



SUMMER ACADEMY - ITALY

PROGRAM

5TH SEPTEMBER - 16TH SEPTEMBER



Week 1: Design thinking

**Mon. Sept. 5th
INTRODUCTION
& TEAM BUILDING**

TIME	ACTIVITY	DESCRIPTION	FACULTY
10:00 - 11:00 am	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 am - 12:00 pm	Introductory pitching session	Introductory session 'Start-up weekend style': every team will pitch their idea in 2 minutes.	
12:00 pm - 01:00 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

TIME	ACTIVITY	DESCRIPTION	GUESTS
02:30 - 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 ADI Puglia @Museo della Civiltà Preclassica	Design Thinking, gamification and business development	- Cor Noltee / HKU University, Netherlands

**Tue. Sept. 6th
DESIGN THINKING**

TIME	ACTIVITY	DESCRIPTION	FACULTY
10:00 - 10:30 am	Teams and Ideas official declaration	Each team will officially declare components and idea on which will work (2 minutes for each team)	
10:30 am - 12:30 pm	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 pm	Tools & 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

TIME	ACTIVITY	DESCRIPTION	FACULTY
02:00 - 06:00 pm	Team working session (guided)	Use the Unpack Creativity Canvas to develop your business idea	- Francesco Zurlo - Arianna Vignati - Cor Noltee
06.00 pm	Open Lecture @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



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Wed. Sept. 7th
FROM CREATIVITY TO
ENTREPRENEURSHIP

TIME	ACTIVITY	DESCRIPTION	FACULTY
10:00 am - 01:00 pm	Team working session (guided)	Use the Unpack Creativity Canvas to develop your business idea	- Arianna Vignati - Francesco Zurlo
01:00 - 02:00 pm Lunch			
TIME	ACTIVITY	DESCRIPTION	FACULTY
02:00 - 04:00 pm	Tools & 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 working	- Karen Sikkema - Francesco Zurlo - Renata Guarneri - Salvatore Modeo
06:00 pm	Open Lecture @Museo della Civiltà Preclassica	ICT trends: open mind overview and Start-up experience	GUESTS - Renata Guarneri / Fondazione Politecnico - Salvatore Modeo / CEO "The Qube"

Thu. Sept. 8th
BUSINESS MODEL
CANVAS

TIME	ACTIVITY	DESCRIPTION	FACULTY
10:00 am - 12:00 pm	Tools & Methods	Building on your Business Model Canvas: Marketing plan, customers segments and key resources	- Anastasia Konstantelou
12.00 - 01.00 pm	Coaching & Mentoring	Team work	- Anastasia Konstantelou - Francesco Zurlo
01:00 - 02:00 pm Lunch			
TIME	ACTIVITY	DESCRIPTION	FACULTY
02:00 - 06:00 pm	Team working session (guided)	Interactive workshop on Business model generation.	- Anastasia Konstantelou - Francesco Zurlo - Arianna Vignati - Sergio Campodall'Orto
06:00 pm	Open Lecture @Museo della Civiltà Preclassica	Entrepreneurship in creative and cultural sector	GUESTS Anastasia Konstantelou / Aegean University, Greece

Fri. Sept. 9th
USER ENGAGEMENT DAY

TIME	ACTIVITY	DESCRIPTION	FACULTY
10:00 am - 12:00 pm	Team working session (guided)	Interactive workshop on Business model generation.	- Sergio Campodal'orto - Francesco Zurlo - Arianna Vignati
12.00 - 01.00 pm	Tools & Methods	Creative Crossover	- Elisabetta Lazzaro
01:00 - 02:00 pm Lunch			
TIME	ACTIVITY	DESCRIPTION	FACULTY
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

Mon. Sept. 12th ICT DEVELOPMENT

TIME	ACTIVITY	DESCRIPTION	FACULTY
10:00 am - 01:00 pm	Tools & Methods	Web and Mobile Applications: ICT and Data Science for better User Experience	- Marco Brambilla

01:00 - 02:00 pm Lunch

TIME	ACTIVITY	DESCRIPTION	FACULTY
02:00 - 06:00 pm	Mentoring & coaching on web development		- Marco Brambilla - Domenico Pannofino - Nicola Restifo

TIME	ACTIVITY	DESCRIPTION	GUESTS
06.00 pm	Open Lecture @Museo della Civiltà Preclassica	Real time big data and data fusion: business opportunities and customer perspective	- Marco Brambilla / DEIB Dept. Polimi - Daniel Bohn

Tue. Sept. 13th PROTOTYPING DAY

TIME	ACTIVITY	DESCRIPTION	FACULTY
10:00 am - 01:00 pm	Workshop	Prototyping session (mock up or prototype)	- Marco Brambilla - Domenico Pannofino - Nicola Restifo

01:00 - 02:00 pm Lunch

TIME	ACTIVITY	DESCRIPTION	FACULTY
02:00 - 06:00 pm	Workshop	Prototyping session	- Marco Brambilla - Domenico Pannofino - Nicola Restifo

TIME	ACTIVITY	DESCRIPTION	GUESTS
06.00 pm	Open Lecture @Museo della Civiltà Preclassica	Lean Start-up: successful case studies	- Antonio Ghezzi / DIG Polimi

Wed. Sept. 14th FUNDING DAY

TIME	ACTIVITY	DESCRIPTION	FACULTY
10:00 am - 01:00 pm	Tools & 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

TIME	ACTIVITY	DESCRIPTION	FACULTY
02:00 - 06:00 pm	Mentoring & Coaching		- Marco Brambilla - Domenico Pannofino - Nicola Restifo

TIME	ACTIVITY	DESCRIPTION	GUESTS
06.00 pm	Open Lecture @Museo della Civiltà Preclassica	Toward a learning organization Start-up Ecosystem: investments and crowdfunding	- Paola Pinto / Learning and Development Professional - Francesco Mantegazzini / Business Angel



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Thu. Sept. 15th
COACHING &
STORYTELLING - DAY

TIME	ACTIVITY	DESCRIPTION	FACULTY
10:00 - 11:00 am	Tips & Method	Do and Don'ts to better communicate Pitching (Pitch Cooking Tool)	- Domenico Pannofino - Nicola Restifo - Michele Melazzini
11:00 am - 01:00 pm	Mentoring & Coaching	Full immersion	- Domenico Pannofino - Nicola Restifo
01:00 - 02:00 pm Lunch			
TIME	ACTIVITY	DESCRIPTION	FACULTY
02:00 - 06:00 pm	Mentoring & Coaching	Full immersion	- Domenico Pannofino - Nicola Restifo - Margriet Vollenberg - Fulvia Ramogida - Luca Fois
06.00 pm	Open Lecture @Museo della Civiltà Preclassica	Visual Storytelling	GUESTS - Luca Fois / Creative Advisor - Margriet Vollenberg / Art Director and Founder Ventura Projects - Fulvia Ramogida / Project and Relationship manager Ventura Lambrate

Fri. Sept. 16th
PITCH - DAY

TIME	ACTIVITY	DESCRIPTION	FACULTY
10:00 am - 01:00 pm	Prep-hours	Prepare for your pitch, perfect your demo, get last-minute feedback, improve your communication	
01:00 - 02:00 pm Lunch			
TIME	ACTIVITY	DESCRIPTION	JURY
05:00 pm	Final pitching @ OFFICINE TAMBORRINO		- 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 - Antonio Ghezzi - Vincenzo Bellini - Sonia Rubini
08.00 pm	Final Party		