



crea
summer academy

Common Tools Summer Academies

POLIMI

WP 3 _ Deliverable N° 3.8 _ August 2016



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

DELIVERABLE 3.8

Common Tools Summer Academies

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1. Abstract

POLIMI and HKU develop a set of common tools in order to enable each partners to define and then show all the contents and information useful for setting up the program of the summer academy.

These tools are important first of all to share with partners the program of local activities and moreover to have the same structure of services offered to the students.

All the developed tools are shared among all the partners in parallel with the CREA Didactic Framework (CDF) in order to enable the Consortium not only to be aligned about glossary, methodology and conceptual approach but also to concretely setting up the plan of activities for each Summer Academies.

Each partner uses some particular tools in order to define specific contents for the own Summer Academy under the general framework of the project and the three general pillars for CREA (entrepreneurship, ICT and creativity).

Specialization of contents and topics will allow students to experience the Summer Academy more near to their expectations and to the needs of the potential business idea.

In this deliverable are exposed the various formats developed during the CREA project, with a particular attention on the process of definition of these documents that consists in testing them within the first 2 editions of summer academies and implementing them with the experience learned in order to consolidate these tools for the final model of for the European Network of Summer Academy.



2. Introduction to the tools

The different documents provided to all the partners are used both before the beginning of the summer academies, for plan and propose contents, both during the development of each academy for facilitate, administrate and control the entire process. This is exactly the reason why the tools are designed not only for share the contents with students but also exchange expertise and knowledge between partners and organizers.

Common tools presented in this deliverable, therefore, are divided into 2 main group:

- Pre SAs tools – for the period that precede the academies
- During SAs tools – for the execution of the academies

All the tools are designed following the CREA brand identity and proposed in order to enable all the Partners to easy fill the documents with their own specific subjects, trying to balance the possibility to customize the tools with a precise and efficient format characterized by fixed guidelines and rules. This is the reason why the tools are designed with software of the Office™ suite.

All the documents are shared among partners using Google drive CREA folder and CREA Odel platform.

Below the list and the brief description of each common tool designed for setting up the CREA summer academies divided into the 2 main group:

PRE SAs TOOLS

1. Academic calendar template

Shared tool for the comparison and intersection between calendars of each partner in order to fix the best date for all the summer academies.

This Excel™ file might be used at the beginning of the academic year.

2. Exchange of the experts

Shared tool with the aim of enable all the Partners to intersect and check the offers and needs of the experts for the SAs. In this way all the consortium can easy balance the expertise exchange among all the academies.

This Excel™ file might be used starting from 4 months before the beginning of the SAs.



3. Summer academy general profile

Tool for collect and show the basic information of each academy in order to shape a “picture” of the different topics and service offers of the CREA SAs. The information contained within this summary are really useful during the months covered by the call for participants in order to be shared on the different channels of communication.

This Word™ file might be used 2 months before the launching of the call for ideas.

4. Framework of my summer academy

Tool that guide all the partners in defining, explaining and showing the main contents of their own summer academy (structure, theme and topics, general programme, learning outcomes). It's a sort of short and *visual* version of the specialty framework.

This PowerPoint™ file might be used starting from 4 months before the beginning of the SAs.

5. Hospitality program

Tool for assemble and show the local information of each summer academy concerning the specific location, accommodation, transportation, facilities and all the other services offered to the participants within the experience of the 2 weeks.

This Word™ file might be used starting from 2 months before the beginning of the SAs.

6. Faculty info

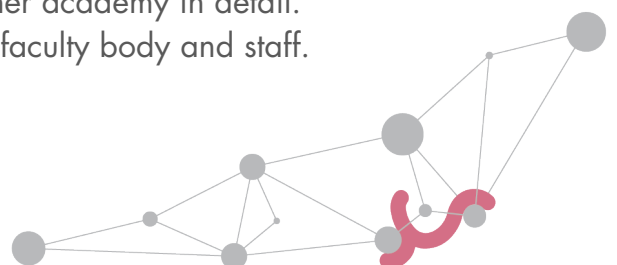
Document for synthesize and display the professional profile of each member of the faculty body (professors, mentors, guests).

This Word™ file might be used starting from 2 months before the beginning of the SAs.

7. Summer academy full program (agenda)

Tool that guide all the partners in planning, defining, explaining and displaying the activities of their own summer academy in detail.

This is the agenda document for students, faculty body and staff.



This Word™ file might be used starting from 1 month before the beginning of the SAs.

DURING SAs TOOLS

8. CREA welcome presentation

Keynote presentation for presenting CREA project to the students during the first day of the summer academy. The other aim of this document is to welcoming all the participants showing all the program, plan of activities and facilities provided.

This PowerPoint™ file might be used at the beginning of the SAs.

9. Staff attendance register

Administrative format for collect the attendances of all the faculty body members (professors, mentors, guests).

This Word™ file might be used during the whole duration of the SAs.

10. Student attendance register

Administrative format for collect the attendances of all the participants.

This Word™ file might be used during the whole duration of the SAs.

11. Winning ticket

Document for certificate the participation at the CREA international business contest to the winner of each summer academy.

This PowerPoint™ file might be used at the end of the SAs.



3. Tools in annex

- ANNEX 1 - Academic calendar template
- ANNEX 2 - Exchange of the experts
- ANNEX 3 - Summer academy general profile
- ANNEX 4 – Framework of your summer academy
- ANNEX 5 – Hospitality program
- ANNEX 6 – Faculty info
- ANNEX 7 – Summer academy full program (agenda)
- ANNEX 8 – CREA welcome presentation
- ANNEX 9 – Staff attendance register
- ANNEX 10 – Student attendance register
- ANNEX 11 – Winning ticket





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Creativity & ICT
for new
entrepreneurship

