



**crea**  
summer academy

Creativity & ICT  
for new  
entrepreneurship



ARE YOU A STUDENT?  
DO YOU HAVE AN  
ENTREPRENEURIAL  
ATTITUDE?



CHOOSE YOUR  
SUMMER ACADEMY  
IN EUROPE



DO YOU HAVE  
A TEAM WITH  
A BUSINESS IDEA?



15 DAYS  
TRAINING SESSION



PROTOTYPE  
THE IDEA



MENTORING



PITCH IN FRONT  
OF INVESTORS

# HOW TO BECOME A START UP

## CREA SUMMER ACADEMIES and Business Contest 2016

### CREATIVES, TECHIES AND ENTREPRENEURS UNITE!

At the CREA Summer Academies and Business Contest, you will be part of a (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, Slovenia, Estonia, Greece, the Netherlands or the UK this summer for your first start-up adventure!

**All academies are free of charge thanks to the support of European Commission.**

Do you have a creative, design, ICT, technology, business, management or entrepreneurship background and would you like to join us for this intensive two-week course in summer 2016? Are you interested in having chance to participate in the international CREA Business Idea Contest in the Fall of 2016? Then, read on!

### WHAT IS CREA?

CREA is a network of European Summer Academies focusing on Entrepreneurship driven by ICT and Creativity. The Academic and business prospective converge in CREA through a partnership among European Universities, Incubators, Regional Development Agencies and Business Support initiatives. This union makes the CREA Network something 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 students 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 student start-up teams and work on your own or as 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 2016!



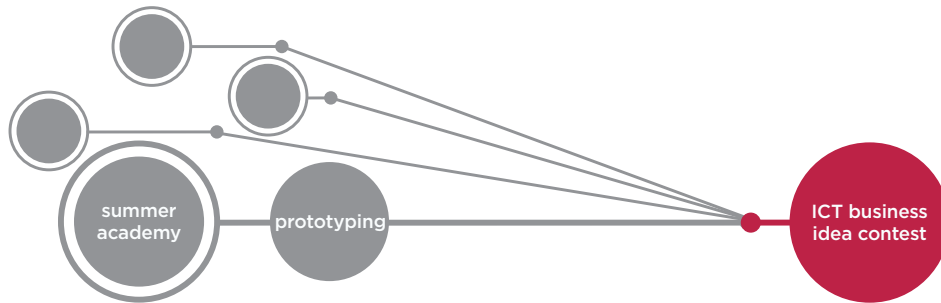
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 644988.



## IT DOES NOT END WITH THE SUMMER COURSE!

Students applying for the CREA Summer Academy go through three main steps:

- SUMMER ACADEMY
- MENTORING AND PROTOTYPING
- INTERNATIONAL BUSINESS IDEA CONTEST



### Summer academy

During the summer academy students 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.

### 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.

### CREA International Business Idea Contest

Finally the best ideas selected from the Summer Academy will 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 SEVEN SUMMER ACADEMIES

CREA offers seven Summer Academies at leading Universities across Europe. Their shared goal is to support fresh new venture ideas that combine entrepreneurship with ICT and creativity as the drivers for innovation. Furthermore, each Summer Academy offers a specific area of expertise, which enables students to select the course that suits their idea best.

## THEMES OF THE SUMMER ACADEMIES

### ITALY:

**Design driven innovation for new entrepreneurship**  
How to start from users needs to build innovative start-ups

### GERMANY:

**The Lean Startup Curriculum for Tech Ventures**

### SLOVENIA:

#### GREEN FUTURE

Turn your idea into a real start-up.

