



European Union
European Regional
Development Fund

Canodrom Creative Industries Research Park

Berta Pérez Pey

Barcelona Chamber of Commerce

bperez@cambrabcn.org



Cambre de Comerç
de Barcelona

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The Canodrom Creative Industries Research Park is a space for innovation and entrepreneurship for talented individuals in the creative and cultural industries.



A space that is at the service for **cultural entrepreneurs** to turn their creative ideas in sectors such as the arts, technology and science, into new services and products. A benchmark for movers and shakers, and the industry. **An open space for research and creativity.**

A space for the city and the citizen.





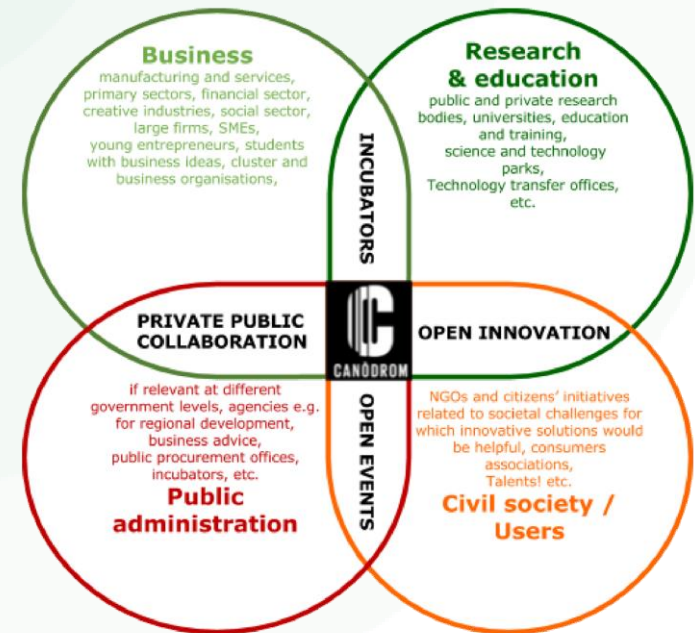
Canodrom in numbers



CANODROM-CREATIVE INDUSTRIES RESEARCH PARK



- 6M€ invested by the City Hall in refurbishment
- 2000 m2 Research Park
- 31 startups
- 45 coworkers
- 158 people
- 12 Entrepreneurship Programs
- 7 incubators
- 10 events per month



CANODROM-CREATIVE INDUSTRIES RESEARCH PARK

Vision



Ecosystem

Local Community
Global Community



Methodology

Adv Services
for projects



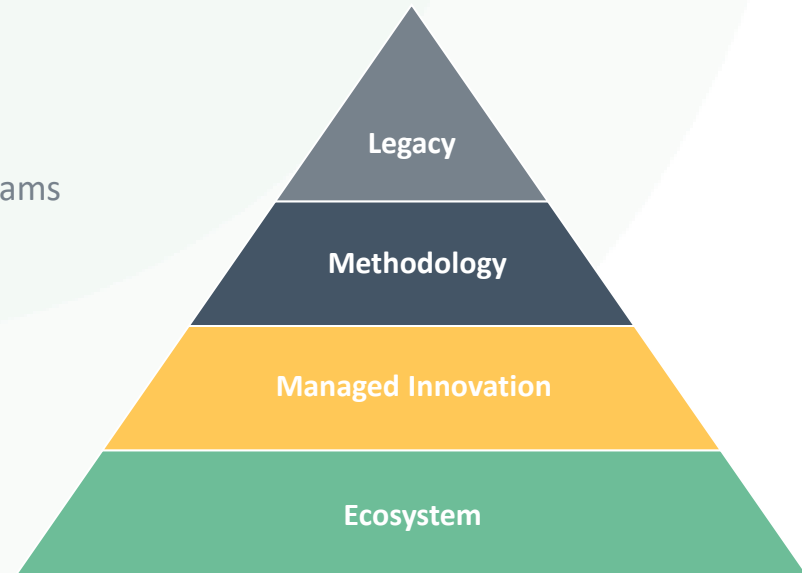
Managed Innovation

Public Entrepreneurship Programs
Private Venture Building



Legacy

Social Impact
Cultural Impact



Ecosystem

CANODROM-CREATIVE INDUSTRIES RESEARCH PARK



Events space



Co-working



Meeting Rooms



CANODROM-CREATIVE INDUSTRIES RESEARCH PARK

12 Programs in 4 Verticals



Contents

Gaming: GameBCN

Media: BTV Media Lab

Interactive: Starting Lab



Education

Lean Startup: UB Master

Degree

Literacy: Barcelona Ciutat
de Lectors

Kids: Desafio Emprene



Disrupted Industries

Drones: Reimagine Drone

Food: Síty

Set design: TBD



Market Access

Catalonia: Catalunya Empren

Europe: Acces2Europe

Mediterranean: EMBAN

GAME BCN

- Video game projects
- Requisite playable prototype and complete team
- 3 editions with two stages
 - Incubation: Workspace, Fellowship, Training
 - Acceleration: Investment, International fairs, Publisher



Resources needed

461.000€

Operating
Budget

8 staff

+ 8
collaborators

720.000€

Raised from
different patrons
and sponsors

Evidence of success

31

Companies

Equity value of \$45M

240

**Start ups and
entrepreneurs**

8 years

14 calls

10M€

Financing

Grants and non dilutive
financing got last 7 years

260

Teams

Forged entrepreneurs
teams in 12 world class
programs

158

Experts

High talented people in
Canodrom Ecosystem

Peninsula has been selected #4 World Top Business Incubator –
Collaborating with University (UBI Global ranking 2018)

Potential for learning and transfer

Tailor-made incubation programs

- Reduced selection of local and international companies (3-5/call).
- Tailor-made incubation programs (3-6 months).
- Match the interests of the patrons in specific segments of the content industry.

Public-private collaboration

- Public building owned by the Barcelona City Council.
- Private management of incubation activities by Peninsula.

Multiplying effects

- Vertical specialisation helps to attract different patrons to different incubation programs.
- Private patrons are interested in raising corporate venturing opportunities from the entrepreneurs, so they are pushing to attract the best international talent.



Thank you!

www.interregeurope.eu/rcia



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