2015/16 Academic Calendar _ NAME OF THE PARTNER

Holiday

Exam session

Degree

2015								2016		
Sep		Oct		Nov		Dec		Jan		
1	Tu	1	Th	1	Su	1	Tu	1	Fr	
2	We	2	Fr	2	Mo	2	We	2	Sa	
3	Th	3	Sa	3	Tu	3	Th	3	Su	
4	Fr	4	Su	4	We	4	Fr	4	Mo	
5	Sa	5	Mo	5	Th	5	Sa	5	Tu	
6	Su	6	Tu	6	Fr	6	Su	6	We	
7	Mo	7	We	7	Sa	7	Mo	7	Th	
8	Tu	8	Th	8	Su	8	Tu	8	Fr	
9	We	9	Fr	9	Mo	9	We	9	Sa	
10	Th	10	Sa	10	Tu	10	Th	10	Su	
11	Fr	11	Su	11	We	11	Fr	11	Mo	
12	Sa	12	Mo	12	Th	12	Sa	12	Tu	
13	Su	13	Tu	13	Fr	13	Su	13	We	
14	Mo	14	We	14	Sa	14	Mo	14	Th	
15	Tu	15	Th	15	Su	15	Tu	15	Fr	
16	We	16	Fr	16	Mo	16	We	16	Sa	
17	Th	17	Sa	17	Tu	17	Th	17	Su	
18	Fr	18	Su	18	We	18	Fr	18	Mo	
19	Sa	19	Mo	19	Th	19	Sa	19	Tu	
20	Su	20	Tu	20	Fr	20	Su	20	We	
21	Mo	21	We	21	Sa	21	Mo	21	Th	
22	Tu	22	Th	22	Su	22	Tu	22	Fr	
23	We	23	Fr	23	Mo	23	We	23	Sa	
24	Th	24	Sa	24	Tu	24	Th	24	Su	
25	Fr	25	Su	25	We	25	Fr	Christmas Day	25	Mo
26	Sa	26	Mo	26	Th	26	Sa		26	Tu
27	Su	27	Tu	27	Fr	27	Su		27	We
28	Mo	28	We	28	Sa	28	Mo	28	Th	
29	Tu	29	Th	29	Su	29	Tu	29	Fr	
30	We	30	Fr	30	Mo	30	We	30	Sa	
		31	Sa			31	Th	31	Su	



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101019718



2015/16 Academic Calendar _ PARTNER

Holiday

Exam session

Degree

2016				
Feb	Mar	Apr	May	Jun
1 Mo	1 Tu	1 Fr	1 Su	1 We
2 Tu	2 We	2 Sa	2 Mo	2 Th
3 We	3 Th	3 Su	3 Tu	3 Fr
4 Th	4 Fr	4 Mo	4 We	4 Sa
5 Fr	5 Sa	5 Tu	5 Th	5 Su
6 Sa	6 Su	6 We	6 Fr	6 Mo
7 Su	7 Mo	7 Th	7 Sa	7 Tu
8 Mo	8 Tu	8 Fr	8 Su	8 We
9 Tu	9 We	9 Sa	9 Mo	9 Th
10 We	10 Th	10 Su	10 Tu	10 Fr
11 Th	11 Fr	11 Mo	11 We	11 Sa
12 Fr	12 Sa	12 Tu	12 Th	12 Su
13 Sa	13 Su	13 We	13 Fr	13 Mo
14 Su	14 Mo	14 Th	14 Sa	14 Tu
15 Mo	15 Tu	15 Fr	15 Su	15 We
16 Tu	16 We	16 Sa	16 Mo	16 Th
17 We	17 Th	17 Su	17 Tu	17 Fr
18 Th	18 Fr	18 Mo	18 We	18 Sa
19 Fr	19 Sa	19 Tu	19 Th	19 Su
20 Sa	20 Su	20 We	20 Fr	20 Mo
21 Su	21 Mo	21 Th	21 Sa	21 Tu
22 Mo	22 Tu	22 Fr	22 Su	22 We
23 Tu	23 We	23 Sa	23 Mo	23 Th
24 We	24 Th	24 Su	24 Tu	24 Fr
25 Th	25 Fr	25 Mo	25 We	25 Sa
26 Fr	26 Sa	26 Tu	26 Th	26 Su
27 Sa	27 Su	27 We	27 Fr	27 Mo
28 Su	28 Mo	28 Th	28 Sa	28 Tu
29 Mo	29 Tu	29 Fr	29 Su	29 We
	30 We	30 Sa	30 Mo	30 Th
	31 Th		31 Tu	



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 644080



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Creativity & ICT
for new
entrepreneurship

2015/16 Academic Calendar _ PARTNER

Holiday

Exam session

Degree

2016			
Jul		Aug	
1	Fr	1	Mo
2	Sa	2	Tu
3	Su	3	We
4	Mo	4	Th
5	Tu	5	Fr
6	We	6	Sa
7	Th	7	Su
8	Fr	8	Mo
9	Sa	9	Tu
10	Su	10	We
11	Mo	11	Th
12	Tu	12	Fr
13	We	13	Sa
14	Th	14	Su
15	Fr	15	Mo
16	Sa	16	Tu
17	Su	17	We
18	Mo	18	Th
19	Tu	19	Fr
20	We	20	Sa
21	Th	21	Su
22	Fr	22	Mo
23	Sa	23	Tu
24	Su	24	We
25	Mo	25	Th
26	Tu	26	Fr
27	We	27	Sa
28	Th	28	Su
29	Fr	29	Mo
30	Sa	30	Tu
31	Su	31	We



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 8-101001.



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Creativity & ICT for new entrepreneurship

CREA 2016 - experts offered - name of the partner

[illegible]

Do you prefer to pay for the experts you will send abroad or do you prefer to pay for the experts you will host?



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Creativity & ICT
for new
entrepreneurship

CREA 2016 - experts needed - name of the partner

Please fill in the Subjects where you need experts specifying the dates and the number of hours in which involving them

WEEK N.1				
	MORNING		AFTERNOON	
DAY	Subject	HRS	Subject	HRS
Monday				
Tuesday				
Wednesday				
Thursday				
Friday				
Saturday				
Sunday				
TOTAL HRS			TOTAL HRS	

WEEK N.2				
	MORNING		AFTERNOON	
DAY	Subject	HRS	Subject	HRS
Monday				
Tuesday				
Wednesday				
Thursday				
Friday				
Saturday				
Sunday				
TOTAL HRS			TOTAL HRS	

SUMMER ACADEMY

GENERAL PROFILE

Use this document following the template version created for Italian summer academy, and replace all the content with your summer academy general information.

