



**crea**  
summer academy

Creativity & ICT  
for new  
entrepreneurship

## SUMMER ACADEMY - GREECE

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PROGRAM  
11<sup>TH</sup> JULY - 22<sup>ND</sup> JULY



### Week 1

**Monday**  
July 11<sup>th</sup>

### INTRODUCTION

DINNER TOGETHER

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**Tuesday**  
July 12<sup>th</sup>

### DESIGN APPROACHES & IDEATION

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**Wednesday**  
July 13<sup>th</sup>

### CONCEPT DEVELOPMENT

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**Thursday**  
July 14<sup>th</sup>

### PROTOTYPING

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**FRIDAY**  
July 15<sup>th</sup>

### FROM PROTOTYPING TO BUSINESS MODELLING

Invited speaker event  
Guest speaker from the Creative Sector



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



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### Week 2

**Monday**  
**July 18<sup>th</sup>**

### SHARE YOUR EXPERIENCES

Elisabetta Lazzaro, HKU

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**Tuesday**  
**July 19<sup>th</sup>**

### BUSINESS PLANNING - THE ESSENTIALS

Constantelou, Kutsikos, Kinias, Charalabidis, Alexopoulos

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**Wednesday**  
**July 20<sup>th</sup>**

### BUSINESS FINANCING

**Invited speaker event**

Guest speaker from the Creative/Cultural Sector

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**Thursday**  
**July 21<sup>st</sup>**

### RECAP & IPR

**Invited speaker event**

Guest speaker from the Creative/Cultural Sector

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**FRIDAY**  
**July 22<sup>nd</sup>**

### PITCHING DAY

**GOODBYE LUNCH**



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