



**3<sup>rd</sup> EDITION**

## HOW TO BECOME A START-UP

*CREA Summer Academies and Business Contest*



### CREATIVES, TECHIES AND ENTREPRENEURS UNITE!

At the CREA Summer Academies and Business Contest, you will be part of an (early stage) start-up team and work on your business idea, combining knowledge and experience from creativity, business theory and technology.

Join us in Italy, Germany or the Netherlands this summer for your first start-up adventure!

Do you have a creative, design, ICT, technology, business, management or entrepreneurship background and would like to join us for this intensive two-week course in the summer of 2017? Interested in having chance to participate in the international CREA Business Idea Contest in the Fall of 2017?

Then, read on!

### WHAT IS CREA?

CREA is a network of European Summer Academies focusing on Entrepreneurship driven by ICT and Creativity.

The partnership of European Universities, Incubators, Regional Development Agencies and Business Support initiatives makes the CREA Network unique in its kind, and gives you the opportunity as a Summer Academy student to benefit from knowledge and experience gathered from all over Europe.

### WHAT TO EXPECT: DEFINITELY MORE THAN A SUMMER ACADEMY

When you join one of the CREA Summer Academies, you start with an idea and a vision, and go out with an entrepreneurial attitude together with a great start-up experience. And perhaps with a solid intercultural business team to let your start-up grow!

**In CREA we turn ideas into great teams and great start-ups.**

To do so, we select talented people from varied backgrounds, and with a real interest in entrepreneurship.

When you are selected as a participant, you will be provided with an all-around training that brings you from the identification of market opportunities, to the conceptualization, planning, and start-up of a new venture.

To this end, you will join forces to form international start-up

teams and work on your own or a team member's innovative idea. You will study theories and practices from **creativity, technology and entrepreneurship**, demonstrating the value of design thinking, business modeling, innovation, customer validation and creative process. You will also get coaching on team skills and intercultural cooperation. With interesting classes from experienced professors, mentoring by our coaches and inspirational talks from entrepreneurs, creatives and tech start-ups, you turn your idea into a working business model and plan, and pitch in front of a jury. The best teams compete in an international Business Contest, which will be held during a big event in Europe in the fall of 2017!

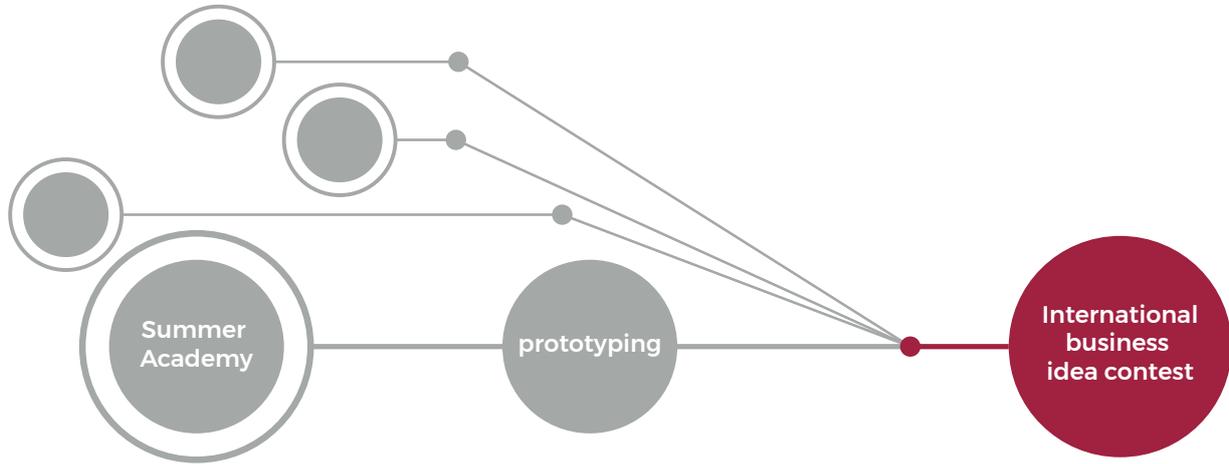


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summer academy

Creativity & ICT  
for new  
entrepreneurship

## IT DOES NOT END WITH THE SUMMER COURSE!

CREA Summer Academy pass through three main steps:



### 1) Summer Academy

During the summer academy participants get an insight of what is needed to be an entrepreneur and to found a start-up. At the end of the two weeks program, a qualified jury selects the two best business ideas emerging from each national summer academy that will participate to the CREA International Business Idea Contest.

### 2) Mentoring and Prototyping

In the following months teams keep developing their ideas receiving support through online mentoring. With the help of our experienced coaches, they prepare for the final pitches at the CREA Business Contest.