CREA SUMMER ACADEMY
POLIMI – OSTUNI (Apulia) ITALY
5TH SEPTEMBER – 16TH SEPTEMBER

TITLE: DESIGN DRIVEN INNOVATION FOR NEW ENTREPRENEURSHIP
How to start from users needs to build innovative start-ups



PROFILE

Would you like to start your innovative company using the design approach as competitive advantage? Would you change the world creating innovative sustainable products and services that meet the new needs of people boosting new experience of use and interaction? Enroll in the Italian Summer Academy to understand how the design approach can support and drive the early stage of a start-up company.

You will study theories and practices of design thinking you will match with trends in ICT sector and knowledge in entrepreneurship. You will learn how to approach the business model generation using design thinking and design management tools.

EXPERTISE

Strategic Design and Design Thinking

SUMMER ACADEMY

GENERAL PROFILE

FACULTY "GUEST STAR"



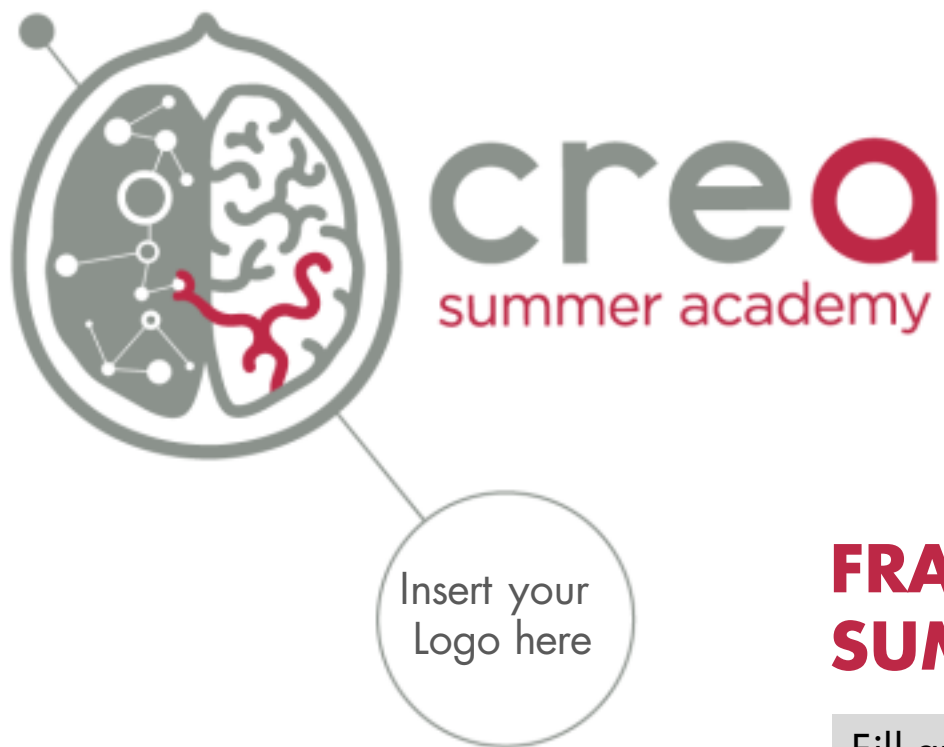
Francesco Zurlo
Full Professor
Strategic Design
Politecnico di Milano
(linkedin profile)



Arianna Vignati
Project Manager CREA
Strategic Design and
Design Management
Politecnico di Milano
(linkedin profile)

FACILITIES AND COSTS

• Summer academy subscription	FREE (thanks to the support of European Commission)
• Travel costs	At the expense of the participants
	Nearest airport: Brindisi – Salento Airport *
• Accommodation costs	Provided by the Municipality of Ostuni *
• Other costs (Living/Meals ...)	At the expense of the participants *



FRAMEWORK OF MY SUMMER ACADEMY

Fill and replace the contents of this keynote presentation with the information related to your summer academy.

TOPICS AND SYSTEM

TOPICS: XXX (MAX 5)

Design-led innovation, service design thinking and practice, business development modeling, SME and Micro business practices, digital design and e-making skills, intellectual property and commercialisation.

SYSTEM: XXX

creative opportunity development, multidisciplinary team-working, co-design and participative working methods, graduate enterprise, business studies for non-business students.



THEMES

XX eg. Mobility – cycle city infrastructures, products and services.

XX eg. Body worn healthcare innovations

XX

LEARNING OUTCOMES

1. Knowledge and understanding: The student has knowledge about entrepreneurship in a social innovation context and design-led innovation in relation to SME and Micro business practices, intellectual property and commercialisation.
2. Cognitive skills: The student is able to apply service design thinking and practice and business development modelling.
3. Practical and professional skills: The student has experience of digital design and e-making skills,
4. Key and transferable skills: The student demonstrates: an understanding of the effective roles they can undertake within a co-creative multidisciplinary team. The ability to present ideas verbally and/or visually in a community enterprise setting.



MACRO STRUCTURE OF 2 WEEKS

GOAL AND CONTENT WEEK 1

“In week 1 the students will progress their project ideas whilst undertaking a complementary programme of seminars and workshops, visits and engagements.

GOAL AND CONTENT WEEK 2

“In week 2 the students will complete the; complementary programme of creative design entrepreneurship studies, finalise their project presentations and take part in a collaborative critique of the outcomes.



LEARNING AND TEACHING STRATEGIES

We will use the following learning and teaching strategies
(plus indication of number of hours out of 60 hours in total)

Lectures (2 hours)

Seminars (8 hours)

Studio and Lab Workshops (24 hours)

Project Visits (18 hours)

Project Critiques (8 hours)

...



PROGRAMME STRUCTURE

Our week(s) have the following structure:

	Morning	Afternoon	Evening
Mon			
Tue			
Wed			
Thu			
Fri			

ROLES OF STAFF INVOLVED

In which roles will students meet your staff?
how many times?

Teachers:

Coach / Project Mentors:

X

X



GUEST TEACHER FROM CONSORTIUM

Who would you like to be in your Summer School as a guest teacher or mentor from one of the partners in the Consortium?
What expertise should they have?

