

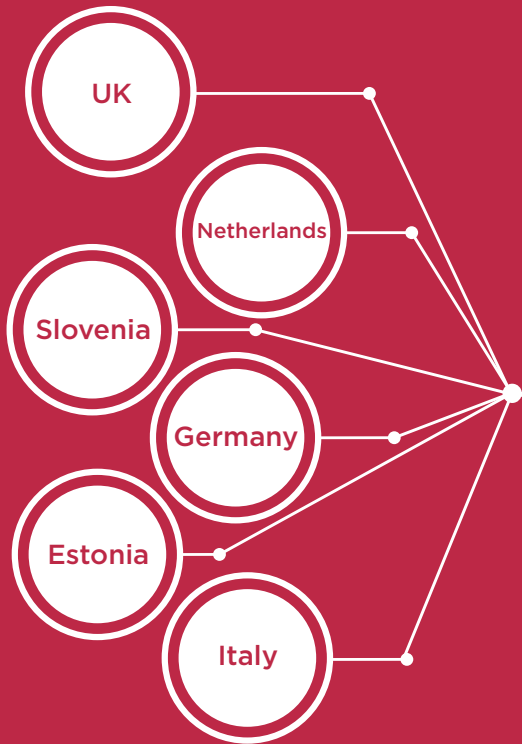


crea
summer academy

**Creativity & ICT
for new
entrepreneurship**

6 countries - 6 academies - summer 2015

Join the CREA ICT Business Idea Contest and get to know outstanding projects from all over Europe!
Meet investors and incubators in reverse pitching and do some amazing networking with the ICT influencers of tomorrow.



The best CREA ideas

Follow the yellow tram to Lisbon and discover the new faces of ICT and creativity in Europe!



SAVE THE DATE

22nd October 2015 - ICT 2015 Lisbon

Centro de Congressos de Lisboa (CCL) - Auditorium 1st Floor

Proceed to free registration:



<https://ec.europa.eu/digital-agenda/events/cf/ict2015/register.cfm>

www.creasummeracademy.eu



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CREA ICT Business Idea Contest @ Lisbon ICT 2015 22nd October



PROGRAM

1.15 - 1.30 PM
Registration

1.30 - 1.45 PM
introduction @ CREA and summer academy

1.45 - 2.30 PM
Pitching session 1

2.30 - 2.40 PM
Short break
(showing video of Summer Academy)

2.40 - 3.15 PM
Pitching session 2

3.15 - 3.30 PM
Incubation opportunities: My Way

3.30 - 4.15 PM
Reverse Pitching

Dr. Christoph Antz
Coach and Investor

Nicola Restifo
POLIHub

Costas Troulos
Ekkinisi-Lab Business
Accelerator of the Federation of Greek Entreprises

Dr. Lidija Honzak
Director of Ljubljana University Incubator

Francesco Mantegazzini
MGH7 Venture Capital

Marco Brazzoduro
AIFO (Family Officer Association)

4.15 - 4.30 PM
Closing
See you at the Award Cerimony

AWARD CERIMONY
Cocktail Night
From 7:00 PM

Welcome
Lilijana MadJar
Directress of Regional Development Agency
of Ljubljana Urban Region (RRA LUR)



This project has received funding from
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research and innovation programme
under grant agreement No 644988.





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GUESTS

Lilijana Madjar

Directress of Regional
Development Agency
of Ljubljana Urban
Region (RRA LUR)



Lilijana Madjar is the directress of the Regional Development Agency of Ljubljana Urban Region (<http://www.rralur.si/en/>). She holds a BA in economics and a MA in management from the University of Ljubljana. As directress of the Guarantee and Maintenance Fund of Slovenia and financial directress of Produkcija Plus (POP TV), Lilijana gained substantial experience not only in management, but also in marketing and finance of versatile institutions. Since 2015 she is the chairwoman of the Development Council of the Western Slovenia Cohesion Region - a central body representing the Western Slovenia Cohesion Region's interests through dialogue with governmental institutions, which is also heavily involved in preparation of national, regional and other (development) documents (including operational programmes related to the European Regional Development Fund and the European Social Fund). As the vice-chairwoman of the Regional Development Agencies Association (RRA GIZ) Lilijana is coordinating promotion of regional development through joint actions of regional development agencies, establishing favourable systemic and legislative conditions, and guaranteeing financing for implementation of regional development programmes. The Association aims to position regional development agencies as key actors in developmental projects at the regional level. Furthermore, Lilijana is the deputy president of the Slovenian Innovation Hub Council. The hub's principal objective is encouraging knowledge-based development and innovation through supporting and promoting connections between Slovenia's research excellence and economy. Mrs. Madjar is very active as a speaker at professional conferences. In the past several years she has participated at the Conference on Regional Development of South Eastern Region of Serbia with a presentation 'The System of Development Agencies in Slovenia and the Most Important Projects', the 9th European Week of Regions and Cities in Brussels with a contribution entitled 'Creative Cities and Regions for an Innovative Europe', the 2012 Podim Conference entitled 'Potentials of Creative Industries', as well as the Ljubljana Forum 2012 on 'Future of cities: Energy efficiency & being always on-line'. At the Design Days 2012 she held a speech on 'Value Chains as an Approach to Development of Creative Industries in the Region', whereas at the Design Days 2013 she presented Creative Camp Ljubljana and the project 'Designing an Agenda or How to Avoid Solving Problems that Aren't.' At the Open Days 2014 she tackled the issue of managing health inequalities with speakers from several European regions. In 2014 she was also a guest speaker at the 'Regional Potentials in the Development of Serbia' conference.

