

# Innovative Financing

## Opportunities for Active & Healthy Ageing

Brussels, 3 June 2015  
Residence Palace



### CALL FOR EXPRESSIONS OF INTEREST IN PITCHING “LARGE PROJECT” IDEAS

In relation to the session *Ready to invest in large scale Active & Healthy Ageing deployments? - Feedback from Investors*, a Call for Expressions of Interest in Pitching Large Project Ideas is currently open.

Expressions can be submitted online using the form below, by individual entities or a coalition of entities that would come together to implement a large deployment project in active and healthy ageing. The entity that submits the Expression of Interest will be considered as the “Promoter” of the idea in the context of this session.

Up to a **maximum of 8 Expressions of Interest** will be selected, on the basis of fulfilling the criteria listed below.

The Promoters of the selected Expressions of Interest will be asked to prepare 5-minute pitches of their project idea in front of a panel of investors, not for securing actual investment, but for purely informative purposes and in line with the awareness creation nature of this event.

The pitches will concern the deployment at large scale of innovative services/solutions that are beyond the pilot stage and/or already in small scale operations, and have a clear ambition to scale-up.

#### Criteria

1. Clearly completed the pilot phase and/or in small scale deployment, with the pilot size or the current deployment size clearly provided (*Expressions of Interest where the status is “proof of concept”, or without defining the size of the completed pilot or the size of the current deployment will not be considered*)
2. Established evidence of benefits, described in quantitative terms with key performance indicators (*Expressions of Interest that lack such information will not be considered*)
3. Minimum project size of 10 million EUR (*Expressions of Interest that concern projects smaller than 10 million EUR will not be considered*)
4. Time of arrival. First-in, first-serve principle applies, meaning that the available slots are allocated to Expressions of Interest according to their order of arrival, provided of course that they pass all the other three criteria above.

When all available slots are allocated to Expressions of Interest, the Call will close and submission of further Expressions of Interest will not be possible.

[To view the complete registration form in pdf download here](#)  
[Link to registration form](#)

# READY TO INVEST IN LARGE SCALE ACTIVE & HEALTHY AGEING DEPLOYMENTS ?

## - Feedback from Investors

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### DESCRIPTION

The session will be in the form of a workshop, where in a completely informal and awareness creation setting, a small number of “promoters” will take the floor to make “mock pitches” of large project ideas in front of a panel of investors.

Promoters may represent single entities or a coalition of entities coming together for such a large project. The mock pitches will concern the deployment at large scale of innovative services/solutions that are beyond the pilot stage; they may be already in small scale operations but have the ambition to scale-up. The pitches are made for purely informative purpose – not for securing actual investment.

The role of the panel of investors is to provide feedback on the strong and weak aspects of the pitches, on what elements attracted their interest, what was missing to make them think seriously about investing in the idea, and any other recommendations they may have for the promoters.

The feedback of the panel of investors will be voiced openly and addressed to the entire audience, so that this becomes knowledge for everyone. This will be followed by an open discussion, where the audience can learn more from the investors about, for example, what matters to them if one approaches them with such ideas, and what the different profiles of investors want to see. The audience can also take part in providing their feedback on the most promising pitch for them.

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### GOAL OF THE SESSION

The goal of the session is to create awareness of opportunities in attracting investment for large scale deployment of innovations in active and healthy ageing, and to explore the thinking of investors and their attitude to investing in the domain.

The session will serve as a tutorial to stakeholders who wish to consider large scale projects in active and healthy ageing in the context of the Investment Plan for Europe, and other opportunities.

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### FORMAT

- One Moderator
- A Panel of Investors (profiles: Venture Capitalist, Promotional Bank/Agency, Insurance/Pension Fund, Corporate Investor)
- Up to 8 Promoters of large project ideas

### Choreography:

- Moderator outlines the format and goal of the session (5 mins)
- First round of Promoters pitch their ideas for large scale deployment of innovations (4 pitches x 5 mins each)
- Panel of Investors provides feedback on these pitches (15 mins)
- Second round of Promoters pitch their ideas for large scale deployment of innovations (4 pitches x 5 mins each)
- Panel of Investors provides feedback on these pitches (15 mins)
- Open discussion (40 mins)
- Moderator summarises key messages from the Panel’s feedback (5 mins)