

FACTSHEET

EIT CULTURE & CREATIVITY
INVESTMENT CLUB**What is the EIT Culture & Creativity Investment Club?**

The Investment Club is a strategic initiative of the EIT Culture & Creativity to professionalise and scale the European Investment Market for Cultural and Creative Sectors and Industries (CCSI).

What does it aim to achieve?

The Investment Club aims to create an effective and functioning ecosystem for all access to finance and growth needs of creative and cultural SMEs and nonprofit ventures. We aim to bring a diverse range of stakeholders together, break the barrier to access and grow, create and provide opportunities and leads, facilitate connections and collaborations, and in the process, help create a thriving European investment market for CCSI. We want to make sure that the investment ecosystem supports the innovation in, and growth of, Europe's CCSI so that they can fulfill their untapped potential, compete, and succeed on the global stage, and contribute to the Green, Digital and Social Transition.

What are its objectives?

Over the next two years the Investment Club will:

For Investor Community

- Create a thriving online community of investors who are already working or are interested in becoming engaged within CCSI ventures.
- Create and deliver investor training and orientation programmes to increase investor understanding of the CCSI and break down barriers that stop them from investing in this sector.
- Profile and shine a light on those investors who are doing great work in CCSI as role models.
- Bring a diverse range of qualified and unqualified CCSI deals to the investor community.
- Create CCSI wide and/or sub-sector specific dedicated public private match funds.

For Startups & Scaleups

- Create opportunities and funds for CCSI startups & scaleups to access investment to innovate and grow.
- Deliver programmes for CCSI startups & scaleups to access support, get investment ready, upskill its founders and workforce and increase capacity for innovation and growth.
- Profile and shine a light on exciting CCSI startups and scaleups to increase their potential for growth and global competition.
- Provide opportunities to connect with and pitch to investors in at least 4 Investor Forum meetings across Europe.
- Hold at least 4 in person/online Investor Forums per annum across Europe.

Investment Club activities 2023-2024

Strand 1 Market Support Structures





Investment Club activities 2023-2024

Strand 2 Funding Innovation & Deal Flow Building



Market Focus

For the first two years we will focus our investment club activities in the following five markets to enhance their innovation potential and help build their impact on the Green, Digital & Social Transition.

- Architecture
- Cultural Heritage
- Fashion
- Audiovisual
- Product, Process & Service Design

The supporting members of the Investment Club 2023



About EIT Culture & Creativity

EIT Culture & Creativity is the ninth Innovation Community by the European Institute of Innovation and Technology (EIT). It is designed to strengthen and transform Europe's Cultural and Creative Sectors and Industries (CCSI) by increasing its innovation capacity and competitiveness.

EIT Culture & Creativity will unlock latent value from a multitude of small CCSI stakeholders through technology transfer, improved cross-sectoral collaboration and their effective integration in production value networks.

It takes a holistic approach to innovation: **Technology & Business Innovation, Artistic Innovation and Social Innovation.**

It will also harness the unique position of the CCSI to facilitate the Triple Transitions in Europe: Green, Digital and Social.

EIT Culture & Creativity will run 10 Action Programmes serving 5 Strategic Objectives: Education, Innovation, Creation, Society, Systems.