

## MOBIP Investment and Partnering Forum 2014 Press Release

Following the success of 2012, MOBIP, organized by Atlantis Consulting, Europe Unlimited and EMMINVEST partners, returns to Thessaloniki, bringing together the innovators and investors of the mobile & mobility services industry.

*Brussels, 8 April 2014*

On the 27<sup>th</sup> & 28<sup>th</sup> May 2014, Thessaloniki will become a meeting point of SMEs, professional experts, corporate partners and venture capital investors, interested in knowledge-sharing on strategic information, market opportunities and new business trends in the Mobile & Mobility industry.

In the previous edition of 2012, MOBIP attracted 30 high growth companies of the Mobile & Mobility sector from 15 European countries, and more than 40 Investors. The MOBIP 2014 aims to unite more than 100 entrepreneurs and Venture capitalists from all over Europe. Several investors including ERA Kapital [IT], Balderton Capital [GB], Piraeus Equity Advisors [GR], GrowthPoint Technology Partners [US], Eleven Accelerator Venture Fund [BG] have already confirmed their attendance to the event. Twenty-five to thirty start-ups will be selected and they will have the opportunity to present their Business plans to Investors.

*“The idea is to bring the movers and shakers of mobile & mobility industry all under one roof to spark new investments and partnerships, and MOBIP aims to deliver exactly that! Besides sharing knowledge and extending circles, the event will guarantee qualified deal-flows”* - Angelos Manglis, Managing Director of Atlantis Consulting and Project Coordinator of EMMINVEST.

### Event Format

The two-day event’s agenda includes four sector-focused pitching sessions where entrepreneurs will have 8 minutes each to convince the expert jury about their business, technology and scalability. Every pitch will be followed by a 7-minute Q&A from the expert jury. Added to this will be four plenary discussion sessions where thought leaders and investors will share their views on latest trends, developments and market opportunities in the mobile and mobility services industry. EMMINVEST coaching track wrap-up will also be held during the MOBIP event. The focus will be on facilitating communication between investors and high-growth potential startups, exploiting the prospect of business-to-business cooperation and improving access to large mobile corporations, venture capitalists and industry players as sources of partnering and funding.

### Investment Readiness Academy

An investment readiness academy will be held during the first half of 27 May where interested companies will have the opportunity to prepare for their pitches and meetings with investors. Experienced coaches will work together with the entrepreneurs to hone their selling propositions, fine-tune their business models and optimize their pitch deliveries.

Interested to sign-up? Register at [www.e-unlimited.com/MOBIP](http://www.e-unlimited.com/MOBIP) by 18 April. Participation is free-of-charge, but based on a selection process.

### Who should attend the event?

MOBIP addresses to:

- **Mobile sector Entrepreneurs**, who are interested to fund raise or network
- **Business Angels**, who are looking for high potential companies
- **Corporate Investors**, looking for interesting start ups within mobile sector
- **Venture Capital**, looking for high growth companies

- **Policy makers**, to investigate the needs of the sector
- **New potential Entrepreneurs**, who are interested to engage in Mobile sector

#### About EMMINVEST & MOBIP

**EMMINVEST** ([www.emminvest.com](http://www.emminvest.com)), aims to facilitate investment into entrepreneurial SMEs, in order to allow them to build their mobile and mobility service concepts into sizeable, sustainable, and internationalized businesses. This will be achieved by providing information to SMEs on financing opportunities, developing coaching schemes for SMEs, raising awareness of investors on relevant opportunities in the market, and other similar actions. EMMINVEST initiative is supported by the European Commission's Directorate-General for Enterprise and Industry, and financed under the Competitiveness and Innovation Framework Programme (CIP) which aims to encourage the competitiveness of European enterprises.

#### About MOBIP & the European Venture Contest (EVC)

Being part of the 10<sup>th</sup> edition of the EVC ([www.e-unlimited.com/EVC](http://www.e-unlimited.com/EVC)), a pan-European contest of venture events organized by Europe Unlimited, MOBIP is a sector focused semi-final giving its Award Winners (Top 25%) direct access to the grand finale, the European Venture Summit 2014 (EVS, [www.e-unlimited.com/EVS](http://www.e-unlimited.com/EVS)). EVS is the continent's largest venture marketplace, uniting 100+ award winning tech companies from Europe Unlimited's yearly calendar and 100+ investors.

Supported by



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