Dr. Christoph Antz Coach / Investor



Dr. Antz holds a Ph.D. in physics from the University of Heidelberg and the Max-Planck Institute of Medical Research. He is founder and president of Antz Consulting (www.antz-consulting.com).

In the last 20 years, Dr. Antz had different activities and functions within the international Life Science and Venture Capital industry.

As a scientist, entrepreneur and investment manager, he has a very good knowledge of the technological, financial and strategic sites of international life science companies and projects. The spectrum of his experience ranges from technology assessment and transfer over company foundation and management, corporate financing up to divestments and M & As, both from company - internal perspective as well as from the perspective of the external investor.

Dr. Antz is a fellow (Class 10) of the Kauffman Venture Association and holds several advisory and expert board positions within prestigious European life science organizations (Horizon 2020, bwcon, Science4Life)."



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GUESTS

Nicola Restifo
POLIHub



PROJECT MANAGER and BUSINESS CONSULTANT in innovation projects enabled by Information & Communication Technologies (ICT)

I coordinate teams or contribute as field expert in projects where ICT are an important lever in innovating processes and organizations. My technical expertise ranges from ICT strategy, to business consulting, service design, and process reengineering.

Costas Troulos
Ekkinisi-Lab Business,
Accelerator of the
Federation of Greek
Enterprises



Costas Troulos is an Electrical Engineer and Computer Engineer. He has an MBA from the University of Louisville and a PhD from the National Technical University of Athens in Telecommunications and Public Policy. He has very considerable professional experience in ICT projects and construction, as well as research and innovation projects. His professional and research interests include next generation access networks, strategy and policy in public-private partnerships (PPPs), digital content management platforms, as well as the social and economic impact of ICT, innovation and the development of entrepreneurship.

Costas Troulos works in SEV's business incubators. He is an experienced business coach and has worked with teams from various areas of economic activity - health, energy, ICT and the food industry. He also leads the Broadband Prime advisory group, and is a member of Infostrag, an interdisciplinary scientific group for the technological, economic and strategic analysis of the Information Society and more generally, the society and economy of knowledge.

Dr. Lidija Honzak
Coach / Director of
Ljubljana University
Incubator



Lidija Honzak is the director of Ljubljana University Incubator. She made the initial vision of the incubator come true. As a mentor and coach, she has supported seven generations, all together 126 start-ups, 95% of which have stayed on the market ever since. They have generated more than €40 million of revenue and 42% of them do business internationally. Start-ups of the first three generations already employ 15 to 40 employees. They are very successful in attracting investors since they have already received €16 million of investments in total.

She is an experienced manager who established and successfully managed the Slovenian Public Fund AdFutura which was later expanded into the Slovene Human Resources and Scholarship Fund. She obtained her PhD at the Faculty of Medicine and graduated from the Faculty of Chemistry and Chemical Engineering of the University of Ljubljana. After finishing her PhD, she opted for a career in research but then tested her skills in entrepreneurship. With her colleagues from the Jožef Stefan Institute in Ljubljana, they developed a new line of skin care cosmetics for the French company L'Oreal. Today she works as a mentor and coach for young entrepreneurs and she pursues her objective that the "second Google" will come from the Ljubljana University Incubator. Ms Honzak is one of the first internationally certified coaches for professional development in Slovenia. She has used the knowledge she acquired as a manager, researcher and start-up owner herself and transferred it to new generations of young entrepreneurs.



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GUESTS

Francesco Mantegazzini
CEO & Founder
at MGH7 Venture
Capital



Out of the box thinker, forward looking, problem solver, multi skilled, honest and trustworthy. Strong value creation mission and well developed social skills. Specialties: Business Development, Startup Investing/Financing, Advanced Corporate Finance and Acquisitions, Business Planning, Business Analysis, Wacc, Financial Modelling. Moderator and Judge of Startup Events and Competitions. (Regione Lombardia, Provincia Monza e Brianza, European Innovation & Technology Labs, Fondazione Cariplo, Startup Weekend, Milano Capitale delle Startup, Fiera delle Startup, etc...)

Patrizia Misciattelli delle Ripe
AIFO President.



