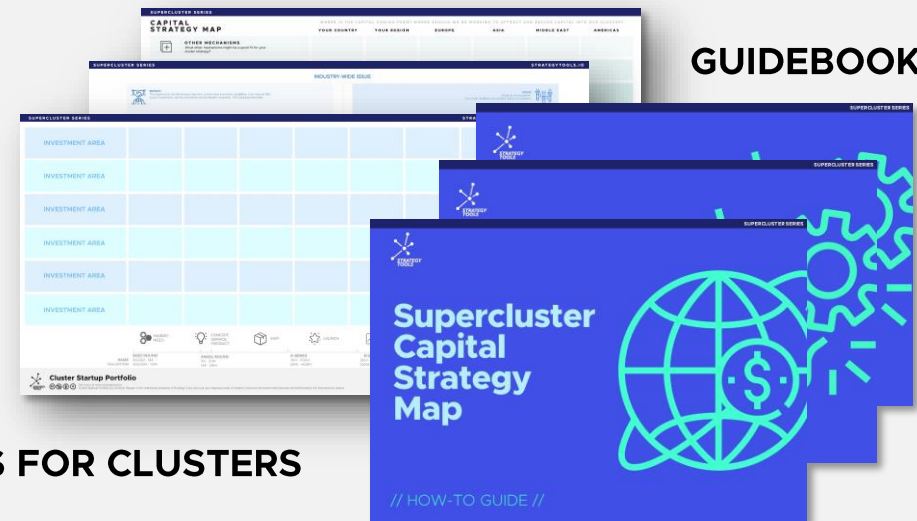
The cluster will build greater capacity around growth companies, scale ups and the venture capital landscape.

THE CLUSTER GETS

- Implementation of a solid program for growth and capital
- Complete fund-raising rounds for several of the cluster members
- World-class membership service to young growth companies in the cluster
- Database of 100+ real-life investors for the cluster
- Six new cluster development tools
- Digital work platform for cluster strategy & development



SOFTWARE & E-LEARNING



GUIDEBOOKS

TOOLS FOR CLUSTERS

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This was such a valuable training exercise...should be obligatory in every program. The learning is typically in more detailed handling of investor offers, cap table, term sheets.

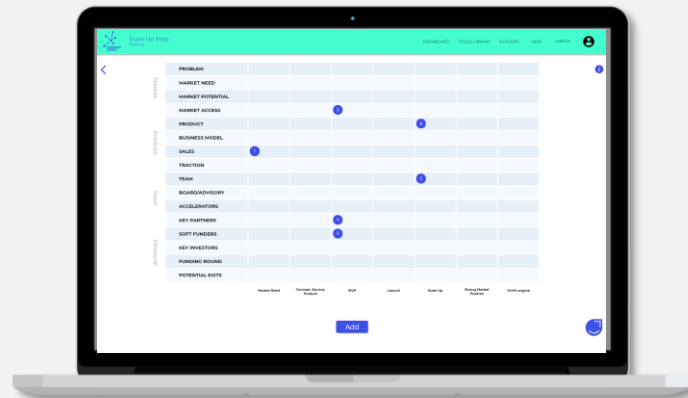


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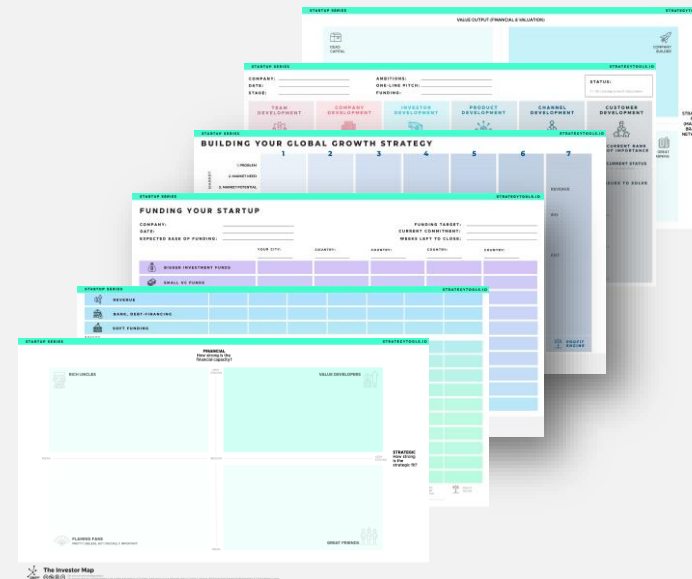
Head of Innovation Norway
Americas



THE PARTICIPANTS GET



**SOFTWARE & E-LEARNING
PLATFORM**



**STRATEGY TOOLS FOR
START-UPS & SCALE-UPS**



**STRATEGY TOOLS
GUIDEBOOKS**

“

I wish I knew this in my
previous startups!



