



crea
summer academy

Creativity & ICT
for new
entrepreneurship

SUMMER ACADEMY - NETHERLAND

PROGRAM
4TH - 15TH JULY



Week 1 Teams, ideas & market

Monday
July 4th

INTRODUCTION DAY

Karen Sikkema / Gabrielle Kuiper / Viktor Wijnen / Thera Jonker

Keynote - team formation - working session

Willem Jan Renger / Dorian Maarse / Karen Sikkema / Cor Noltee

Tuesday
July 5th

DESIGN THINKING DAY

Cor Noltee

Wednesday
July 6th

TEAM DAY

Karen Sikkema / Harald Warmelink / Dorian Maarse

Thursday
July 7th

UNPACK YOUR IDEA DAY

Arianna Vignati / Elisabetta Lazzaro

Drinks with guests

FRIDAY
July 8th

FROM IDEA TO DEMO DAY

Simona Pede / Maurille de Smalen

Coaching session followed by shared dinner



This project has received funding from
the European Union's Horizon 2020
research and innovation programme
under grant agreement No 644988.



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Week 2 Business, customers & pitch

Monday
July 11th

BUSINESS MODEL CANVAS DAY

Karen Sikkema /Maurille de Smalen

Tuesday
July 12th

BUSINESS PLANNING DAY

Karen Sikkema /Daphne Hartm

Market place at local Incubator

Wednesday
July 13th

IMPROVE YOUR BUSINESS PLAN - DAY

Maurille de Smalen / Daphne Hartman / Karen Sikkema

Thursday
July 14th

STORYTELLING DAY

Loyda van der Vlist /

FRIDAY
July 15th

PITCH DAY

Final Party



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