Name	Role	Expertise
TBC	Teacher/mentor	Crowdfunding and Investment
TBC	Coach/mentor	SW Programming
TBC	Teacher/mentor	Soft skills in business creation

FROM SA TO PROTO TYPING PHASE

- Through mentorship and critique
- Product and service mapping, soft modelling, mock-ups, user scenarios, videos, physical prototyping.
- Tutorials, workshops and project team discussions.
- Build through weeks 1&2 of the Summer Academy.
- Project tutors and co-design external experts and stakeholders.
- Constant on-going team mentoring and individual assistance with project team students to assist their decision-making and work output generation.



FROM PT PHASE TO THE CONTEST

- Internal review of project outcomes.
- Creation of inter-project team (entrepreneur idea focus) competition.
- Feedback and critique from external collaborators and experts.
- Student self critiques
- Organise external review events – on-site community enterprise visits.



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Thank you!



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HOSPITALITY PROGRAM

Fill and replace the contents of this format document with the information related to your summer academy.

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"name of the SA"

Location: Address/Building/Room

Accommodation: Accommodation provided or suggested

Others accommodations are: Other possible accommodations nearby

TRANSPORT

Train: how to reach the campus/ accommodation by train

Bus: how to reach the campus/ accommodation by bus

Other: other means to reach the campus/ accommodation

Taxi: Principle number to book a cab

Facilities: Insert the facilities provided by the college (ex. Free wi-fi/meals...)

Useful numbers: Insert the useful numbers (ex. Police/Ambulance)

For any problems please contact:

Reference of the person in charge of the organization of the SA and accommodation



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FACULTY/ MENTORS



Use this document following the template version created for Italian summer academy, and replace all the content with your summer academy faculty and mentor information.



Name: Francesco
Surname: Zurlo
Position: full professor

Skills: strategic design



Creativity
oriented

Short Bio:

He is PhD in industrial design and Full Professor in Industrial Design at Politecnico di Milano. He is Deputy-Dean School of Design POLIMI, Director of the International Master in Strategic Design of Politecnico di Milano and Director of the International Master in Interior Design and Management (held in China for chinese students). He was director of POLI.Design Consortium, no profit organization operating in the applied research and specialized education in the design fields from 2004 to 2009. He yearly teaches at many Design School in Brazil, Mexico, Chile, China, Japan, France, Spain, Portugal. He is author of numerous international publications about strategic design.



Name: Karen
Surname: Sikkema
Position: course leader /entrepreneur

Skills: game design



Entrepreneurship oriented

Short Bio:

Karen Sikkema has been an entrepreneur and game designer in the creative and games industries for over 10 years now. She is teaching at HKU Utrecht University of the Arts on Creative Entrepreneurship, Business Model Canvas and GameBiz, and is currently also project leader for CREA Summer Academy and Business Contest at HKU.



SUMMER ACADEMY

FACULTY/ MENTORS



Creativity
oriented



Entrepreneurship
oriented



ICT
oriented

Choose for each
expert one from the
3 colors to better
represent them.



SUMMER ACADEMY

FACULTY/ MENTORS



Use this document following the template version created for Italian summer academy, and replace all the contents with your summer academy agenda.

FULL PROGRAM

Week 1: Design thinking

Monday, September 5th – INTRODUCTION & TEAM BUILDING			
Time	Activity	Description	Faculty
10:00-11:00	Introduction	Official Institutional Welcome Overview of CREA and “rule of play” for the two weeks of summer academy.	Gianfranco Coppola (Mayor of Ostuni) Antonello Solito (Council Member Ostuni) Francesco Zurlo Arianna Vignati
11:00-12:00	Introductory pitching session	Introductory session ‘Start-up weekend style’: every team will pitch their idea in 2 minutes.	
12.00 – 1.00 pm	Reverse pitching	Designers, developers, marketing&economic experts, will pitch their competences in 2 minutes	
01:00-02:30 pm	NETWORKING LUNCH: “taralli&mozzarella” speed dating meetings		
02:00-06:00 pm	Consolidation of teams & ideas: team building session	Based on the introduction and pitch session in the morning, teams will be formed around the most innovative ideas.	
06.00 pm	Open Lecture ¹ ADI Puglia Location: Museo della Civiltà Preclassica	Design Thinking, gamification and business development	Cor Nolte (HKU University, Netherlands)

¹ **Open Lectures (ADI Puglia)**

Location: Museo della Civiltà Preclassica @ Chiesa di San Vito Martire, via Cattedrale 15, Centro storico Ostuni. The CREA Open Lectures will be open to students, start-uppers, entrepreneurs, SMEs, policy makers and local authorities.



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FACULTY/ MENTORS



Tuesday, September 6th – DESIGN THINKING			
Time	Activity	Description	Faculty
10:00-10:30	Teams and Ideas official declaration	Each team will officially declare components and idea on which will work (2 minutes for each team)	
10:30-12:30	Design Thinking	Design thinking approach in the creative sector. Interactive workshop on Design Thinking, working on business idea development.	Cor Noltee
12:30-1:00	Tools and Methods	Presentation of the UNPACK CREATIVITY CANVAS. How it works and how you can use to check the scenario of innovation	Arianna Vignati
01:00-02:00 pm	Lunch		
02:00-06:00 pm	Team working session (guided)	Use the Unpack Creativity Canvas to develop your business idea	Francesco Zurlo Arianna Vignati Cor Nolte
6.00 pm	Open Lecture Location: Museo della Civiltà Preclassica	Design Driven Innovation: how to use design as driver for innovation + CREA 1st edition participants + Start-up experience	Francesco Zurlo (Deputy-Dean School of Design POLIMI) MUSA (CREA 1st edition winner)

Wednesday, September 7th – FROM CREATIVITY TO ENTREPRENEURSHIP			
Time	Activity	Description	Faculty
10:00-1:00 pm	Team working session (guided)	Use the Unpack Creativity Canvas to develop your business idea	Arianna Vignati Francesco Zurlo + CREA Tutor
01:00-02:00 pm	Lunch		
02:00-04:00 pm	Tools and Methods	Introduction to Entrepreneurship and Business development: Business Model Generation in the Creative Sector. From a design process to a start-up company process	Karen Sikkema
04:00-06:00 pm	Coaching&Mentoring	Team work	Karen Sikkema Francesco Zurlo Renata Guarneri Salvatore Medeo
06.00 pm	Open Lecture	ICT trends: open mind overview and Start-up experience	Renata Guarneri, Salvatore Modeo