### 3) CREA International Business Idea Contest

Finally the best ideas selected from the Summer Academy participate to the CREA International Business Idea Contest and pitch their project in front of investors. Winning participants have the chance to be introduced to incubators all over Europe.

## THE SUMMER ACADEMIES

The CREA Summer Academies of 2017 are:

POLIMI  
POLITECNICO OF MILAN



**OSTUNI, Italy**

**24<sup>th</sup> July – 4<sup>th</sup> August**

Focus on Design Driven Innovation

HKU  
UNIVERSITY OF THE ARTS



**UTRECHT, The Netherlands**

**3<sup>rd</sup>-14<sup>th</sup> July 2017**

Focus on How to Become a Start-up  
in the Creative Industries

BWCON  
GMBH



**LAKE CONSTANCE, Germany**

**28<sup>th</sup> August – 8<sup>th</sup> September**

Lean Start-up Methodology



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## HOW TO APPLY

CREA offers three Summer Academies at leading European Universities in Italy, the Netherlands, Germany.

Costs of the Summer Academies are **€950,00** including accommodation, or **€600,00** without housing.

Students need to pay for travel and subsistence themselves. To apply, fill in the CREA application form here [LINK].

## WHO CAN APPLY

You can apply for the CREA Summer Academy as an individual or with your recently formed team.

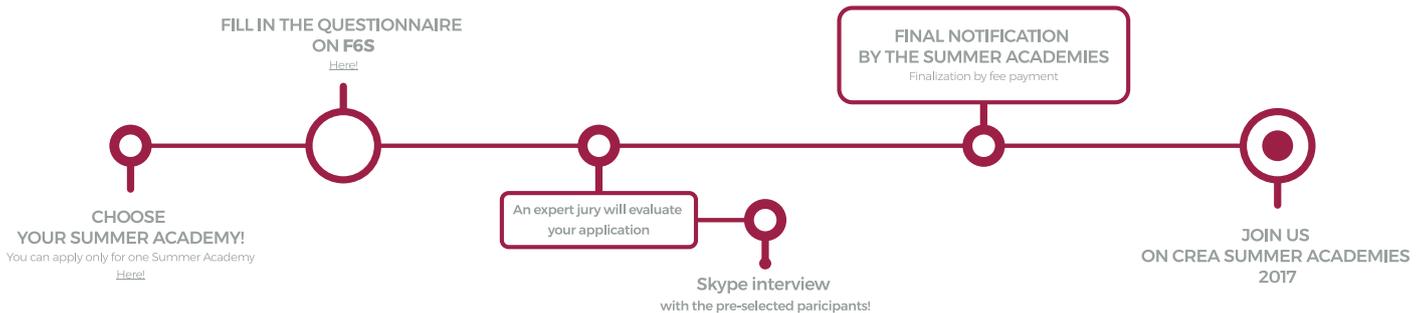
- **Individuals** can apply with a business idea or without one but providing a specific competence they can bring to a team (e.g. you are a designer, developer, business expert etc.). Individual applicants form their start-up team during the course, or join and complement an already existing team
- **Teams** have to apply with a business idea. If you apply with a team, you should be open to be joined during the Summer Academy (and possibly beyond!) by other participants who can complement your team with knowledge and expertise that you need for your early stage start-up. If you apply with a team, the formed team and idea should not exist for longer than six months and **you should have not participated to startup competitions and initiatives similar to CREA before.**

It's possible to apply with a **business idea** or simply with the desire to **empower your skills**.

Attending one of the CREA Summer Academies, participants enrolled in EU Universities could gain **3 ECTS**.

## SELECTION PROCESS

You can apply for one of the CREA Summer Academies here. Follow these steps!



## TERMS AND CONDITIONS

### RELEASE AND PRIVACY

According to Legislative Decree no.196/03, the data acquired while executing this notice, shall be processed only for the purposes relating to this specific procedure, according to modalities laid down by law and regulations in force. According to article 7 of Legislative Decree no.196/03, the person concerned shall have access to his/her data and request correction and integration and, if it is necessary, cancellation or blocking of them, by sending a motivated written request to the person in charge of the procedure. The data controller is the Politecnico di Milano.

Participants are required to participate in all media and press opportunities (as interviews, video, pictures, social media activities etc.) related to the CREA Program and agree that information about their teams and projects is shared on the CREA and partners' website.

### RELEASE OF USE

Taking up this invitation, the applicants authorize the CREA project partners to publish the data concerning their application on the web site of the CREA project and on the partners' web sites, as well as to communicate it during the public presentations, debates and through the main information and communication media. It is understood that the use of the submitted data and documents, everything concerning the application is granted free of charge. It is also understood that the release is granted without any time constraints.