Luis Barletta

CEO/Founder, Feedvax
After first time Scale Up!
simulation





How is the program unique?

- ▶ Map 100+ investors in the cluster's ecosystem on your own digital platform.
- ▶ Map the cluster's startups and scale ups the digital platform
- ▶ Build long-term capital and growth capacity in the cluster.
- ▶ Work face to face with real investors in your cluster.
- ▶ Three workshops, combined with e-learning and 1:1 mentoring via the online platform.
- ▶ Build a long-term solution for entrepreneurship, growth companies and capital on your digital platform.

“

So realistic



Roman Gaus

Super Angel
Zurich



NOT ANOTHER PITCH SESSION

This is not an introductory course with lecturers and passive participants. It is also not a pitch course.

The program is developed based on an extensive literature review, including The Berkeley Way of Entrepreneurship and global best practices on how to develop a long-term capital and investor strategy.

The program is custom-tailored to the role of entrepreneur and CEO, CFO and Chairman of the Board who may target to raise growth capital of €500.000 - €10M.

This is an advanced level training- and capacity development program for capital and investor strategy, how to build a capital strategy that creates value for investors and gets the company in a position to raise significant investor funds in a smarter, faster and easier way than is usual in Europe today.

The program is being implemented internationally and has created significant interest in Norway, the US, Switzerland, Germany, Spain and the EU.

“

An unmatched combination for speed-learning to raise capital.



Fredrik Wittbolt

Chairman
DynamicDocuments





Companies

5-10 start-up, scale ups or growth companies from the cluster. 2-4 participants per company is ideal. All participating companies should have a real capital need and plan to take in external investors within the next 18 months. The program is particularly relevant to companies that have previously raised outside funding and now planning their next round of €500.000 - €10M.



Partners

1-3 players from the local innovation ecosystem, tech transfer office, faculty, innovation agencies, investment companies, angel networks, family offices and more.



