

## CREA SUMMER ACADEMY @ HKU

### HOW TO BECOME A START-UP IN THE CREATIVE INDUSTRIES Program 3-14 September 2018

Version 1.1 – Feb18

#### Week 1: Teams, ideas & market

Monday, September 3 <sup>rd</sup> – INTRODUCTION - DAY		
Location: HKU		
Time	Activity	Description
9:30-10:00	Introduction <ul style="list-style-type: none"> <li>• Course Leader</li> <li>• School Directors</li> </ul>	Welcome by Course Leader & HKU School Directors
10:00-11:00	Keynote	Keynote on cultural and creative industries, creative process and HKU
11:00-13:00	Team formation <ul style="list-style-type: none"> <li>• Team building expert</li> <li>• Coaches</li> </ul>	Introduction exercises, getting to know each other Share with other students your fascinations, visions, ideas, discuss, and assemble the team to work with during the Summer Academy Team formation, supported by coaches
13:00-14:00	Lunch	Make your team photo!
14:00-14:30	Team presentations	Present your team!
14:30-17:30	Working session	Design Thinking workshop part I Tools: Design Thinking tools

Tuesday, September 4 <sup>th</sup> – DESIGN THINKING - DAY		
Location: HKU		
Time	Activity	Description
8:15-13:00 Including breakfast	Design Thinking part II	Design Thinking workshop part II
13:00-14:00	Lunch	
14:00-17:30	Design Thinking part III	Design Thinking workshop part III At the end of the afternoon, you will know all about the Design Thinking methodology and have a direction for developing your idea or concept to work on with your team during the Summer Academy. Tools: Design Thinking tools

Wednesday, September 5 <sup>th</sup> – TEAM - DAY		
Location: HKU		
Time	Activity	Description
9:00-10:30	Idea presentations <ul style="list-style-type: none"> <li>• Course Leader</li> <li>• Coaches</li> </ul>	With your team, you present your first idea or concept to you coach and get feedback. During the following days of the week, you will specify and test your idea further.
11:00-18:00 (Lunch included)	Interactive session	Interactive workshop on Team building/ Team formation with a specific focus on working in (intercultural) start-up teams. Tools: Me and my start-up - Team Canvas



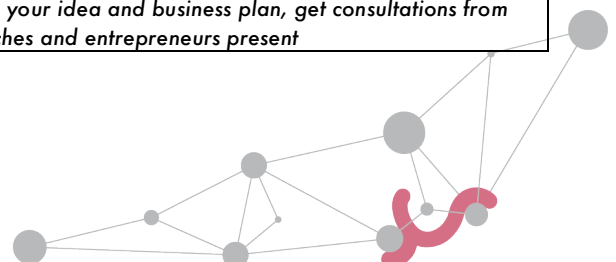
Thursday, September 6 <sup>th</sup> – UNPACK YOUR IDEA - DAY		
Location: HKU		
Time	Activity	Description
10:00-13:00	Lecture and workshop	Lecture and interactive workshop. Using the Unpack Creativity Canvas, you will work further on your idea, unpack its elements, and further define your customer, value proposition et cetera. Tools: Unpack Creativity Canvas
13:00-14:00	Lunch	
14:00-18:00	Working time	Work with your team on your business idea and canvas

Friday, September 7 <sup>th</sup> – FROM IDEA TO DEMO - DAY		
Location: HKU		
Time	Activity	Description
10:00-13:00	Lecture and workshop	Work further on your idea using learnings from The Lean Start-up and start designing a Demo (MVP) that you can use to collect 'currency'. Tools: Lean Start-up methodology
13:00-14:00	Lunch	
14:00-17:00	Interactive team workshop	Work on your MVP using Digital Marketing techniques. End with an MVP that you can use over the weekend to collect 'currency'.  Introduction of Show me the Currency challenge
17:00-21:00	Teams & Coaches	Coaching session (17:00-18:00) followed by shared dinner

## Week 2: Business, customers & pitch

Monday, September 10 <sup>th</sup> – EXPO - DAY		
Locations: HKU + Incubator		
Time	Activity	Description
10:00-11:30	Presentations <ul style="list-style-type: none"> <li>• Teams</li> <li>• Course Leader</li> <li>• Coaches</li> </ul>	Presentations: Show me the currency! In this presentation, you will show how many 'currency' you have already collected on your idea. The currency can exist of likes on social media, emails from interested customers, etc. The best team wins the Currency Challenge!
11:30-16:00	Team work	Work further on your idea with your team and prepare for market place/ expo at local incubator in the afternoon
16:00-19:00	Market place at local Incubator	Inspirational market place to present your idea to entrepreneurs, start-ups, coaches, teachers, jury members and other professionals. Gain feedback and more currency on your idea!  We close off with drinks at the location of the start-up incubator.

Tuesday, September 11 <sup>th</sup> – BUSINESS MODEL CANVAS - DAY		
Location: HKU		
Time	Activity	Description
10:00-12:00	Lecture & Interactive team workshop	Introduction to business models / business modelling <ul style="list-style-type: none"> <li>- Business models in the creative industries</li> <li>- Business models in technology driven start-ups</li> <li>- Work on your own Business Model Canvas and work further on your idea</li> </ul> Tools: Business Model Canvas
12:00-13:00	Lunch	
13:00-17:00	Team work	Work further on your idea and business plan, get consultations from professors, coaches and entrepreneurs present



**Wednesday, September 12<sup>th</sup> – IMPROVE YOUR BUSINESS PLAN - DAY**

**Location: HKU**

Time	Activity	Description
10:00-11:00	Interactive business plan session • coaches	Present your idea and business plan plan so far to your coach and find out where you want to improve. Work further with your team.
12:00-13:00	Lunch	
13:00-17:00	Consultancies/ team work	Visit one of the experienced coaches/ entrepreneurs/ professors on the topics: Strategy, positioning / Product, design / Marketing, branding / Finance / Investors / Team, and work further on your business plan using the obtained input

**Thursday, September 13<sup>th</sup> – STORYTELLING - DAY**

**Location: HKU**

Time	Activity	Description
10:00-12:00	Interactive session/ pitch training	Pitch training
12:00-13:00	Lunch	
13:00-16:00	Team work	Work further on your business plan and prepare pitch for tomorrow
16:00-17:00	Practice your pitch again	Second round of practicing your pitch!

**Friday, September 14<sup>th</sup> – PITCH - DAY**

**Location: HKU + Pitch Event location**

Time	Activity	Description
10:30-12:00	Prep-hours • coaches	Prepare for your pitch, perfect your demo, get last-minute feedback, improve.
12:00-14:00	Lunch	
14:00-15:00	Pitching	Pitch in front of the local jury  The Local Jury will consist of Entrepreneurs, Business Experts and HKU Representatives.
15:00-18:00	Party	After pitching, we start the party! At 17:00 the winners will be announced by the jury
18:00-19:00	<ul style="list-style-type: none"> <li>• Winning teams</li> <li>• Coaches of winning teams</li> <li>• Course leader</li> </ul>	Start mentoring phase for the two winning teams

