



EU4Business



## CALL FOR PARTICIPATION

### Startup Demonstration and Pitching Event to a selected group of Armenian Investors

The “Support to SME development in Armenia” (**SMEDA**) project is inviting up to 10 innovative startups to a Demo investment event. During this event, the selected startups have the chance to pitch to a group of interested Armenian and international investors. The investors have long-term experience in entrepreneurship in tech and non-tech industries as well as strong networks within and outside of Armenia.

SMEDA is co-funded by the European Union and the German Federal Ministry for Economic Cooperation and Development (BMZ) and implemented by GIZ's Private Sector Development in South Caucasus Programme. SMEDA is part of the EU4Business and EU4Innovation initiatives of the European Union ([www.smeda.am](http://www.smeda.am)).

The Demo and Pitching event aims at building bridges between the tech scene and strong business people interested in investing in local ventures. Startups which are not only looking for funds but also for experience, network, sound boarding etc. are invited to apply.

During the event startups will present in 5 minutes of pitching and 3 minutes of Q&A. After the pitches interested investors will have one on one meetings with the participating startups. This gives both parties the opportunity to get to know each other better and plan follow up meetings.

The event will take place on **November 30<sup>th</sup> in Yerevan from 13.00 to 19.00**. Only 10 startups can pitch during the event.

The selection criteria are as follows:

- Company has a working product
- Company has already sold (and received cash) a product/ service
- Strong team ready to receive and manage an investment

The selection will be conducted by the group of participating investors.

If you are interested you can apply via this form: <https://goo.gl/forms/CoJd5szBrehzlaab2>

The **deadline is November 9<sup>th</sup>, 2017**. Looking forward to receive your information.

In case of further questions please contact Peer Priewich, SMEDA Technical expert, email: [peer.priewich@giz.de](mailto:peer.priewich@giz.de)