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Thursday, September 8th – BUSINESS MODEL CANVAS			
Time	Activity	Description	Faculty
10:00-12:00	Tools and Methods	Building on your Business Model Canvas: Marketing plan, customers segments and key resources	Anastasia Konstantelou
12.00 - 1.00 pm	Coaching&Mentoring	Team work	Anastasia Konstantelou Francesco Zurlo
01:00-02:00 pm	Lunch		
02:00-06:00 pm	Team working session (guided)	Interactive workshop on Business model generation.	Anastasia Konstantelou Francesco Zurlo Arianna Vignati Sergio Campodallorto
6.00 pm	Open Lecture	Entrepreneurship in creative and cultural sector	Anastasia Konstantelou (Aegean University, Greece)

Friday, September 9th – USER ENGAGEMENT DAY			
Time	Activity	Description	Faculty
10:00-12:00 pm	Team working session (guided)	Interactive workshop on Business model generation.	Sergio Campodall'orto Francesco Zurlo Arianna Vignati
12:00	Open Lecture	Creative Crossover	Elisabetta Lazzaro (HKU University, Netherlands)
01:00-02:00 pm	Lunch		
02:00-04:00 pm	Workshop	Spillover effect workshop	
04:00 – 06:00 pm	Pitch session	First check of business ideas	
06.00 pm	Leisure activity	Goal: User engagement session. Test your idea with real people! CREA students will travel around Ostuni asking people impressions, tips and feedbacks about their ideas	



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Week 2 – Business model and prototyping

Monday, September 12th – ICT DEVELOPMENT			
Time	Activity	Description	Faculty
10:00-01:00	Tools and Methods	Web development and Mobile Application: how to use ICT to empower the user experience	Marco Brambilla (DEI Dept. Polimi)
01:00-02:00 pm	Lunch		
02:00-06:00 pm	Mentoring and coaching on web development		Marco Brambilla (DEI Dept. Polimi) POLIHUB (Domenico Pannofino) Nicola Restifo
6.00 pm	Open Lecture	ICT trends and case studies	Marco Brambilla Daniel Bohn

Tuesday, September 13th – PROTOTYPING DAY			
Time	Activity	Description	Faculty
10:00-01:00	Workshop	Prototyping session (moke up or prototype)	Marco Brambilla (DEI Dept. Polimi) POLIHUB (Domenico Pannofino) Nicola Restifo
01:00-02:00 pm	Lunch		
02:00-06:00 pm	Workshop	Prototyping session	Marco Brambilla (DEI Dept. Polimi) POLIHUB (Domenico Pannofino) Nicola Restifo
06.00 pm	Open Lecture	Lean Start-up: successful case studies	Antonio Ghezzi (DIG Dept. Polimi)



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Wednesday, September 14th FUNDING - DAY			
Time	Activity	Description	Faculty
10:00-1:00	Tools and Methods	Strategy, Revenue stream and costs structure. Use the simplify Business Plan for competition and acceleration program	Antonio Ghezzi
01:00-02:00 pm	Lunch		
02:00-06:00 pm	Mentoring and coaching		Antonio Ghezzi POLIHUB (Domenico Pannofino) Nicola Restifo
06.00 pm	Open lecture	The international perspective of start-up ecosystem: investments and crowdfunding and the rule of institutions	Francesco Mantegazzini (Business Angel) Paola Pinto (United Nation Global Service Center)

Thursday, September 15th - COACHING & STORYTELLING - DAY			
Time	Activity	Description	Faculty
10:00-11:00	Tips and Method	Do and Don'ts to better communicate Pitching (Pitch Cooking Tool)	POLIHUB (Domenico Pannofino) Nicola Restifo Michele Melazzini
11:00-01:00	Mentoring and coaching	Full immersion	POLIHUB (Domenico Pannofino) Nicola Restifo CREA team
01:00-02:00 pm	Lunch		
02:00-06:00 pm	Mentoring and coaching	Full immersion	POLIHUB (Domenico Pannofino) Nicola Restifo CREA Team Margriet Vollenberg Fulvia Ramogida Luca Fois
06.00 pm	Open Lecture ADI Puglia	Visual Storytelling	Luca Fois Margriet Vollenberg – Art Director and Founder Ventura Projects Fulvia Ramogida – Project and Relationship manager Ventura Lambrate



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Friday, September 16th - PITCH - DAY			
Time	Activity	Description	Faculty
10:00-1:00	Prep-hours	Prepare for your pitch, perfect your demo, get last-minute feedback, improve your communication	
01:00-02:00 pm	Lunch		
05.00 pm	Final pitching @ OFFICINE TAMBORRINO		Jury: Gianfranco Coppola Antonello Solito Francesco Zurlo Arianna Vignati Luca Fois Francesco Mantegazzini Margriet Vollenberg Fulvia Ramogida Licio Tamborrino Michele Carriero Nicola La Gioia Pierangelo Soldavini Nicola Restifo Domenico Pannofino
08.00 p.m	Final Party!		



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Creativity & ICT
for new
entrepreneurship

Fill and replace the contents of this
keynote presentation with the information
related to your summer academy.



