

# CREA17

# ICT BUSINESS IDEA CONTEST

—  
**THE BEST  
CREA  
IDEAS**

**25  
OCT. 2017**

**SMAU Milan  
FieraMilanoCity  
HALLS 4**



A European Network of  
Summer Academies for the  
development of  
innovative business ideas  
focused on **Creativity and ICT**



# CREA BUSINESS IDEA CONTEST THE EUROPEAN COMPETITION FOR BUSINESS IDEAS MIXING ICT AND CREATIVITY

## EVENT PROGRAM

HALL 4 - STUDIO TV

- 01:45 - 02:00 PM** Registration
- 02:00 - 02:10 PM** Welcome - What is CREA, a development tool for talents and early stage ideas
- 02:10 - 02:35 PM** Pitching session
- 02:35 - 02:50 PM** Crossfire chat with business angels, investors and incubators
- 02:50 - 03:00 PM** Closing

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**from 05.30 PM**

## AWARD CEREMONY @ MO PUGLIA BISTROT

**Join us for an apulian aperitivo with  
CREA participants and winners.**

Via Pontaccio, 5  
Milan

**Are you looking for fresh new ideas in  
the ICT field?**

**Do you want to meet European Talents  
aspiring to be the entrepreneurs of  
tomorrow?**

**Do you wish to engage in productive  
networking with European incubators  
and business angels?**

## JOIN THE CREA BUSINESS IDEA CONTEST @ SMAU 2017.

Young talents who have been going through an intensive training program will present their ideas in 3 minutes pitches and will be reviewed by an expert jury.

Following, in a Crossfire Chat you will be able to ask controversial questions to business angels and incubators and get an insight in the way they work.

**The two best ideas selected by the  
jury will finally be awarded during an  
evening award ceremony.**



#CREA17

[www.creasummeracademy.eu](http://www.creasummeracademy.eu)



## No.Ra

More and more people are looking for an alternative work spot to study or to work: NoRa is a platform designed for students and workers perpetually looking for an appropriate alternative location. The purpose of NoRa is to find within the city quality-certified places where users could go, whether they're alone or in groups. The platform suggests places that are open but with a few customers inside. In that way, NoRa tends to increase the earnings of these vacant places and to provide a quiet place for those who need to an available and alternative place where to stay.

### TEAM

Piero Di Cesare  
Federico Luciano Nunziata  
Carmine Reppuccia  
Maria Cristina Tamburello  
Costanza Trinari

## Matchmaking

High school students find themselves experiencing the time of “alternanza scuola/lavoro” as a problem more than an opportunity. Students who should do an experience that should help them mature, end up doing unnecessary courses, or going to places they do not like, just for the sake of completing the internship requirement. Matchmaking aims to solve this problem, setting it as a platform that offers an opportunity for companies to look for valid profiles and for students to find an offer that enhances their interests.

### TEAM

Francesca Angelini  
Noemi Calò  
Melissa Caroli  
Fabio Antonello Ciraci  
Maria Anna Legrottaglie  
Francesca Pia Mangia  
Miriana Nacci  
Alessandro Pasinetti  
Marcella Vincenti



# WINNER IDEAS

## PULSE

Pulse is simplifying how sports are organised in local communities. It creates the opportunity for its users to join or create events, and find others to share their common interest for sports. By creating a virtual lobby with a time and place, users can allow others in their area to join in on the fun. While it encourages everyone to practice sports and simplifies the process of organising, it also creates a great social environment where getting to know likeminded people is as easy as it is to have fun. To top this all, it forms a great way for sports businesses to get in touch with exactly the customers they want to target.

### TEAM

Krisztian Gyuro  
Ruben Coorevits  
Thomas Stegen  
William Ranschaert



## AltLearn

Throughout the years we have experienced ourselves that the way of teaching does not suit every student. Our goal is to include every student in their own learning experience. We will do this by providing a game based learning environment. By blending multiple subjects and game elements we will give these kids ownership over their learning.

### TEAM

Jack Alexandroff  
Bauke Joosten  
Marlien Pos  
Evelyn Varon Vega  
Stefano Lualdi



# CONTEST PRIZES

FOR THE TWO WINNING TEAMS

1

## MONTH

coworking desk and support for prototyping the idea at Makershub in Milan

10

## CONSULTANCY SESSIONS

(1 hour each, virtual or physical) on the development of the startup from the staff of Cilab, HKU Centre for Creative Entrepreneurship and Living Stories

1

## DEDICATED MENTORING SESSION FROM THE STAFF OF LACERBA

(2 hours of support per team on technology solution optimization, marketing funnel strategy, business planning)



**POLITECNICO MILANO 1863**  
DIPARTIMENTO DI DESIGN

Cilab is a research lab in Design Department of Politecnico di Milano, that "travels" in design and creative industries galaxies, in order to provide added values for industries through design driven innovation approach as a leverage to grow.



Makers Hub offers well-equipped work spaces and a large training program, alongside professionals and hobbies at all stages of the project, from idea to marketing, to meet the many facets of making: from craftsmanship to digital fabbing.

EXPERIENCE BY LIVING STORY

Living Story brings people, places and learning together through unique outdoor games, teambuilding experiences and one-of-a-kind escape rooms.



