



Capital for Culture

Well-thought out investments in creativity

Cultural enterprises do not find it quite so easy to attract private equity providers, who are often dubious about the risk profile and return potential of these enterprises simply because they are not familiar enough with them.

CultuurInvest, the investment fund for the Flemish cultural industry wants to bridge the gap between culture and the economy. CultuurInvest wants to give cultural enterprises access to venture capital and thus create space for structural growth and professionalization.

CultuurInvest **does not** offer grants. The fund invests risk capital in enterprises and expects to see a financial return.

What does CultuurInvest have to offer you?

Depending on the growth stage and the exact needs of your enterprise, CultuurInvest can offer three different types of investments:

- **Growth capital**
Risk capital investments for more mature growth companies through share participation.
- **Project financing**
Short-term financing for specific projects
- **Subordinate loans**
Longer-term limited loans, which may be converted into shares

Moreover, CultuurInvest also wants to offer their partners **management advice and guidance**

Investment process	
Application	You convince us of your product and market approach
First meeting	Together with you we investigate whether your application meets the basic criteria for sound investment.
In-depth analysis	Together with you we analyse the fundamental elements of your business plan. We attach a great deal of importance to entrepreneurship and to the way you plan to conquer the market.
Conditional offer	We discuss the type of financing your company needs with you, depending on the needs and the growth stage of your company. We make you a concrete proposal.
Investment committee	A specialized committee autonomously decides whether or not to invest
Investment	A contract is drawn up. This contract is signed by all parties. We offer you a glass of champagne to toast our collaboration
Follow-up and support	We guide you in managing your company in a professional and economically efficient way and help you ad hoc with advice. You report back on the realization of your business plan.
Repayment – Exit	

A business plan, you say?

What is your background?

What have you achieved so far?

Give a brief description of your activities and state what makes them so unique.

Is there a market for your cultural product or service?

Which channels will you use to attract business?

Where will you get your income from?

What are the fixed operational costs of your enterprise and which variable costs must be taken into account?

Who are your team members in the company?

Who qualifies?

To qualify for a Cultuurinvest investment your company must offer quality culture-related products and/or services which have a clear market potential.

Sectors such as:

- new media- and computer games
- the audiovisual sector and digital design
- the music- and concert industry
- design and designer fashion
- the printed media and graphic design
- publishers and book shops
- musicals and stage art
- distribution within the visual arts.

This list is by no means exhaustive.

Cultuurinvest does not invest in cultural organisations which receive structural funding from the Flemish Government.

CultuurInvest can also make access to **financing easier** by referring you to Vinnof, the Flemish Innovation Fund, or to the Waarborgregeling [Guarantee Arrangement] – two products from the ParticipatieMaatschappij Vlaanderen (PMV)-, or to private investors or the federale Participatiefonds [Federal Participation fund]

The analysis of your business plan

To qualify for investment you must submit a convincing **business plan** or we can draw one up together, step-by-step. CultuurInvest will analyse and discuss this plan with you and thus increase the strategic chances of success for your company.

Where can you find more information?

Would you like to avail of CultuurInvest capital or do you want to find out whether your company qualifies? Simply surf our www.cultuurinvest.be website or e-mail CultuurInvest at cultuurinvest@pmvlaanderen.be.

ParticipatieMaatschappij Vlaanderen, at the service of entrepreneurs

You can find more information on these interesting financing products for entrepreneurs on www.pmv-kmo.be, the public financing guide for SMEs. On this website you can also find a series of brochures on the different products PMV-kmo has available to entrepreneurs. You may download these brochures from our website or simply request a printed copy.

PMV-kmo is a business unit of ParticipatieMaatschappij Vlaanderen (PMV), the investment company of the Flemish Region.

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