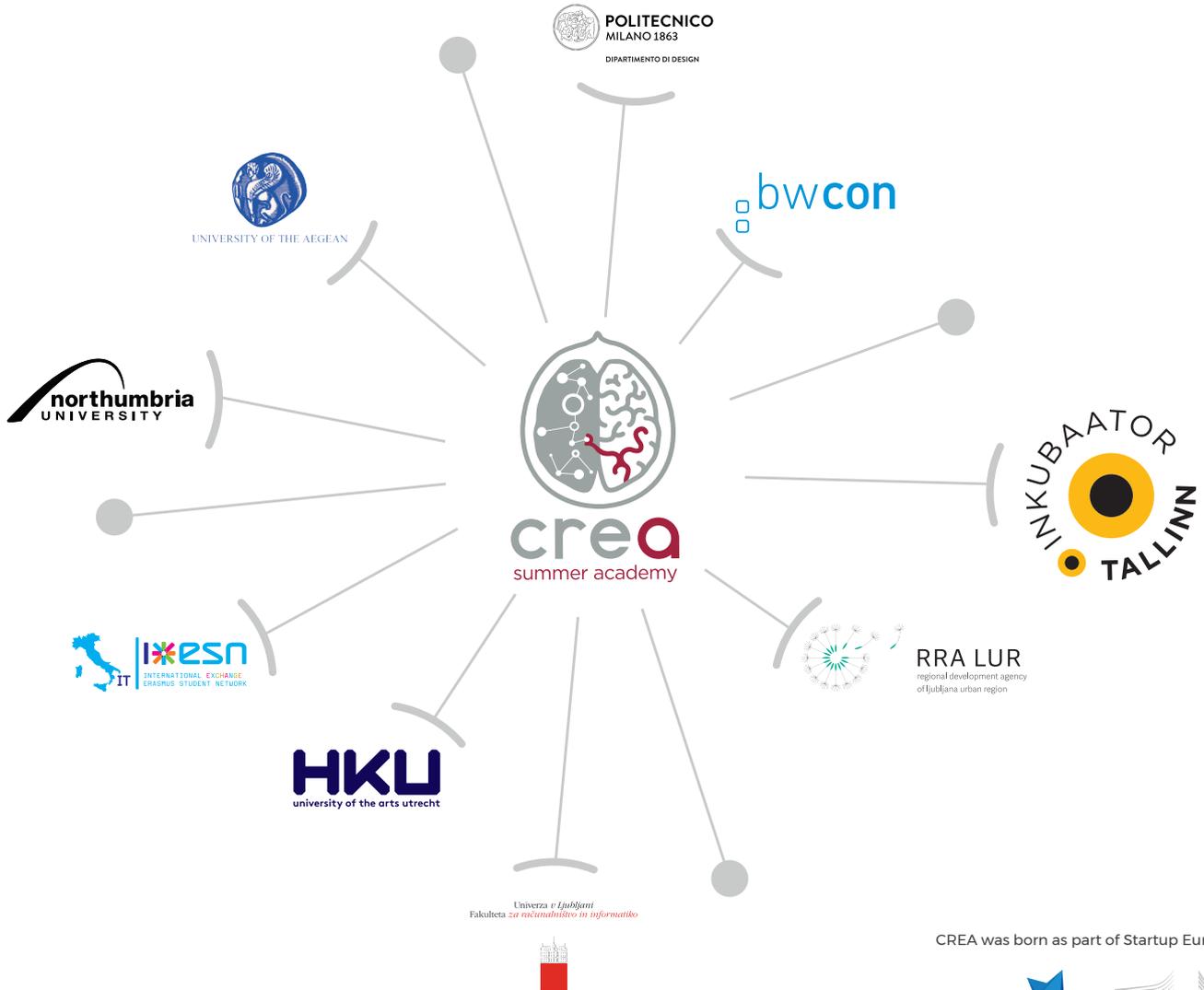
### DECLARATIONS OF INDEMNITY

By taking part to this call for applications, every applicant expressly states that the business idea and all other material submitted with the application, are original and do not infringe, wholly or partly, any right and/or third party property right, relieving, substantively and legally, the CREA project partners from any responsibility, request for compensation or indemnification and/or penalty done by third parties.



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CREA was born as part of Startup Europe



## CREA: THE EUROPEAN PROJECT

CREA Summer Academy was born as a European Project founded under the Horizon 2020 program.

The project consists of 9 project partners from 7 European countries, working on entrepreneurship education.

These partners have created a network of Summer Academies throughout Europe with the shared goal to support fresh new venture ideas combining entrepreneurship with creativity and ICT as the drivers for innovation.

The academic and business prospective converge in CREA thanks to the diversification of the partnership composed by European Universities, Incubators, Regional Development Agencies and Business Support initiatives. This union makes the CREA Summer Academy something unique in its kind. Students from all Europe could apply for the program at leading Universities in UK, Italy, Estonia, Slovenia, Holland and Germany and learn about entrepreneurship while concretely developing their business idea.