HKU University of the Arts Utrecht, with more than 3,900 students, HKU University of the Arts Utrecht is one of the largest art and culture-oriented institutes in Europe.



Lacerba is an Italian online school focused on producing and distributing video-courses on tech skills. Lacerba's professors are selected among the best professionals in coding, design, marketing and business in order to teach the in-demand digital skills. We help entrepreneurs and digital workers to grow their projects, exploiting the latest technology.



# CONTEST JURY

CREAT17

## Michele di Blasio

CEOA @Lacerba

**entrepreneurship  
oriented**



Michele has been always passionate about startup environment. Since the beginning of his career, when he was working in management consulting and he had the opportunity to participate on a fund-raising project, till the day he decided to resign from his well-paid job to become an entrepreneur. The passion is growing daily, while he tries to accomplish his vision: to bring in Italy the digital skills needed to let the best talents turn their ideas into reality. During his experiences he has gained expertise in lean approach, business modelling and startup financing. Thanks to this on-field know-how he can help potential entrepreneurs to face their business challenges.

## Sergio Campodall'orto

PI01 Advisor

**entrepreneurship  
oriented**



Sergio Campodall'Orto is Professor of Entrepreneurship and Design at the School of Design - Politecnico di Milano (the main Italian School of Design). He is Senior Consultant and Project Manager at Fondazione Politecnico and Business Developer at PoliHub (the incubator of Politecnico di Milano) He established in 2000 the Accelerator for new company at Politecnico and has been for 12 years as CEO of the Consorzio Politecnico Innovazione, the company dedicated to technology transfer, the promotion of research and development of spin- offs.

## Luca Fois

Creative advisor

**creativity  
oriented**



He believes in design as culture, method and practice of the project, applicable in many situations to turn visions in real processes. Philosophy-student and political activist in the 68's, carpenter-designer from 1976 to 1992, consultant for product development in the 90's for top international brands, co-founder of Zona Tortona, Design Library in the 2000's, always Creative Advisor and currently teaching of Event design at Politecnico di Milano, School of design. Co-director of design for Kids and Toys and Wine design high training courses at POLI.design consortium.

## Sergio Valentini

Economist, specialist in supporting SMEs

**entrepreneurship  
oriented**



Director of Promotion and Development of Territories of Unioncamere Lombardia. Expert of competitiveness, design and internationalisation, he is part of the Executive Committee of Transparency International Italia and numerous evaluation committees and juries for regional and national awards, calls and competitions between companies.

## Thera Jonker

Dean HKU College at HKU Utrecht University of the Arts

**creativity  
oriented**



Being an innovator and connector at the same time my strength lies in the strategic and creative support of new forms of (arts) education, organisation and knowledge transfer. I am inspired by differences between ideas and cultures, and I have an eye for the synergetic value they can produce together.

## Vittoria Gozzi

Founder and CEO @ Wylab

**entrepreneurship  
oriented**



After her studies at the Bocconi Business School and the Lee Koh Chiang School of Business in Singapore she started her trading career in Switzerland in Duferco International Trading. Since 2016 she is the founder and CEO of Wylab the first sports tech incubator in Italy offering early stage startups a support program through dedicated tutorship and access to funding.

# CONTEST JURY

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## **Silvia Piardi**

Head of the Department of Design  
at the Politecnico di Milano

**creativity  
oriented**



Member of the Order of Journalist, since 2003 is full professor in Industrial Design at the Politecnico di Milano, Department of Design. She co-founded and directed the Degree in Interior Design until 2003; She participated in the design and chaired the Master of Science in Naval and Nautical Design, joint between the Politecnico di Milano and the University of Genoa, from its inception in 2005 to 2011. Since its establishment in 1999 to 2015 she was Director of the Master of the Politecnico di Milano in Yacht Design, she is currently co - director and teacher. Former member of the Academic Board of the Doctorate of Interior and Exhibition Design, is now a member of the Academic Board of the PhD in Design at Politecnico di Milano. She is director of Advanced training course on "Office Design" at Politecnico. Since 2011 she is the Head of the Department of Design at the Politecnico di Milano.

## **Michela Maggi**

PhD in Intellectual Property

**entrepreneurship  
oriented**



Lawyer and Founder Maggilegal Lawfirm - PhD in Intellectual Property and Competition Law

She works on Intellectual Property, IT, Media, Data Protection and Commercial Contracts for multinational and local companies, Digital Area and E-commerce. She is in the Scientific committee of "Il Progettista Industriale". She is in charge for the "Intellectual Property" and "E-commerce" Sections for Diritto24, Sole24Ore. She is Member of the Standard & Patents International Committee at AIPPI. Teacher at NABA.

## **Daniele Zucchelli**

Economic Development  
and Strategic Planning Manager  
Metropolitan City of Milan

**entrepreneurship  
oriented**



Daniele is working in Metropolitan City of Milan since 2003 where he is mostly involved in the design of sustainable mobility in order to reduce pollution and facilitate movements.

He has a degree in languages and Communications and three executive masters, the last one concluded last year at the MIP - Politecnico di Milano. He also attended a journalism course.

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**CREATIVE  
INDUSTRIES  
LAB**



**MAKERS  
HUB**

**HKU**  
university of the arts utrecht

EXPERIENCE BY  
**LIVINGSTORY**

