

Attracting External Investments to Clusters

Sixth Annual Conference of the Technopolicy Network.

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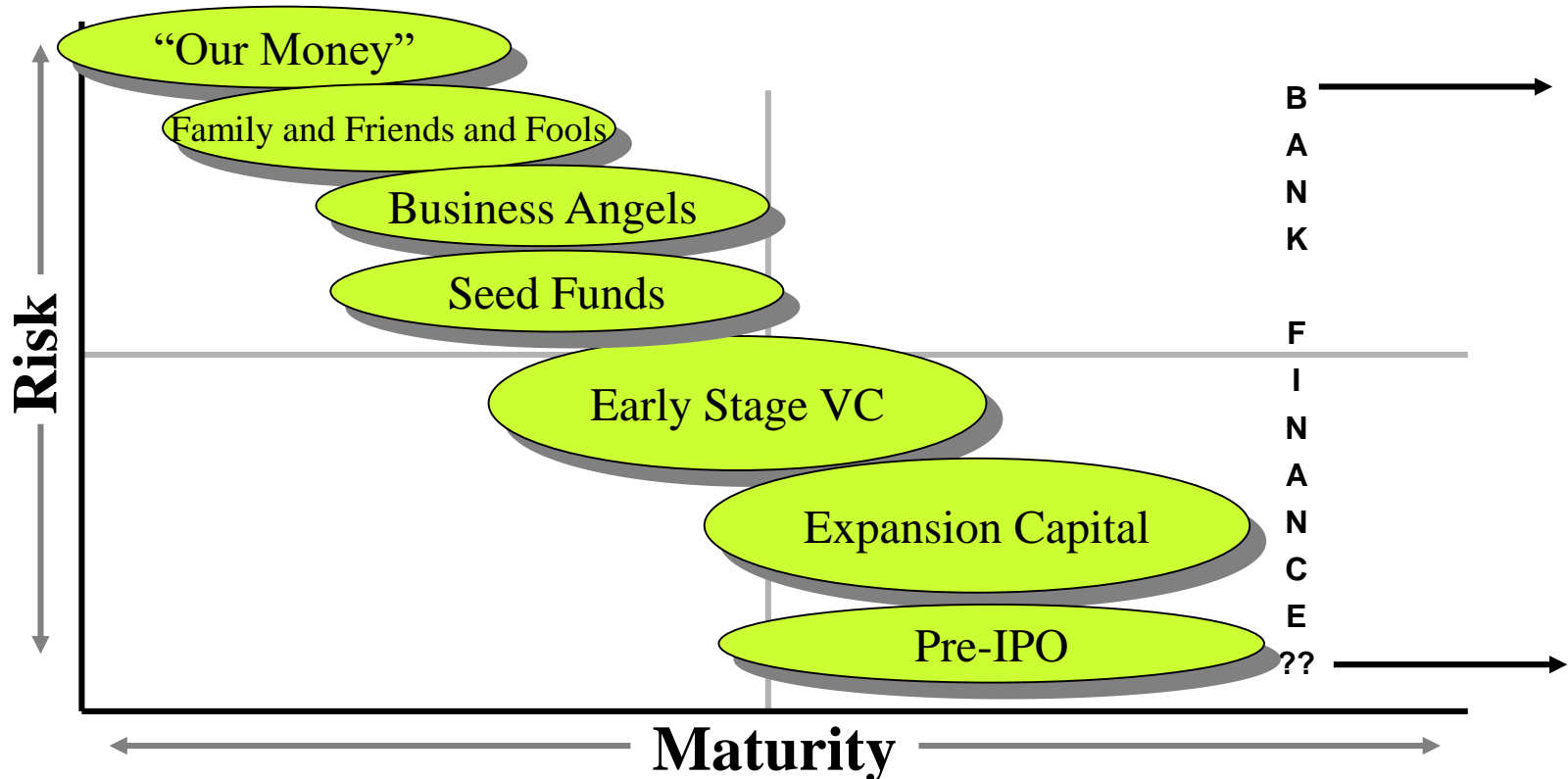
“Show Me the MONEY !\$\$\$\$!”

Professor Alan Barrell

Attracting Investors - Some Issues....There will be more....

- **WHO** – might be the investors? Types and motivations
- Knowing their Goals and Criteria
- Innovative Regions and Sub-Regions - special conditions
- **“Investment Readiness”** – A big issue....
- Preparation, Support and Presentation
- What do Investors look for? How to find out?
- Connecting with Investors – **importance of Networking**
- The “rock and hard place” of **Valuation**
- The issues of **“Matching”** – it isn’t just the money! What else do we get ?
- **The Investment Climate !!!!**

Sources Of Business Finance – A Reminder – after Research Funding and Grants....