### UNITED KINGDOM:

#### Exploring Design-Led Innovation Practices:

intensive, hands-on learning of entrepreneurship skills based on personal invention or collaborative social innovation

### NETHERLANDS:

**How to become a start-up in the Creative (Tech) Industries!**

### ESTONIA:

**Creativity to get more sales**

### GREECE:

**Technology inspired ventures in the creative and cultural industries**

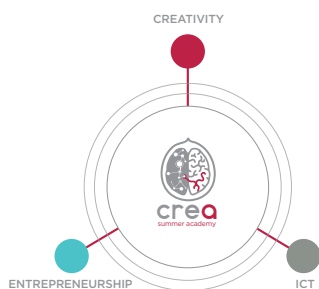




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## THE 7 SUMMER ACADEMIES



**University of Northumbria**  
Newcastle - UK  
20 June - 1 July 2016



**HKU - University of the arts**  
Utrecht - Netherlands  
4 - 15 July 2016



**University of the Aegean**  
Syros Island - Greece  
11 - 22 July 2016



**University of Ljubljana Faculty of C.I.S.**  
Ljubljana - Slovenia  
19 - 29 July 2016



**Tallin Business Inkubator**  
Tallin - Estonia  
16 - 27 Aug 2016



**bwcon gmbh**  
Lake Constance - Germany  
29 Aug - 9 Sept 2016



**Politecnico di Milano Design Department**  
Ostuni - Italy  
5 - 16 September 2016



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## HOW TO APPLY

CREA offers seven Summer Academies at leading European Universities in UK, Italy, Greece, Slovenia, Estonia, the Netherlands and Germany. Here you will learn about entrepreneurship while concretely developing your business idea. All academies are free of charge thanks to the support of European Commission. Students only need to pay their travel and accommodation costs. To apply, fill in the CREA application form by the 17th May 2016.

Click the button "Apply" and fill the form on F6S platform [www.f6s.com/crea](http://www.f6s.com/crea)  
Tutorial video for application:  
[www.youtube.com/watch?v=WkMMVsiu-PA](http://www.youtube.com/watch?v=WkMMVsiu-PA)

## WHO CAN APPLY

Students from 18 years old (high school, university, also graduated from less than an year, PhD Candidates, Post Doc, master) can apply with or without a business idea, alone or in team. All the business ideas should have a positive impact on the European Community.

## ALONE OR WITH A TEAM?

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 could also 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 students 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 idea should not have participated to startups competitions and initiatives similar to CREA before. At least one member of the team should be a student.

## TERMS AND CONDITIONS

The CREA Summer Academies are funded by the European Commission in the framework of the Horizon 2020 Program. For this reason, all Academies are free of charge. Students have to cover the cost of their travel and accommodation, if not other specified. Selected students will have to sign a contract of agreement to confirm that they are fully available to participate to all activities of CREA. This includes the entire two weeks of Summer Academies program as well as the Business Idea Contest in fall 2016 in case selected. 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 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 necessary, cancellation of 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.

## 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.

## SELECTION PROCESS

You can apply for one of the CREA Summer Academies here. The steps you will follow are:

- 1.** Choose your Summer Academy by selecting the topic that better suits you here [www.creasummeracademy.eu](http://www.creasummeracademy.eu). All participating universities offer a program that is based on the same didactic principles and shared approach, but differs in main themes and specific expertise available. You can apply only for one Summer Academy!
- 2.** Fill in the Questionnaire on [www.f6s.com/crea](http://www.f6s.com/crea), Europe leading platform for entrepreneurs, investors and accelerators by the 17th of May 2016. You will be asked to give details on your educational background and motivation for the course. You can apply either individually or with a team
  - a)** If you apply individually, you can either apply with an idea, or be prepared to join another group of students during the Summer course (NB If you apply with an idea, be aware that there is no solid guarantee that your idea will be chosen to be worked on during the Summer course, as the group of participants will self-select the teams and ideas themselves during the first days of the course).
  - b)** If you apply with a team, you have to provide details for all team members within the same application.
- 3.** An expert jury will evaluate your application. Pre-selected participants will be invited for a Skype interview few weeks after the deadline.
- 4.** Following the interviews, selected participants will be notified by each Summer Academy organizer and will be asked to sign a contract of agreement. Please note organizers' selection decisions as final and binding in all respects.
- 5.** Join us in the summer of 2016 for a great learning experience!