In 2006 she founded AIFO, having embraced the mission of promoting a community with a high level of professionalism to international standards capable of giving knowledge and methods to those called to protect relevant family assets. In the years between 1983 and 2003 she has been top manager in major start-up in the segment of Private Banking: Board Director for Finance and Future Holding for a decade with responsibility for sales and marketing structure bringing to more than 1,200 private bankers, General Manager at "BNL Investimenti" SIM, Country Manager J. Rothschild Assurance / CEO of Nascent SIM and vice president for Nascent Life. She is the author of two books published by "Il Sole 24 Ore" and Franco Angeli. She graduated in Philosophy specializing in Psychosociology and performs professionally activities mentorship projects generational transfer.

Marco Brazzoduro
Head of Member
Relations



After earning a degree in Economics from the Bocconi University in 2001, with specialization in Management of industrial enterprises, he worked for several years in finance at Bank and Banca Generali Bipielle serving as Financial Advisor. Subsequently, he worked for seven years to a completely different industry, human resources. First at the Italian Quality Mark (IMQ), the leading Italian certification entity, enriching its training through specialized courses in selection and personnel management, labor relations, compensation and training. At the Italian Touring Club has acquired expertise in developing association. After a short business experience is currently a member of the Executive Committee of AIFO, with specific responsibility for Member Relations.

Teresa Franqueira
Department
of Communication
and Art, University
of Aveiro



Is a designer and holds a PhD in Design (Politecnico di Milano). She has been lecturing at the University of Aveiro since 2001 and is a senior researcher at the ID+ Research Centre, coordinator of the ID+ DESIS Lab, a member of the international DESIS Network - Design for Social Innovation and Sustainability. Teresa is also Member of the DESIS International coordination committee, coordinator of the MEDes Programme at the University of Aveiro (<http://www.masterofeuropeandesign.com/>) and coordinator of the MAster in Engineering and Product Design. Her research interests focus on themes related to service design and social innovations, and alternative scenarios towards more sustainable economic and social models. Within this scope she has published various papers and participated in several international conferences. She has been invited as a keynote speaker and to take part in several workshops, particularly in relation to scenario building for social innovation services and the identification of possible solutions to be used for specific projects in creative places (Italy, Portugal, Sweden, UK, Finland and Brazil). She is on the board of the scientific committee of several design conferences.



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GUESTS

Christel Van Grinsven

Operations Manager
Dutch Game Garden



Christel van Grinsven is operations manager at the Dutch incubator for Game companies, the Dutch Game Garden, which is an important player in the Dutch Games industry. With her professional background as program manager and project leader of many interesting projects in the creative industries and game industry (such as GameMonitor and Smart Experience Actuator), she brings a lot of knowledge and experience with entrepreneurship in the creative industries to the jury table.

Gabrielle Kuiper

Director of Art & Economics, HKU
University of the Arts
Utrecht



Gabrielle Kuiper is director of the school of Art & Economics at the HKU University of the Arts Utrecht. Art & Economics is a unique school in higher education, the only business school for the creative industries in the Netherlands. With her background as an imagineer and event manager, Gabrielle has a lot of experience as a creative entrepreneur herself. Nowadays, she uses this experience to build a strong new curriculum for Art & Economics and of course for the CREA jury as well.

Robin Slakhorst

Co-founder and CCO
of Symbid - The
Funding Network™



Robin Slakhorst, co-founder and CCO of Symbid - The Funding Network™, has several years of high-level experience in entrepreneurship, sales and marketing relating to the crowdfunding industry. Following his studies in Entrepreneurship & New Business Venturing at Rotterdam School of Management, Erasmus University, Robin co-founded Symbid in 2011. Symbid was one of the first equity crowdfunding platforms worldwide, and since its foundation Robin has overseen the platform's growth into a leading online funding platform for all types of corporate finance, traditional and alternative. In March 2015 Symbid transitioned into Symbid - The Funding Network™, the go-to platform for start-ups and small businesses in search of funding. With a wide range of institutional investors - including banks, venture capital, angel investors, funds and family offices - plus tens of thousands of private investors already connected to The Funding Network™, Symbid is pushing ahead in its vision of simplifying the way small businesses are funded. Symbid has a proven track record in funding innovative start-ups and small businesses, and in 2014 captured 10% of the entire Dutch seed capital market. Because of his ability to anticipate trends in the industry, Robin is recognized globally as an authority in the field of crowdfunding.



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Outstanding ICT projects from all over Europe
Investors and incubators under the spotlight in reverse pitching

This and much more expect you at the CREA ICT Business Idea Contest - the flagship event of the European Network of Summer Academies on "ICT, Creativity and Entrepreneurship". The ICT Influencers of tomorrow meet experts of the field in the framework of the European biggest ICT Conference in Lisbon.

Let your mind be blown by some fresh new ideas!

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