



ANIROT

# The 1<sup>st</sup> Crowdfunding Conference in Cyprus: Paving New Ways to Finance

## Venue

Hilton Park, Nicosia

## Date and Time

Wednesday, 15 June | 08:00 - 16:00

## Registration Fee

€84 + VAT

Special discounts apply: Please see registration form

Sponsors



Media Sponsor



Hospitality Sponsor



Supporter



# The 1<sup>st</sup> Crowdfunding Conference in Cyprus: Paving New Ways to Finance

Hilton Park Hotel

Wednesday, 15 June 2016

## Conference Profile

KPMG and Aniro Development Organisation, through their mutual initiative Crowdfunding Cyprus, being committed to their mission of updating participants on new developments and offering practical information on key topics, are organising the first crowdfunding conference in Cyprus. Renowned speakers from both Cyprus and abroad will present a detailed overview of crowdfunding as a new alternative finance method. This conference offers participants a unique opportunity for a better understanding of crowdfunding regulation in Europe, methods and best practices of successful crowdfunding campaigns, Cyprus's roadmap for introducing a legislative and regulatory crowdfunding regime, crowdfunding as a banking product as well as equity and lending based crowdfunding

## Speakers and Panelists

### Irene Demetriou

Co-Founder of Aniro Development Organisation & Founder of Crowdfunding Cyprus

### Sarah Walker

Director of Banking Deal Advisory & UK Lead of Alternative Finance, KPMG UK

### Arik Speier

Head of Technology Practice, KPMG Israel & Co-Leader, KPMG Enterprise Global Innovative Startups Network

### Elan Zivotofsky

General Partner & Head of the Investment Team, OurCrowd

### Andreas Pages

Digital Business Unit FinTech, Swisscom (Schweiz) AG

### Louka T. Katseli

Chair of the Board of Directors, National Bank of Greece

### Brian Meece

Entrepreneur, Co-Founder of RocketHub

### Pangratos Vanezis

Principal & Enterprise and Startups Team Leader, KPMG Cyprus

## Who should attend?

- Start-uppers
- Existing and new entrepreneurs
- Service providers
- Consultants and advisory professionals
- Corporate, legal and financial executives
- Investors and investment funds
- Anyone interested in funding, investments, innovation and technology

# Agenda

## Wednesday, 15 June 2016

08:00-08:45 **Registration & Coffee**

---

08:45-09:20 **Welcoming Address**

Christos Vasiliou  
Deputy Managing Director of KPMG Cyprus

Andreas Charalambous  
Economic Director, Directorate of Investment and Finance, Ministry of Finance

Demetra Kalogerou  
Chairwoman of the Cyprus Securities and Exchange Commission

Andreas Rotsides  
CEO of Aniro Development Organisation

---

09:20-09:50 **Crowdfunding: An Overview**

- Crowdfunding for start-ups
- Crowdfunding as a new banking product
- European experiences of crowdfunding

*Irene Demetriou*

*Co-Founder of Aniro Development Organisation & Founder of Crowdfunding Cyprus*

---

09:50-10:20 **Crowdfunding in the UK: Successes, Learnings and Predictions**

- The development of crowdfunding in the UK
- The evolution of the market, success stories and current challenges
- UK financing for businesses and investment opportunities
- Case studies and examples will be provided throughout each relevant section

*Sarah Walker*

*Director of Banking Deal Advisory & UK Lead of Alternative Finance, KPMG UK*

---

10:20-10:50 **Global Trends in VC Investments**

- Overview
- Corporate VC: new engine for growth?
- Is the Unicorn trend dead?
- Are we in a bubble?

*Arik Speier*

*Head of Technology Practice, KPMG Israel & Co-Leader, KPMG Enterprise Global Innovative Startups Network*

---

10:50-11:20 **Coffee Break**

# Agenda

11:20-11:50 **Building a Successful Equity Crowdfunding Platform: Bringing Value to Entrepreneurs and Investors**

- Building a successful equity crowdfunding platform from the ground up
- The value proposition for entrepreneurs and investors
- The power of the crowd in equity-based crowdfunding
- Success stories: real stories of successful crowdfunding campaigns and lessons learned