WELCOME

We are glad to welcome you
to the **XXXX** CREA Summer Academy

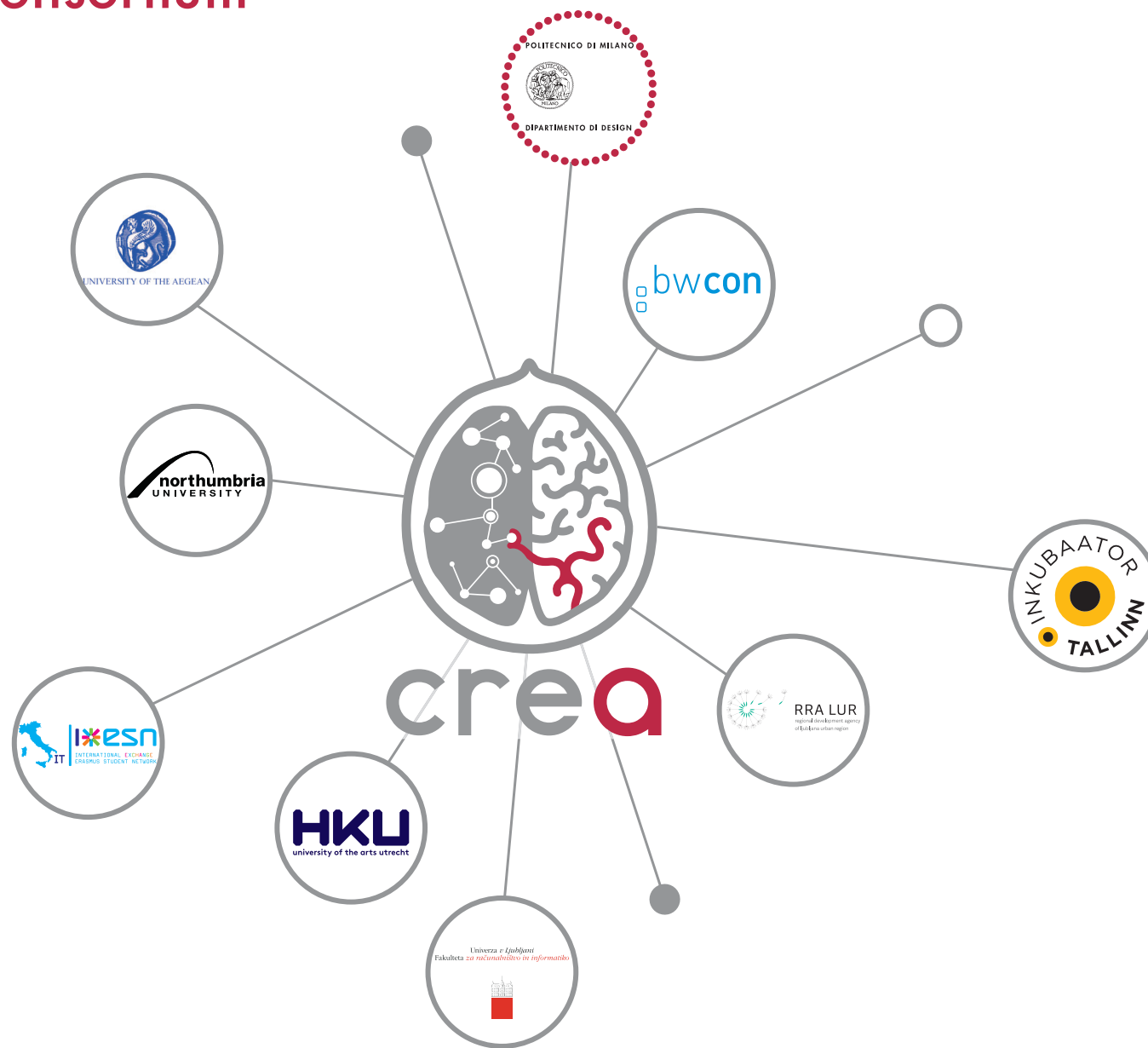
/ CREA Summer Academy

A European Network of **Summer Academies** for the development of innovative business ideas focused on **Creativity** and **ICT** and a **Business Idea Contest** to bring closer investors, business angels and start-ups.



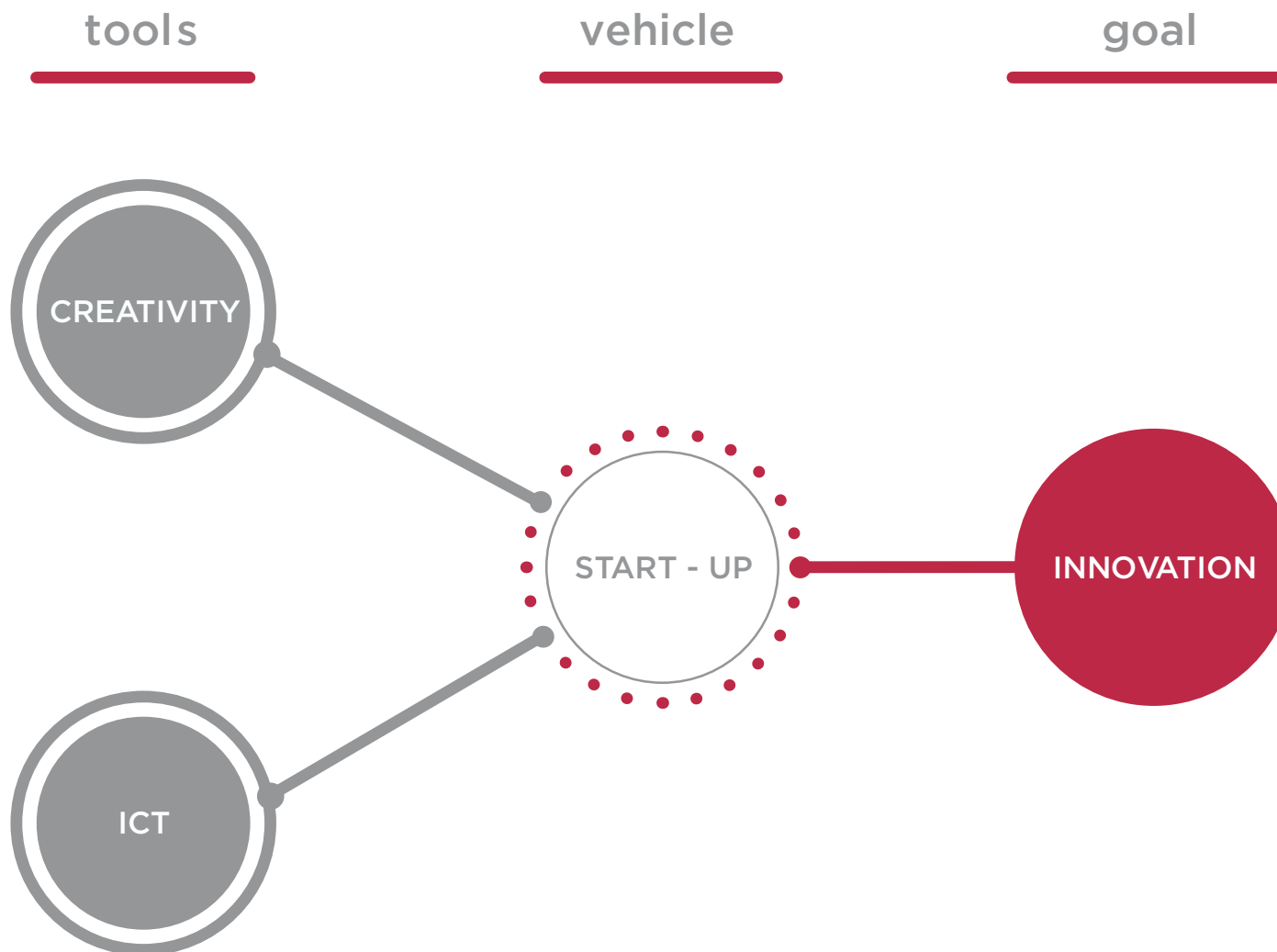
project financed
by
Horizon2020,
the European
Programme for
research and
innovation

