



crea
summer academy



POLITECNICO
MILANO 1863

DIPARTIMENTO DI DESIGN



Polimi - Ostuni (Apulia), Italy

24th July - 04th August 2017

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, Service Design, Design Thinking, Product Service System

FULL PROGRAM

Week 1: Design thinking

Monday, 24th July – INTRODUCTION & TEAM BUILDING

Time	Activity	Description
10:00 - 11:00	Introduction	Official Institutional Welcome Overview of CREA and "rule of play" for the two weeks of summer academy
11:00 - 12:00	Introductory pitching session	Introductory session 'Start-up weekend style': every team will pitch their idea in 2 minutes.
12:00 - 13:00	Reverse pitching	Designers, developers, marketing&economic experts, will pitch their competences in 2 minutes
13:00 - 14:30	NETWORKING LUNCH: "taralli&mozzarella" speed dating meetings	
14:30 - 18:00	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.
18:00	Open Lecture Location: Museo della Civiltà Preclassica	Design Thinking, gamification and business development

Tuesday, 25th July – DESIGN THINKING

Time	Activity	Description
10:00 - 10:30	Warm-up	Each team will officially declare components and idea on which will work (2 minutes for each team)
10:30 - 13:00	Design thinking	Design thinking approach in the creative sector. Interactive workshop on Design Thinking, working on business idea development.
13:00 - 14:00	LUNCH	
14:00 - 18:00	Tools and Methods	Presentation of the UNPACK CREATIVITY CANVAS . How it works and how you can use to check the scenario of innovation
18:00	Open Lecture Location: Museo della Civiltà Preclassica	CREA 1st edition participants Start-up experience

*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.

FULL PROGRAM

Week 1: Design thinking

Wednesday, 26th July – FROM CREATIVITY TO ENTREPRENEURSHIP

Time	Activity	Description
10:00 - 10:30	Warm-up	Each team have 2 minutes to present the IDEA
10:30 - 13:00	Team working session (guided)	Use the Unpack Creativity Canvas to develop your business idea
13:00 - 14:00	LUNCH	
14:00 - 16:00	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
16:00 - 18:00	Mentoring and coaching	Team work
18:00	Open Lecture Location: Museo della Civiltà Preclassica	Game Design

Thursday, 27th July – BUSINESS MODEL CANVAS

Time	Activity	Description
10:00 - 10:30	Warm-up	Each team have 2 minutes to present the IDEA
10:30 - 13:00	Design thinking	Building on your Business Model Canvas: Marketing plan, customers segments and key resources
13:00 - 14:00	LUNCH	
14:00 - 18:00	Team working session (guided)	Interactive workshop on Business model generation.
18:00	Open Lecture Location: Museo della Civiltà Preclassica	Entrepreneurship in creative and cultural sector

Friday, 28th July – USER ENGAGEMENT DAY

Time	Activity	Description
10:00 - 10:30	Warm-up	Each team have 2 minutes to present the IDEA
10:30 - 12:00	Team working session (guided)	Interactive workshop on Business model generation.
12:00 - 13:00	Pitch session	First check of business ideas
13:00 - 14:00	LUNCH	
14:00 - 18:00	User engagement session	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

***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.

FULL PROGRAM

Week 2: Business model and prototyping

Monday, 31st July – STRATEGIC DESIGN DAY

<i>Time</i>	<i>Activity</i>	<i>Description</i>
10:00 - 10:30	Warm-up	Each team have 2 minutes to present the IDEA
10:30 - 13:00	Tools and Methods	Strategic Design and Product Service System: how to use technology to create new meanings
13:00 - 14:00	LUNCH	
14:00 - 18:00	Mentoring and coaching	
18:00	Open Lecture	Lean Start-up: successful case studies

Tuesday, 1st August – LEAN START-UP DAY

<i>Time</i>	<i>Activity</i>	<i>Description</i>
10:00 - 10:30	Warm-up	Each team have 2 minutes to present the IDEA
10:30 - 13:00	Tools and Methods	Lean Start-up approach: tools and methods
13:00 - 14:00	LUNCH	
14:00 - 18:00	Mentoring and coaching	
18:00	Open Lecture	ICT trends and case studies



FULL PROGRAM

Week 2: Business model and prototyping

Wednesday, 2nd August - ICT DEVELOPMENT DAY

Time	Activity	Description
10:00 - 10:30	Warm-up	Each team have 2 minutes to present the IDEA
10:30 - 13:00	Tools and Methods	Web development and Mobile Application: how to use ICT to empower the user experience
13:00 - 14:00	LUNCH	
14:00 - 18:00	Mentoring and coaching	Web development
18:00	Open Lecture	Startup and human resources

Thursday, 3rd August - STORYTELLING - DAY

Time	Activity	Description
10:00 - 10:30	Warm-up	Each team have 2 minutes to present the IDEA
10:30 - 13:00	Tips and Methods	Pitching (Pitch Cooking Tool)
10:30 - 13:00	Mentoring and coaching	Full immersion
13:00 - 14:00	LUNCH	
14:00 - 18:00	Mentoring and coaching	Full immersion
18:00	Open Lecture ADI Puglia	How to get funds

Friday, 4th August - PITCH DAY

Time	Activity	Description
10:00 - 13:00	Prep-hours	Prepare for your pitch, perfect your demo, get last-minute feedback, improve your communication
13:00 - 14:00	LUNCH	
17:00	Final pitching @ OFFICINE TAMBORRINO	
20:00	Final party!	