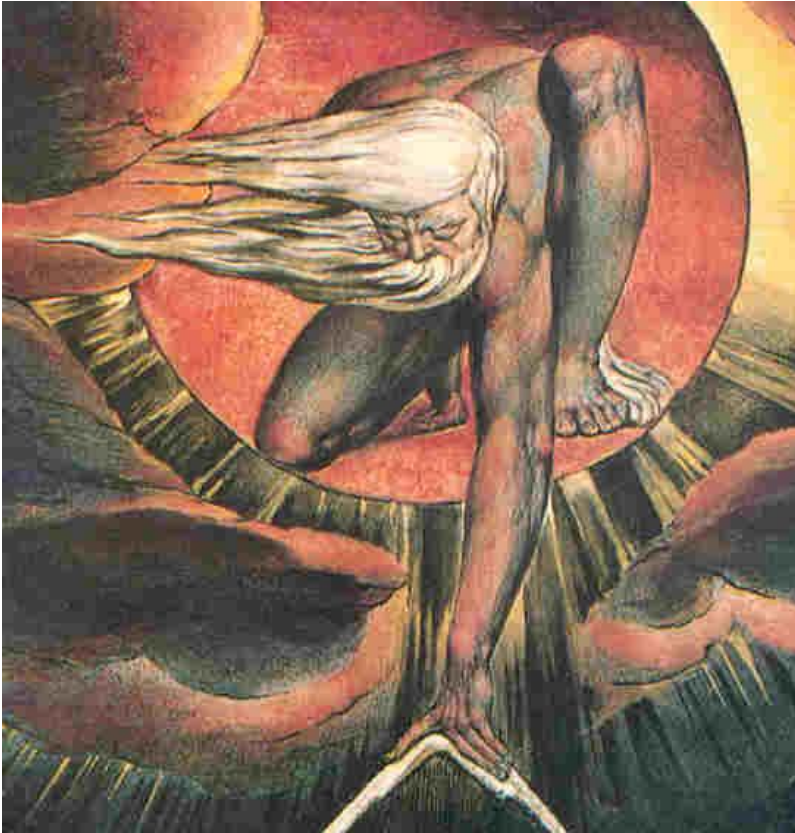
“Softer Money” – Grants etc – they *are investors....*

- A World of its own
- Can be a deep well
- Can be bureaucratic and “rule ridden”
- Finding and getting it can require art, skill and patience – ***different*** from equity investing mentality
- Understanding the processes and the motivations of *grant givers*. Connecting....
- Excellent Example – UK R and D Grants
- Tax Credits and similar schemes

Connecting and Information Points and principles

- Networks and Networking – importance +++++
- Business Schools and Entrepreneurship Centres Region wide and cross border
- Other Entrepreneurs / Support and Mentoring Structures
- Online Channels – numerous eg....
www.funded.com
- “Network Nodes” – Individual referrals
- Cross Border contacts
- Attitudes and Culture

Thinking Of Angels! – key investors in Early Stage



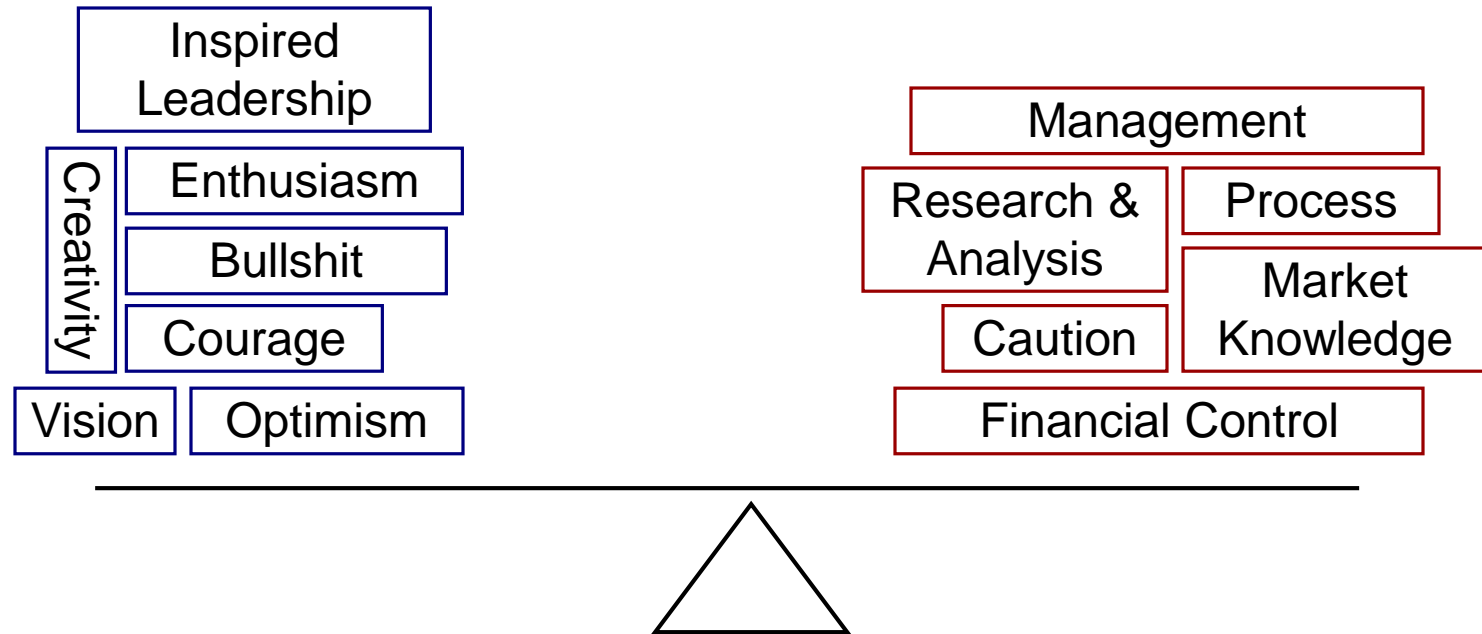
Uffizi, Florence

Business Angels Invest more than \$\$\$\$

- Technical Expertise
- Marketing Expertise
- Contacts & Networks
- Decision Making skills
- Presentation skills
- Dealmaking skills
- Money-raising skills
- Other Financial skills
- Possible exit routes and practical help with exit – international focus

Can bring added value – in one or all of....

The Early Stage Business Balance – what do investors look for? Do the entrepreneurs *know* ?



The role of Chairman and NXDs

How and Where do Investors and Entrepreneurs find each other and get connected ??



Thank you for your attention....

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