/ Crea Consortium



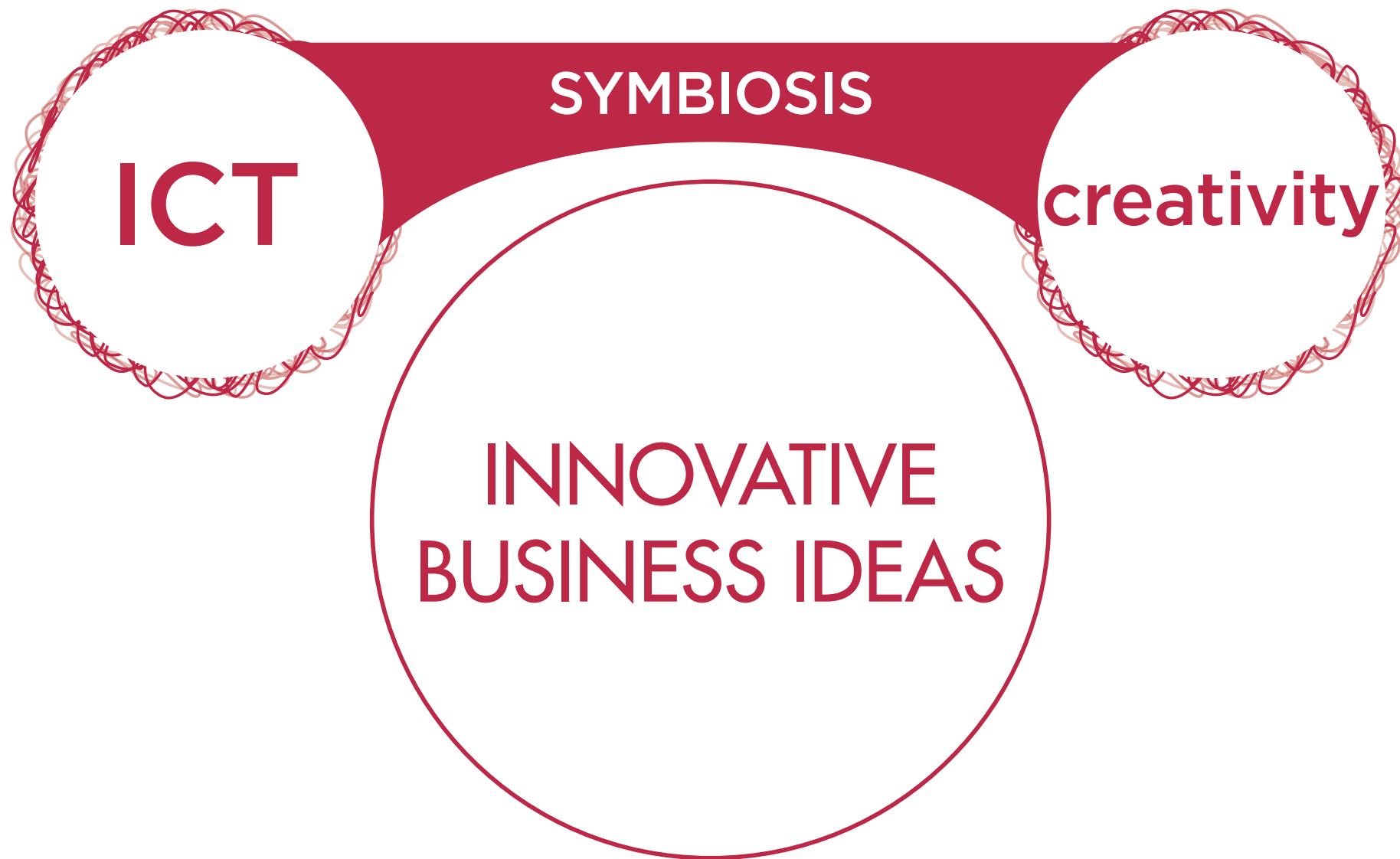
Location 2016 – partner name _____ Crea summer academy