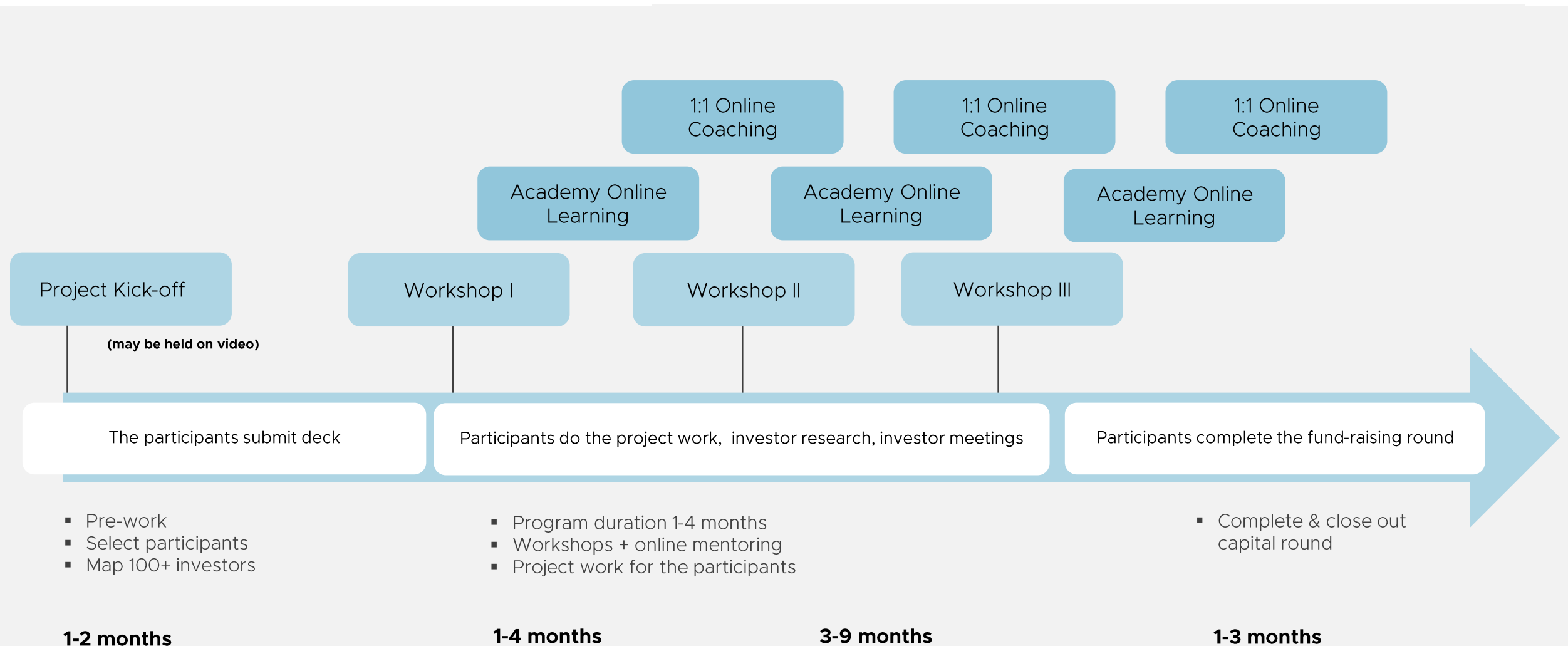
Cluster Leadership or Staff

1-2 representatives from the cluster should be involved. It can be employees, management or board members from the cluster.

These need not be present throughout the entirety of the program.

WHO SHOULD ATTEND

HOW DOES IT WORK



PROGRAM

3-9 Months



Preliminary Work

- Communication
- Company selection
- Mapping startups in the cluster
- Map 100+ investors



Prepare the Participants

- Submit company and investor presentation
- Capital needs



Workshop I

- Intro
- Scale Up! Simulation
- Capital Strategy
- Three tools



Project work

- Map 50+ investors
- Build Scale Up Map
- Online course Part I
- Develop (new) investor presentation

PROGRAM

3-9 Months



Workshop II

- Investor Perspective
- How to understand investors
- How to find your investor syndicate
- One new tool

Project work

- Capital and investor strategy
- 30+ meetings
- Adjust plan & strategy
- Online course II

Workshop III

- Meet four investors
- Establish lead, term sheets, SHA, NDA
- Negotiations and feedback

Investor Negotiations

- Build your syndicate
- Complete negotiations
- Mentoring and support

PROGRAM

3-9 Months



Online support

- Coaching and support along the way, if needed



Close the investment round

- Signature
- Proceeds
- formalities



Give back to the cluster

- How can you share your learning
- How should you help others in the cluster succeed in their capital work

“

Best workshop I have
ever been to!



Katapult
Ocean

Steve Wright

Chairman / Director
ARC Marine





PROGRAM START

Program start from January 2020, and onwards, in accordance with the cluster's needs and timeline. The duration of the project can be anywhere from 3-9 months, depending on the cluster's preferences. Note, the 3-month program is quite demanding in terms of project work on behalf of the participants.



PROGRAM FEE

Program fee in 2020, € 20,000,- per program
Regular Program Fee: €50,000, - per program

The program fee can be covered by the cluster or by the participating companies. It is recommended that the cluster funds the fee on behalf of its members. The fee will be invoiced in its entirety by Engage // Innovate, with 33% covering software licenses for the Strategy Tools Software Platform.

PROGRAM DETAILS

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After being a part of a strategy tools scale-up session I see huge potential of using this simulator, giving them invaluable experience in how venture capital works, something that is hard to teach in a classroom-setting.



Emil Lindfors

Accelerator Manager, PhD candidate
Hatch, WNUAS



FACULTY

- ▶ The program is developed and run by Christian Rangen, international cluster expert and advisor to cluster programs across the Nordics, Europe and Asia.
- ▶ Rangen is an active investor and adviser to several investment companies and family offices.
- ▶ Every year he sees several hundred investor presentations in Europe, Asia and the US.
- ▶ He teaches entrepreneurship at several business schools across Europe.
- ▶ Rangen is now working on a new program titled «Entrepreneurial Finance»
- ▶ Connecting private risk capital, scale ups and industrial clusters is a deep passion to Mr. Rangen's work and driving his latest book, Innovation Superclusters.



Christian Rangen

CEO

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“

‘WOW, every startup
should learn this!’



Juan Carlos Marti

Remora XYZ
Costa Rica



LEARN MORE

Want to discuss if this program is a great fit for you? Want to explore the Strategy Tools Software Platform? Get in touch with us today.

**ENGAGE//
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