**Elan Zivotofsky**

*General Partner & Head of the Investment Team, OurCrowd*

---

11:50-12:20 **Current State of Crowdfunding in Switzerland and Lessons Learned**

- Swiss crowdfunding market
- Similarities between the Swiss and Cypriot markets
- Predictions
- Lessons learned

**Andreas Pages**

*Digital Business Unit FinTech, Swisscom (Schweiz) AG*

---

12:20 – 12:50 **Crowdfunding in Greece**

- How crowdfunding supported startups, innovative companies and projects
- Social crowdfunding
- Lessons learned

**Louka T. Katseli**

*Chair of the Board of Directors, National Bank of Greece*

---

12:50-13:50 **Networking Lunch Break**

*Lunch will be provided at the Olympia Restaurant within the Hilton Park Hotel*

---

13:50-14:30 **Crowdfunding Fuels Big Change**

- The use of crowdfunding by new companies and the involvement of established corporations
- Real success stories of notable campaigns
- Key lessons to learn from the crowdfunding movement

**Brian Meece**

*Entrepreneur, Co-Founder of RocketHub*

---

14:30 –15:00 **Crowdfunding: Paving New Ways in Cyprus**

- Cyprus's entrepreneurial ecosystem
- Cyprus's roadmap for introducing a legislative and regulatory crowdfunding regime

**Pangratos Vanezis**

*Principal & Enterprise and Startups Team Leader, KPMG Cyprus*

---

15:00-16:00 **Panel Discussion**

# Guest Speaker Profiles



**Irene Demetriou**  
Co-Founder of Aniot  
Development Organisation  
& Founder of Crowdfunding  
Cyprus

Irene is the co-Founder of Aniot Development Organisation, active in the fields of business

development and research, funding, PR and marketing. She has gained extensive experience in European strategy and policy, national policy and initiative promotion, entrepreneurship and innovation.

She is a trainer and mentor for start-ups and new businesses, aiding businesses to prepare for funding rounds. She is also an experienced EU project manager, both in previous FP7 and Leonardo da Vinci projects and currently for Horizon and Erasmus+.

Furthermore, Irene is the Founder of Crowdfunding Cyprus, an initiative advocating crowd-related activities, aiming to establish Cyprus as a crowdfunding hub for the wider region. Irene advocates female entrepreneurship and regularly speaks on topics of policy change and European development policy, crowdfunding, stakeholder engagement, social entrepreneurship and the gender gap.



**Sarah Walker**  
UK Lead of Alternative Finance,  
KPMG UK

Sarah is a Director in the Banking Deal Advisory team at KPMG in London and UK Lead of Alternative Finance. She has over 15 years' experience in advising the financial services sector.

KPMG has hubs in all the major Fintech locations including California, London, Sydney, Tel Aviv and Hong Kong. KPMG has been supporting and advising a number of Fintech platforms, Crowd funders and Alternative Finance providers and is also helping bridge the gap between the innovators and the incumbents. Sarah graduated in Mathematics from the University of Nottingham and is also a qualified Chartered Accountant.

# Guest Speaker Profiles



**Arik Speier**  
Head of Technology Practice,  
KPMG Israel & Co-Leader, KPMG  
Enterprise Global Innovative  
Startups Network

Mr. Arik Speier is the head of the technology practice in Israel and has significant experience serving both

private and public companies in the United States and Israel. He has been an audit and business advisory partner since 2001 and has gained vast experience auditing and consulting U.S. SEC registrants, private clients, venture capital and investment funds (including advising on IPO and M&A transactions). He has also in-depth knowledge of cybersecurity.

Additionally, Mr. Speier co-Chairs the KPMG Enterprise Global Innovative Startups Network. He is responsible for setting the vision and strategy for KPMG's global initiatives relating to working with the innovation ecosystem, including entrepreneurs and fast growing venture backed companies.



**Elan Zivotofsky**  
General Partner & head of the  
investment team, OurCrowd

Elan Zivotofsky has over 18 years of extensive, on-the-ground experience, focused on researching, raising capital for, and investing in Israeli companies. Elan

has deep knowledge of the Israeli investment landscape, start-up scene and the overall Israeli capital markets.