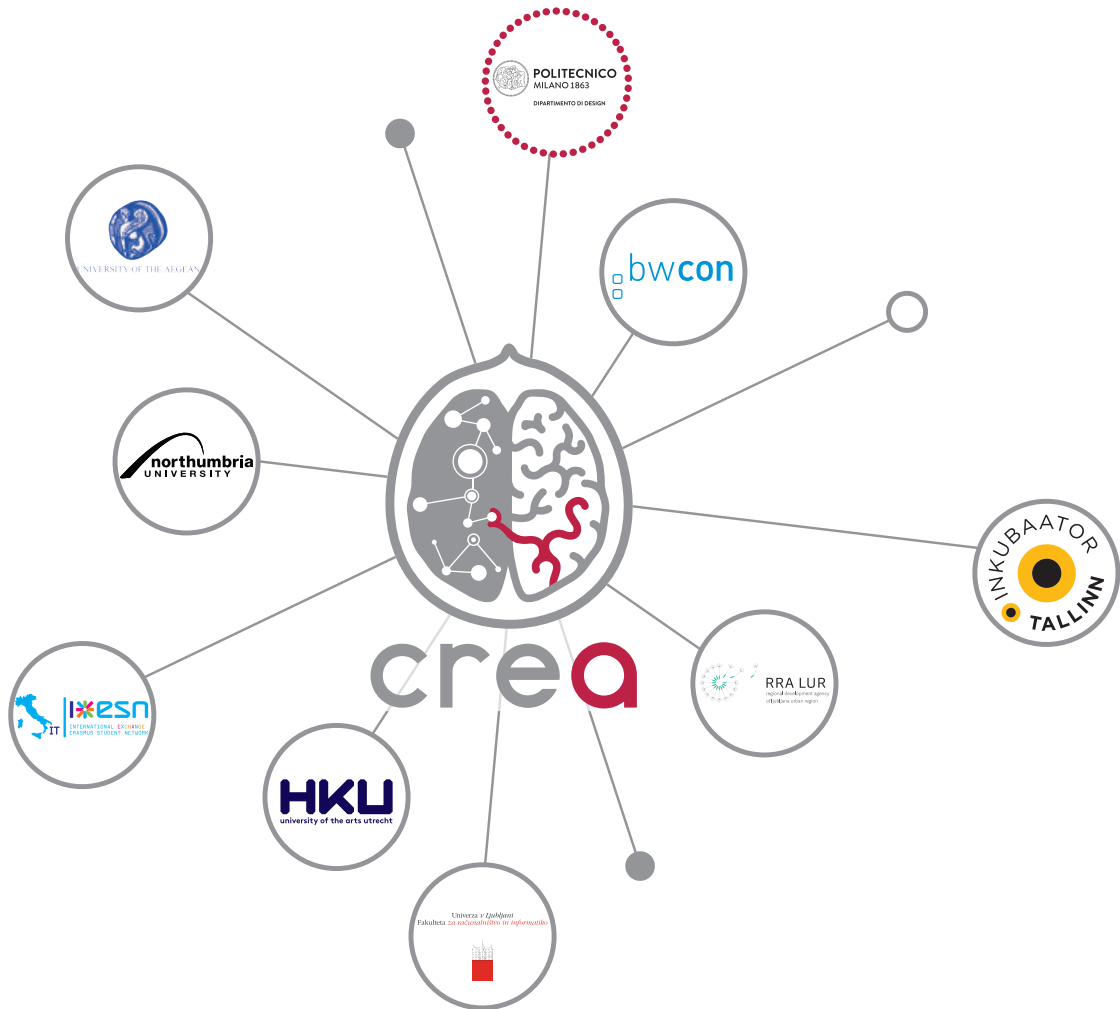


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*#CREA16 #SEsummer16*



Politecnico di Milano - Design Department (supported by Fondazione Politecnico) is the lead partner of the CREA project that involves a network of 9 institutions from 7 European countries

ESN Italy Erasmus Student Network - Italy  
BWCON Innovation Cluster for ICT and Media of Baden Württemberg - Germany  
University of the Aegean  
University of Northumbria at Newcastle  
HKU - University of the Arts  
Regional Development Agency of the Ljubljana  
Tallinn Business Incubator

[www.creasummeracademy.eu](http://www.creasummeracademy.eu)

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