/ Crea project system



Location 2016 – partner name _____ Crea summer academy

/ Crea approach



/ Crea project process

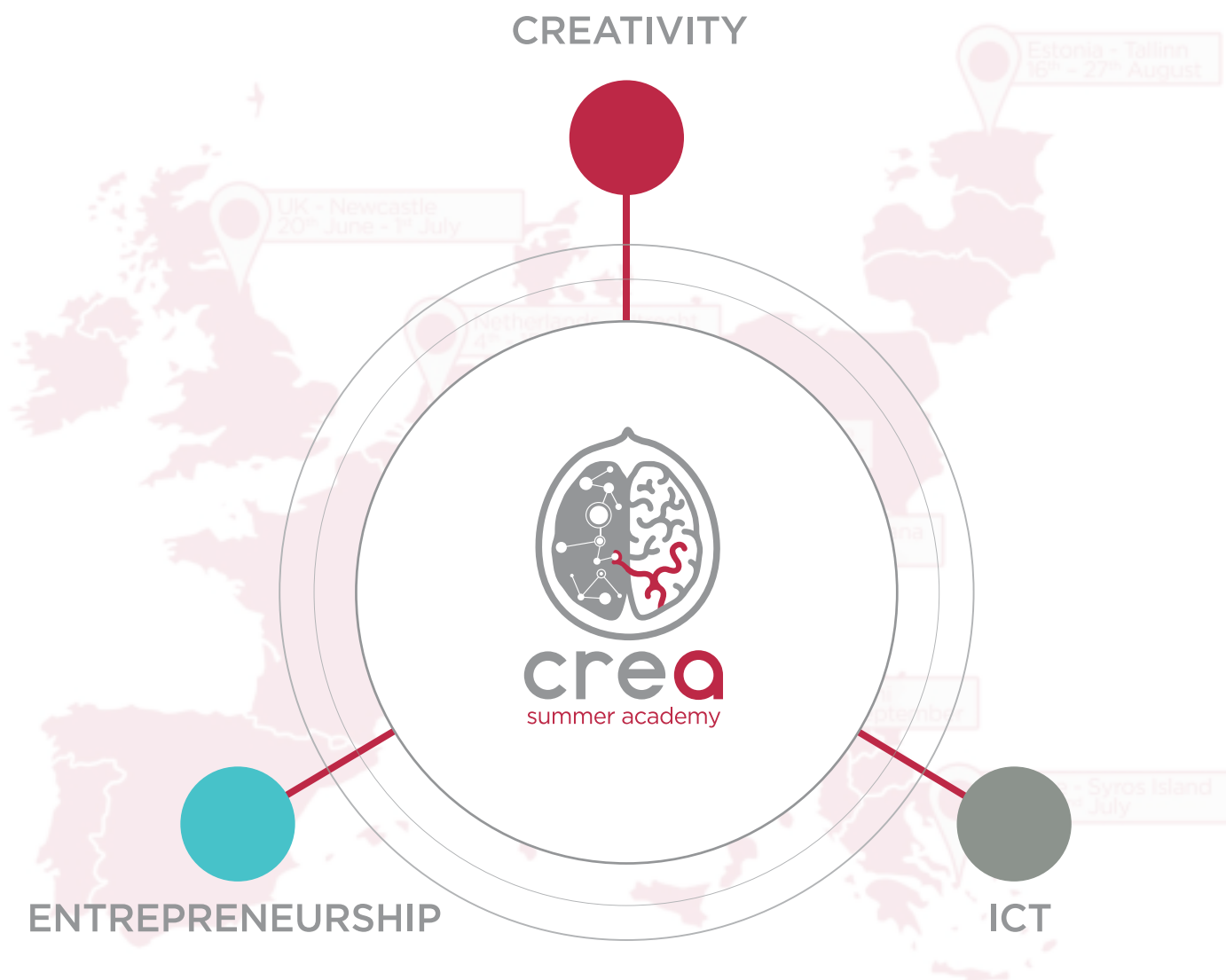


/ 7 summer academies 2016



Location 2016 – partner name _____ Crea summer academy

/ 7 summer academies TOPICS



Location 2016 – partner name _____ Crea summer academy

/ CREA ICT business idea CONTEST 2016

The 2 best ideas of each summer academy will pitch
at the Crea ICT business idea contest
@ SMAU Milan (October 2016)





/ PROGRAM

CUSTOMIZE THE FOLLOWING SLIDE WITH THE PROGRAM
OF YOUR SUMMER ACADEMY



/ FACULTY & MENTORS

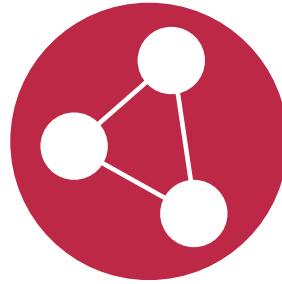
CUSTOMIZE THE FOLLOWING SLIDE WITH THE **FACULTY MEMBERS INFO (AND PICS)** OF YOUR SUMMER ACADEMY



/ FACILITIES AND RULES

CUSTOMIZE THE FOLLOWING SLIDE WITH THE **FACILITIES AND GENERAL INFO** OF YOUR SUMMER ACADEMY
(use the icon below if you need)





BE SOCIAL

Make "CREA summer academy" be viral, express your experience on the social network and tag CREA or use the official hashtag

#CREA16 #SEsummer16



#CREA16 #SEsummer16

Location 2016 – partner name _____ Crea summer academy



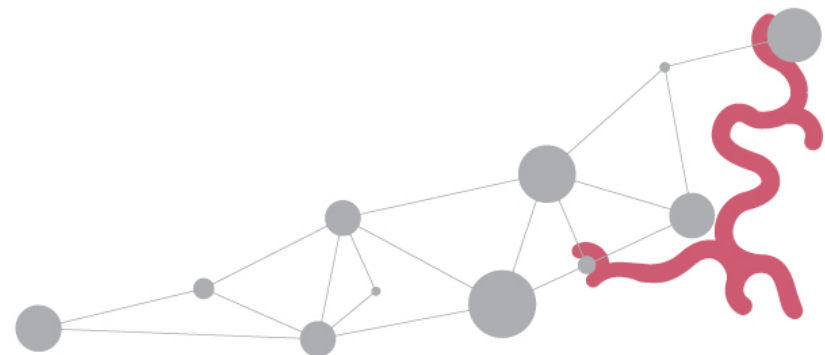
crea
summer academy

Creativity & ICT
for new
entrepreneurship

Thank you.



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



ATTENDANCE SHEET



STAFF ATTENDANCE SHEET
SUMMER ACADEMY NAME – DATE DD/MM/YYYY

[illegible]

ATTENDANCE SHEET



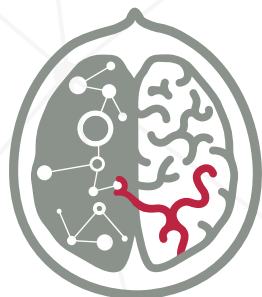
STUDENTS ATTENDANCE SHEET

SUMMER ACADEMY NAME – DATE DD/MM/YYYY

[illegible]



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 644968.



crea
summer academy

Creativity & ICT
for new
entrepreneurship



Congratulations

team: _____

you have been selected to participate at the

***CREA ICT Business
Idea Contest***

@

***SMAU - Milan
25-26-27 october***

www.creasummeracademy.eu