Before joining OurCrowd as one of the founding partners, Elan was the Managing Partner of the Prelude Israel Fund, which was a hedge fund focused on Israeli companies. Elan was a Senior Vice President and the Head of Technology investment banking at Lehman Brothers in Israel from 2004-2008. Prior to assuming that position, Elan was a portfolio manager at a global \$1.5 billion hedge fund with a focus on long/short, catalyst driven and special situation investing. Between 1997-2002, Elan was a top-ranked Israeli technology research analyst at Goldman Sachs. Elan started his career as a technology research analyst at Morgan Stanley in New York (1994-1997). He received a BA from the University of Pennsylvania (magna cum laude).



# Guest Speaker Profiles



**Andreas Pages**  
Digital Business Unit FinTech,  
Swisscom (Schweiz) AG

Andreas has been educated in Germany and the UK. He has significant experience across a variety of industries in the fields of C-level consulting advisory

services gained from Deloitte, in Business development from his own IT Start-Up and IT Strategy Consulting from Capgemini. Currently, he extensively focuses on FinTech and Peer-to-Peer Finance. Andreas is Digital Business Unit FinTech at Swisscom (Schweiz) AG, a member of the European Crowdfunding Network, Board Member of the Swiss Crowdfunding Association as well as Council Member of CrowdCompanies.



**Louka T. Katseli**  
Chair of the Board of Directors, National  
Bank of Greece

Louka T. Katseli is Chair of the Board of Directors of the National Bank of Greece and Chair of the Hellenic Banking Association. She has served as Greece's Minister of Labor and Social Security (2010-2011), Minister of Economy, Competitiveness and Shipping (2009-2010) and a member of the Hellenic Parliament (2007-2012).

Prof. Katseli was the Director of the OECD Development Centre in Paris between 2003-2007, she has been a member of several prominent international and European Committees including the UN Committee of Development Policy (1996-2003), the European Commission's Economic and Monetary Policy Committees and the "Comité des Sages" on the Reform of the European Social Charter (1995-1997). Prof. Katseli has also served as Director General of the Center of Planning and Economic Research (KEPE) (1982-1986) and as International Economic Advisor to the Greek Prime Minister (1993-1996). She is a member of the Steering Committee of the European Association of Development Research and Training Institutes (E.A.D.I.) since 2005 and member of the Euro 50 Group since 2000.

Prof. Katseli holds a Ph.D. (1978) in International and Development Economics from Princeton University (Distinguished Dissertation in Economics), an MPA in Public Affairs (1974) from the Woodrow Wilson School for Public and International Affairs, an MA in Economics (1975) from Princeton University and a BA in Economics (1972, cum laude and Phi Beta Kappa) from Smith College.

She is Professor of International Economics and Development at the Department of Economics of the National Kapodistrian University of Athens (1987-present) and has served as Assistant and Associate Professor of Economics at Yale University's Department of Economics and the School of Organization and Management (1977-1985). She is the recipient of numerous distinctions and fellowships, including that of the Best Young Professor at Yale (1980). She has published extensively in the areas of development economics and finance, migration management, investment and trade, exchange rate policy and institution-building in European and developing countries.

# Guest Speaker Profiles



**Brian Meece**  
Entrepreneur, Co-Founder of  
RocketHub

Brian Meece is the Co-Founder of RocketHub, one of the world's largest and most recognized crowdfunding brands. He

earned his Master of Science from Columbia University and has an extensive background in technology and media. Brian has lectured on the topic of crowdfunding at SXSW, Fulbright, TEDxBrooklyn, White House Roundtables, Maker Faire, and other conferences around the world. A&E Networks showcased Brian and the RocketHub community and in the recent documentary "The Startup Factor". In spring of 2015, RocketHub was acquired by a publicly traded company in a deal valued at \$15M.

Recognized as an industry voice, Brian has had the opportunity to consult with the U.S. Securities and Exchange Commission on how to regulate the emerging crowdfunding industry, has hosted roundtables for President Barack Obama's Council on Jobs and Competitiveness, and has co-authored an acclaimed whitepaper on the Jumpstart Our Business Startups Act. Additionally RocketHub partnered with the U.S. Department of State to support innovative solutions to some of the world's toughest challenges by accelerating projects awarded by the Department's Alumni Engagement and Innovation Fund.



**Pangratios Vanezis**  
Principal & Enterprise and  
Startups Team Leader, KPMG  
Cyprus

Pangratios has joined KPMG in Cyprus in 2003 and became a Principal in 2013. He is very influential in the growing entrepreneurship

and startup ecosystem in Cyprus and he is a speaker, host and moderator in many of the local events. In 2014 he was pivotal in the creation of the KPMG Enterprise and Startups team of KPMG Cyprus, for which he is currently the team leader.

