

Business Angels School

20-21th March 2019

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Objectives of the course

- To promote Protoatlantic project to the rest of participants.
- To be immersed in the Business Angels network in order to put it in practise in the Final Demo-Day developed in Protoatlantic Accelerator Program.
- To develop the habilities and knowledge necessary in order to select and valuate the startups that will apply for attending in the final Demo-Day.
- To involve Business Angels to the ecosystem framed in Protoatlantic though networking.

Achievements

- Protoatlantic was succesfully promoted in the course.
- The course consisted on 8 seminars given by experts in investing in startups.
- 16 people attended to the course from different backgrounds, from pharmaceutical sector, hotels, digital enterprises,.. after an exhaustive process of selection.

Executive Summary

Miriam Rueda, Innovation director of Emerge attended to the course 'Skills to make your investments profitable' in the program Business Angels.

During an intensive course, which took place on 20th and 21 March 2019 from 9 to 18:30h in ESADE Business School in Madrid (Spain), Miriam Rueda attended to several excellent seminars. This knowledge will be very useful in order to have the technical criteria to select the projects that will be ready to attend the Final Demo-Day of Protoatlantic in front of Business Angels and investors.

Also it was very useful in order to promote Protoatlantic and involve Business Angels into the network ecosystem of Protoatlantic.

ESADE is a global academic institution known for the quality of its education, its international outlook and its clear focus on holistic personal development. With strong ties to the business world, ESADE stands out for its innovation and contribution to social transformation. People are ESADE's greatest asset: faculty, professionals, and more than 60,000 alumni all over the world.

This course was detected after Protoatlantic project was approved. Because of this fact it was not included in the Project Approved Form (PAF). The coordinator of the project and the Joint Secretariat (via email and call) was informed about this course before Miriam Rueda applied for. The Joint secretariat recommended to include a brief report in order to justify her attendance and be sure it was going to be funded by Interreg Atlantic Area framed in Protoatlantic project.

The seminars that Ms. Rueda attended in this course were the following:

1. Introduction to Business Angels (BA): Investment concept, BA in the Investment process and process of attraction of projects by Fernando Zallo (director of ESADE BAN)
2. Financial concepts for a BA: Financial analysis. Practical cases by Teresa Corrales.
3. Valuation of startups by Teresa Corrales.
4. Legal Tools: Due Diligence, term sheet, partners agreement by Jordi Santamaria and Gonzalo Navarro.
5. Analysis of metrics in digital startups. Strategies to attract online clients by Oscar Vayreda.
6. New technologies and trends (Blockchain, Artificial Intelligence,...) by María Barceló.
7. Fiscal aspects for Business Angels by Carlos Duran
8. The strategy of a Business Angel by Dieter Staib.

At the end of the course, the attendees could have the opportunity to attend to an Investor Forum. Six startups, whose business projects were confidential, presented their pitch. Miriam Rueda as

attendant, could have the opportunity to put in practise all the knowledge of the course to evaluate them.

Appendices

Agenda

The programme consisted on:

- lectures
- Forum of Investmend, where 6 projects did their pitch in front of Venture Capitals, Busines Angels and the people who attended to the course.

The program on Tuesday 20th March was the following:

Horario	Contenido	Profesorado
9.00 a 09.30	Introducción BA: Concepto de la inversión informal; BA en el Mercado de Inversión y Captación de proyectos.	Fernando Zallo
09.30 a 10.30	Finanzas para BA: Análisis financiero	Teresa Corrales
10.30 a 11.00	<i>Coffee break</i>	
11.00 a 14.00	Valoración de startups	Teresa Corrales
14.00 a 15.00	<i>Comida networking</i>	
15.00 a 17.00	Herramientas Legales Due Diligence, term sheet y pacto de socios: Procedimiento, cláusulas y contenido	Jordi Santamaría Gonzalo Navarro
17.00 a 17.30	<i>Coffee Break</i>	
17.30 a 18.30	Análisis de métricas en startups digitales y Estrategias de adquisición de clientes online	Oscar Vayreda

The program on 21th March was the following:

Horario	Contenido	Profesorado
09.00 a 10.30	Nuevas tecnologías y tendencias (Blockchain, AI, etc.)	María Barceló
10.30 a 11.00	<i>Coffee Break</i>	
11.00 a 12.00	Fiscalidad para Business Angels	Carlos Duran
12.00 a 13.30	La estrategia del Business Angel	Dieter Staib
14.00 a 15.30	Foro de Inversión ESADE BAN <i>Comida Networking</i>	
15.30 a 17.30	Pitch de startups en ronda de inversión	
17.30 a 18.30	<i>Networking de emprendedores e inversores</i>	

Attendance list

The list of participants were the following:



Alberola, Sergio
Nacionalidad: España
LA ESPAÑOLA ALIMENTARIA ALCOYANA S.A. - Director General
AZNALCÁZAR



Alonso, Jose Luis
Nacionalidad: España
INMOBILIARIA PRISMA PE S.L. - Vicepresidente
MADRID



Ambram, Pablo
Nacionalidad: Chile
AMPERIO SPA - Director General
SANTIAGO DE CHILE



Borja, Fernando
Nacionalidad: España
MADRID



Corbera, Pau
Nacionalidad: España
RIUARAN S.L. - CEO
TARRAGONA



Crespo, David
Nacionalidad: España
BCN FINANCIAL CAPITAL GROUP 2.0 SL - CEO
BARCELONA



López, Juan María
Nacionalidad: España
GRUPO 22 - Consejero Delegado de grupo
MADRID



Mañes, Manu
Nacionalidad: España
BCN FINANCIAL CAPITAL GROUP 2.0 SL - Director de operaciones
SAN QUIRICO DE TARRASA



Martínez, Carlos
Nacionalidad: España
CYOPSA-SISOCIA, S.A. - Head of Corporate Finance
MADRID



Quilez, Antonio
Nacionalidad: España
COGEN ENERGIA ESPAÑA - Director General
MADRID



Riera, Pedro
Nacionalidad: España
SEELIGER & CONDE - Socio
ALCOBENDAS



Rodríguez, Almudena
Nacionalidad: España
GRUPO KRIPSOL-HAYWARD - Directora financiera y de medios corporativo
MADRID



Rubiralta, Xavier
Nacionalidad: España
WERFEN ESPAÑA SAU - Consejero
BARCELONA



Rueda, Miriam
Nacionalidad: España
EMERGE - ASOCIACIÓN CANARIA DE STARTUPS - Director de Innovación
LAS PALMAS DE GRAN CANARIA



Shneyderis, Yevhen
Nacionalidad: Rusia
OCTAVA MEDIA SL - Socio Fundador
SANT CUGAT



Widmer, Alejandro
Nacionalidad: Italia
MADRID

Certification of attendance



Lead Partner



Main Partners



**Cork
County Council**
Comhairle Contae Chorcaí



Associated Partners

