

# ACE CREATIVE BOOTCAMP

Hotel Barcelona Sants, 25th June

10 am – 3 pm

**Accelerating  
internationally Europe's  
ICT&Creative start-ups**

- ◆ Exclusive hands-on workshop on access to finance and market internationalization & acceleration
- ◆ Pitching session and networking with international companies & experts
- ◆ ACE CREATIVE stand for demos and meetings

**Apply today at [www.acecreative.eu](http://www.acecreative.eu)**

The Gamelab ACE Creative Bootcamp is brought to you by  
CEEI Asturias with the support of the ACE CREATIVE project  
[acecreative@ceei.es](mailto:acecreative@ceei.es) -- [www.ceei.es](http://www.ceei.es)






To apply for your place in our Gamelab Bootcamp, you need to be firstly part of our ACE Creative community. Become member and you will have a chance to enjoy customized support services for your business growth and possibility to attend to a series of top events all around Europe in the coming years.



**ACE**  
CREATIVE  
ACCELERATING CREATIVE BUSINESS



**Selection of participants is ongoing**  
**Final deadline for applications:**  
**11 June 2015**



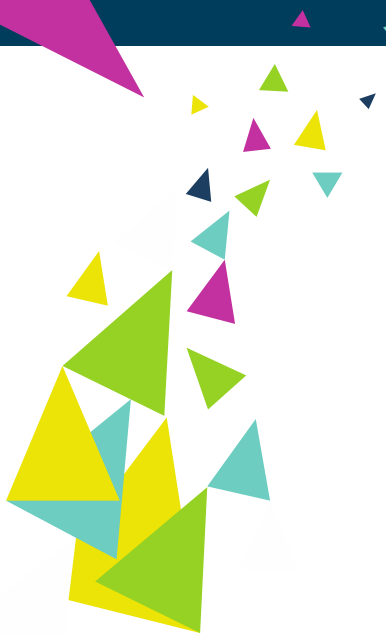
### What is ACE?

ACE Creative is about helping creative businesses to accelerate and grow internationally. How? By connecting companies with clients, investors and useful contacts in other countries. Simple as that!. How do we make this happen?

ACE Creative will select the top 100 creative companies in Europe, connect them with each other and set them up with a support team across Europe. Our international team will then help identify and introduce you to the clients, investors and contacts you need to grow your creative business internationally.



**Apply at [www.acecreative.eu](http://www.acecreative.eu)**





## DRAFT AGENDA

10.00 Welcome ACE CREATIVE

10.15 Marketing trends & User acquisition (30') - Gonzalo Fasanella *Omnidrone*

10.45 Connecting International Markets (30'): Key games markets in Asia. *Andrés Tallos-GREE London*

11.15 Access to Finance for game sector key points (45')  
Thierry Baujard *Media Deals/ Carlos Blanco*

12.00- 14.00 Networking & Pitching session - feedback of business model & strategy with mentors, coaches, investors, experts, successful entrepreneurs... ( 2'00): *Iván Lobo (Gamelab), Elisabeth Martínez (Conector), Juliane Schulze (Media Deals), Silvia Fierro (Mind the Bridge), Thierry Boujard (Peaceful Fish), Leo Ronald Satria (CKO Denmark), Andrés Tallos, Alejandro Pérez, Jordi Iserte (Caixa Capital Risc), Gerard Fernández (Omnidrone)... and more coming!*

14.00 Networking lunch

## Who are our experts?



**GERARD FERNANDEZ**  
**OMNIDRONE**

Gerard Fernandez founded his first company, MICROJOCS MOBILE in 2002. Microjocs was the first company in Spain that developed videogames for mobile phones in java.

In 2007 the company was acquired by the multinational DIGITAL CHOCOLATE with headquarters in Helsinki, San Mateo (USA ), Bangalore and Barcelona where he joined as General Manager. There he created with his team one of the top5 sales Facebook games in 2009: Millionaire City whose total turnover was over 30 million.

Finally in 2012 he founded Omnidrone where the most prestigious investment funds in the sector are involved : London VP, Nokia Growth Partners and Kibo Ventures (Spanish ). Currently he leads a team of 19 professionals who each possess an average of eight years of experience in game development



**CARLOS BLANCO VÁZQUEZ**  
Entrepreneur and business angel

Winner of Best Entrepreneur Award 2014 by Premios Pyme and Expansion and IFEMA and Best Business Angel 2014 by AEBAN Spanish Business Angel Association. Founder of ITnet Group, specialized in online business incubator specialized in Digital Entertainment who launched more than 10 companies.

Also founder of Akamon Entertainment, developer and operator of online and mobile social games leading Latin-American and south European markets, offering casino and traditional social games.

In 1999 he co-founded First Tuesday in Spain, the main meeting point for Internet entrepreneurs and investors, and has recently created the startup accelerator Startup Accelerator connector. Since 2005 it has invested in over 35 companies. He is editor of the blog of reference for carlosblanco.com and author of the book "The biggest mistakes of entrepreneurs"



**JORDI ISERTE**  
**CAIXA CAPITAL RISC**

Bachelor of Economics from University of Barcelona and Master in Corporate Finance from ESADE Business School.

Over 6 years of experience working in the Spanish startup ecosystem. Previously was responsible for the EmprededorXXI program of "la Caixa" and currently works as an Investment Analyst in the technology and digital media team in Caixa Capital Risc.

They have invested in From the Bench, A crowd of monsters and more operations will be closed in June. Also launched together with Incubio, a gaming Incubator: Gamebnc

## Who are our experts?



### ANDRES TALLOS

Andres Tallos is cofounder and CEO of games studio Fun Fungus Ltd. Before that, he was Director of Strategy for Europe at GREE, where he worked in Tokyo to support GREE's international expansion, before moving to join the management team of GREE's UK studio, leading Strategy and Business Intelligence.