The KPMG Enterprise and Startups team of KPMG Cyprus, is established to facilitate entrepreneurial change in Cyprus and help entrepreneurs in their journey to turn their ideas into successful businesses. He is mentoring teams whilst he is also involved in developing their business model, go-to-market approach and finding investors. Pangratios is also part of the crowd funding initiative in Cyprus and he is involved in the legislation drafting.

He has extensive experience in auditing clients from diverse industries, including Capital Markets and he is actively involved in Alternative Finance Initiatives, e.g. Funds. Pangratios is committed to excellence and turning knowledge into value. He is responsible for a number of committees and groups within KPMG, namely the training group providing training and support within KPMG, and the International Financial Reporting Standards group providing insights, consultation and training on financial reporting issues both internally and externally.



# Registration Form

The 1<sup>st</sup> Crowdfunding Conference in Cyprus: Paving New Ways to Finance  
Hilton Park Hotel, Wednesday, 15 June 2016

## Conference Details:

Conference Title: \_\_\_\_\_

Conference Date: \_\_\_\_\_

## Company Details:

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Postcode: \_\_\_\_\_

Town: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

## Delegate (s) Details:

Full Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ Mobile: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Full Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ Mobile: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Full Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ Mobile: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Full Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ Mobile: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

## Terms & Conditions

Cancellations made within five (5) working days prior to the commencement date of each conference will not be accepted and the fees will not be refunded. Substitutions are welcome at any time without any additional charge.

KPMG Limited and Aniro Development Organisation reserve the right to change the date or time of a conference or cancel a conference due to low enrollment or any other reason which makes the conduct of a conference impractical.

If you do not settle your debt to KPMG Ltd prior to the commencement day of the conference, your participation cannot be guaranteed. We therefore consider that by signing this form you commit to settling your debt before the commencement date of the conference.

## Authorization of Booking:

Signature: \_\_\_\_\_

Date of Booking: \_\_\_\_\_

## Payment Details:

Number of Participants: \_\_\_\_\_

Cost per participant\*: € \_\_\_\_\_

VAT 19%: € \_\_\_\_\_

Total Amount payable: € \_\_\_\_\_

\*For more than two (3+) participants from the same company a 10% discount is available on the total cost, before VAT; for more than four (5+) participants from the same company a 20% discount is available on the total cost, before VAT. These discounts only apply for participants who enroll in the same conference on the same day. There is a 10% Early Bird discount for each participant who enrolls in the conference by 3 June. The Early Bird discount should be calculated after the discounted fee provided on 3+ / 5+ participants from the same company but before the VAT. There is a 20% discount for the startup community, provided that the startup name and a short description of the project is included in the registration form. This discount offer cannot be combined with other discounts.

Bank deposit at:

Hellenic Bank Main Branch  
KPMG Limited 115-01-479914-01  
Swift Code: HEBA CY2N  
IBAN: CY94005001150001150147991401

Cheque

Bank \_\_\_\_\_ Cheque No \_\_\_\_\_

Cheques should be made payable to **KPMG Ltd** and must be sent to Synthia Pavlou at: 14 Esperidon Street, 1087 Nicosia prior to the start date of the seminar.

Company Card:

VISA  MasterCard  Diners Card  American Express

Name as it appears on Credit Card:

\_\_\_\_\_

Credit Card Number:

\_\_\_\_\_

Expiry Date:  /

KPMG Limited and Aniro Development Organisation are committed to ensure the privacy of individuals in relation to personal data and keep it confidential. Thus, the contact or other information obtained will in no circumstances be disclosed to others except to those persons of KPMG Limited and Aniro Development Organisation engaged in providing you with information about conferences and seminars.

You agree not to copy the training material without our written permission.

You agree to ensure that all participants are aware of these terms and that they are bound by them. You are deemed to have read and understood these terms and conditions before signing this registration form.

# Contact us

**Persa Papademetriou**

**T:** +357 22 209 053

**F:** +357 22 513 294

**E:** ppapademetriou@kpmg.com

[www.kpmg.com.cy](http://www.kpmg.com.cy)

