



3. Start-Up Initiative in Germany

“Early-Stage Biotech & Healthcare Companies”

Supported by:

 **HessenAgentur**
HA Hessen Agentur GmbH

 Hessen Biotech

 BUSINESS ANGELS
FRANKFURT
RHEIN-MAIN

 FEDERCHIMICA
ASSOBIOTEC
1986 2011
VENTICINQUE ANNI
DI INNOVAZIONE
Associazione nazionale per lo sviluppo delle biotecnologie

 Italianische Botschaft
Berlin

 1911/2011
100 Jahre
Italianische Handelskammer
für Deutschland





Contact Details

T: +49 69 15681 132

E: startup.frankfurt@intesasnpaolo.com

W: www.startupinitiative.com

Location

Hotel Hessischer Hof

Friedrich-Ebert-Anlage 40
60325 Frankfurt am Main, Germany

T: +49 697540 0

E: info@hessischer-hof.de

W: www.hessischer-hof.de

Agenda

9.00 **Registration & Welcome Coffee**

9.30 **Welcome Speech**

Cristiano Cottafavi – Consul General of Italy in Frankfurt

9.40 **Introduction**

Walter Ambrogio – Head of International, Intesa Sanpaolo

9.50 **Presentation of the BioItaly Report 2011**

Mario Bonaccorso – ASSOBIOTEC

Italian Association for the Development of Biotechnology

10.05 **Presentation of the Investor Arena Meeting**

Bill Barber – President, Maverick Angels

10.15 **3 Start-Up Pitch**

11.15 **Recap & Discussions**

11.30 **Coffee break**

11.45 **Hessen - Fruchtbarer Boden für die Biotechnologiebranche**

Dr. Thomas Niemann - Projektleiter Life Sciences in der landeseigenen

Wirtschaftsförderungsgesellschaft HA Hessen Agentur GmbH.

12.00 **3 Start-Up Pitch**

13.00 **Recap & Discussions**

13.15 **Testimonial: Medicyte GmbH**

Stefan Holder – Managing Director

13.30 **Lunch & Networking**

About Intesa Sanpaolo



About the Intesa Sanpaolo Start-Up Initiative



A showcase of the **most innovative start-ups**, to **acquire deal flow**, do **“technology shopping”** (patents, licensing, acquisitions, ...) or to develop **business & R&D** in an Open Innovation framework



A consolidated appointment, and a rich **networking opportunity** with industrial and financial players on an international backdrop

Since
Sep 2009:

11

Italian
editions

7

International
editions

~1.5K

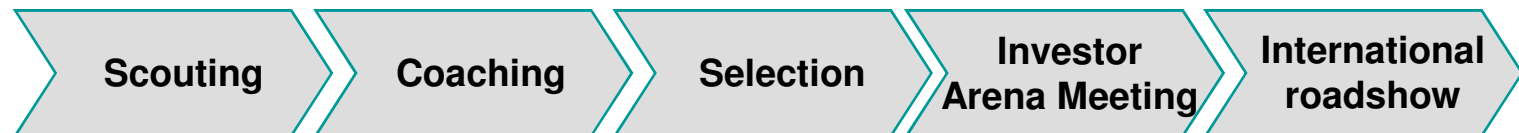
Investor and corporate
attendees

~1.1K

Interest manifestations
for the proposed start-ups



A **rigorous process** ensuring **proposal quality** and **clarity** in the communication of business plans (*elevator pitch*)



Since

Sep 2009:

>900 projects

>200 trained start-ups

~125 finalists

~40 start-ups

Intesa Sanpaolo Start-Up Initiative – The Process

An end-to end process for start-ups aiming at facilitating both equity financing and business relationships. The Start-ups attend a training and the best ones are selected in order to meet equity investors.