Before entering the games industry, Andres worked as management consultant at McKinsey&Co. in Madrid and London. He also funded and ran a stealth start-up working on an electronic gaming product for the Asian market. He graduated as Telecommunications Engineer at UPM and holds an MBA from London Business School.

### THIERRY BAUJARD

He is founder of Pan European Investment Network Media Deals focussing on cross border Mediatech investment. He is also CEO of peaceulfish, a consultancy specialised in the financing of the content industry. He offers 20 years experience in the communication and entertainment industry.

After graduating in Paris, he worked in London as a business consultant for entertainment companies and telecom operators, then in France and Germany in Business Development for Vivendi and for ARTE. He then completed an MBA at Bocconi University in Milan, Italy and at UCLA in Los Angeles, where he specialized in film financing and e-commerce.

Thierry is in charge of developing the network across Europe and managing the investment Forums from Media Deals. He supports network's investors in identifying projects across Europe and in supporting due diligence in particular in cross border and exit strategies. He has been working on different creative industrie funds for the film, Music and Video games sectors.



### IVAN FERNÁNDEZ LOBO

Gamelab [www.gamelabconference.com](http://www.gamelabconference.com)

Ivan Fernandez Lobo is the founder and chairman of Gamelab Conference, one of the leading games industry events in the world.

Ivan plans and oversees all the events and partnerships reached by the organization, and coordinates their production, contents, and communications. As a result of this activity, Ivan has developed a strong network of connections to games businesses, professionals and organizations around the world.

Before and after founding Gamelab Conference, Iván worked for over 10 years both as University researcher/professor in game technology and as a private business consultant in the gaming and gambling industries

## Who are our experts?



**LEONARDO RONALD SATRIA**  
CKO <http://www.cko.dk/>

Leonardo has 10 years of experiences in the creative industry, especially in interactive media and serious games and he has led many research projects (EU-FP7 programme, Danish Industry research programme, etc.) for various research and development activities in the field of game-based learning.

He has been active in the serious games society, such as GALA (Network of Excellence for Serious Games, which he holds several talks on serious games production and workshop for Aligenment School and Summer School series.

Prior working in CKO, he worked as game developer, innovation coach, and project leader in projects for Sky Games - UK, Sky Italia, Nickelodeon – UK, Disney US, Cartoon Network – US, DHI, Dansk Byggeri, Odense By Museer, DTU in Denmark, etc.

CKO is founder and organizer of [Creative Business Cup](#) - the world championships for creative entrepreneurs



**ELISABETH MARTINEZ**  
CONECTOR

Founding Director of Barcelona Connector, a startup accelerator driven by some of the foremost entrepreneurs, as Carlos Blanco (Akamon Entertainment and ITNet Group), Xavier Verdager (Innovally, Imagine), Marc Vidal (Idodi), Gerard Olive (BeRepublic), Marc Ros and Risto Mejide (Aftershare.TV and 60 dB) and Miguel Vicente (founder of Letsbonus and Wallapop).

Connector Startup Accelerator born with the intention of helping to grow at least 10 projects of entrepreneurs in every process of acceleration, reaching 20 annual startups in the areas of Internet, mobile and new technologies, all with an international vocation.

**GONZALO FASANELLA**  
OMNIDRONE

He has developed different tasks in GAMELOFT, where he joined in 2010, as B2C marketing analyst in Buenos Aires, Marketing Manager UK/IE/Africa and Acquisition Manager EMEA also in London.

From its position in Gameloft he was involved in all acquisition campaigns in Gameloft.

He is working currently as Marketing Director in Omnidrone since 2014 also from headquarters in London (UK)





## Who are our experts?



**JULIANE SCHULZE**

**Member of the Board of Media Deals  
Berlin, Germany**

Juliane is Member of the Board of Media Deals, a pan-European investor network being constituted of business angels and early-stage venture capital funds focusing on creative industries and digital media. Since its creation in 2008, Media Deals has been promoting and encouraging early-stage equity investment in high-growth startup companies at the crossings of the audiovisual sector and digital technology as well as cutting-edge media content technologies. Media Deals is a member of EBAN, EBN and NEM.

**SILVIA FIERRO**

The goal of the Foundation is to foster a sustainable entrepreneurial ecosystem, spur innovative ideas and reinvigorate the new venture economy by providing entrepreneurship education. Mind the Bridge (MTB) provide startups, investors and managers with direct exposure to the most experienced, entrepreneurial ecosystem in Europe and in Silicon Valley. The ultimate goal of MTB is to help create a new generation of entrepreneurs and success stories.

Mind the Bridge has been selected by the European Commission to lead the Startup Europe Partnership, initiative that aims at supporting the growth and sustainability of European startup able to scale up, and SEP Investors Forum, that groups the most relevant investors and accelerators at European level.

<http://mindthebridge.org/>



**CRISTINA FANJUL ALONSO**

**Deputy Director CEEI Asturias**

[www.ceei.es](http://www.ceei.es)

She supports the creation and acceleration of innovative and technology based companies. In addition to lead strategy development, also specializes in advising business projects business, IP rights and access to European funds. She is currently European evaluator of SME instrument funding line (Horizon2020)

She also leads the strategy and design of projects addressed to digital and creative sector where develops pioneer acceleration business and investment readiness programmes for games as Let's Game Asturias [www.letsgameasturias.es/](http://www.letsgameasturias.es/)

Actively involved in International projects for creative sector as as [www.creative-growth.eu/](http://www.creative-growth.eu/), [www.boogames.eu/](http://www.boogames.eu/), [www.jamtoday.eu](http://www.jamtoday.eu) or [www.acecreative.eu](http://www.acecreative.eu)