



POLITECNICO
MILANO 1863

DIPARTIMENTO DI DESIGN



Polimi - Ostuni and Martina Franca (Apulia), Italy

18th June - 29th June 2018

DESIGN THINKING FOR NEW ENTREPRENEURSHIP

HOW TO START FROM USERS NEEDS TO BUILD INNOVATIVE START-UPS

PROFILE

Would you like to start your innovative company using the design approach as competitive advantage? Would you change the world creating innovative sustainable products and services that meet the new needs of people boosting new experience of use and interaction? Enroll in the Italian Summer Academy to understand how the design approach can support and drive the early stage of a start-up company.

You will study theories and practices of design thinking you will match with trends in ICT sector and knowledge in entrepreneurship. You will learn how to approach the business model generation using design thinking and design management tools.

EXPERTISE

Strategic Design, Service Design, Design Thinking, Product Service System



POLITECNICO
MILANO 1863
DIPARTIMENTO DI DESIGN



CREATIVE
INDUSTRIES
LAB

FULL PROGRAM Week 1: Design thinking

OSTUNI

Monday, 18th June – INTRODUCTION & TEAM BUILDING

Time	Activity	Description
10:00 - 11:00	Introduction	Official Institutional Welcome Overview of CREA and "rule of play" for the two weeks of summer academy
11:00 - 13:00	Introductory pitching session	Introductory session 'Start-up weekend style': every team or participant will pitch their idea in 2 minutes.
13:00 - 14:00	NETWORKING LUNCH: "taralli&mozzarella" speed dating meetings	
14:00 - 18:00	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.
18:00	Open Lecture	CREA past edition participants Startup Experience

Tuesday, 19th June – DESIGN THINKING

Time	Activity	Description
10:00 - 10:30	Warm-up	Each team will officially declare components and idea on which will work (2 minutes for each team)
10:30 - 13:00	Design Thinking Tools and Methods	Design thinking approach in the creative sector. Interactive workshop on Design Thinking, working on business idea development and Presentation of the Unpack Creativity Canvas.
13:00 - 14:00	LUNCH	
14:00 - 18:00	Team working session	Use the Unpack Creativity Canvas to develop your business idea.
18:00	Open Lecture	Game Design

FULL PROGRAM | OSTUNI

Week 1: Design thinking

Wednesday, 20th June – FROM CREATIVITY TO ENTREPRENEURSHIP

Time	Activity	Description
10:00 - 10:30	Warm-up	Each team have 2 minutes to present the IDEA
10:30 - 13:00	Tools and Methods	Introduction to Entrepreneurship and Business development: Business Model Generation in the Creative Sector. From a design process to a start-up company process.
13:00 - 14:00	LUNCH	
14:00 - 18:00	Coaching&Mentoring	Team work
18.00	Open Lecture	LEAN approach in practice

Thursday, 21st June – LEAN START-UP

Time	Activity	Description
10:00 - 10:30	Warm-up	Each team have 2 minutes to present the IDEA
10:30 - 13:00	Tools and Methods	LEAN START-UP Approach: the MVP (minimum viable product)
13:00 - 14:00	LUNCH	
14:00 - 18:00	Team working session (guided)	Interactive workshop.
18:00	Open Lecture	Entrepreneurship in creative and cultural sector

Friday, 22nd June – BUSINESS MODEL AND USER ENGAGEMENT

Time	Activity	Description
10:00 - 10:30	Warm-up	Each team have 2 minutes to present the IDEA
10:30 - 12:00	Tools and Methods	Business Model Canvas: Marketing plan, costs and the revenue stream.
12:00 - 13:00	Team working session (guided)	Interactive workshop
13:00 - 14:00	LUNCH	
13:00 - 14:00	Pitch session	First check of business ideas
14.00 - 18:00	User engagement session	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

FULL PROGRAM | MARTINA FRANCA

Week 2: Business model and prototyping

Monday, 25th June - DESIGN THINKING

Time	Activity	Description
10:00 - 10:30	Warm-up	Each team have 2 minutes to present the IDEA
10:30 - 13:00	Tools and Methods	Design Thinking Implementation: select, converge and make sense
13:00 - 14:00	LUNCH	
14:00 - 18:00	Team working session (guided)	Interactive workshop
18:00	Open Lecture CULTURAL EVENT	Design and gamification

Tuesday, 26th June - STRATEGIC DESIGN

Time	Activity	Description
10:00 - 10:30	Warm-up	Each team have 2 minutes to present the IDEA
10:30 - 13:00	Tools and Methods	Strategic Design and Product Service System: how to use technology to create new meanings
13:00 - 14:00	LUNCH	
14:00 - 18:00	Team working session (guided)	Interactive workshop
18:00	Open Lecture	Networking, communication, internationalization: drivers to be competitive.

Wednesday, 27th June - ICT DEVELOPMENT

Time	Activity	Description
10:00 - 10:30	Warm-up	Each team have 2 minutes to present the IDEA
10:30 - 13:00	Tools and Methods	Web development and Mobile Application: how to use ICT to empower the user experience
13:00 - 14:00	LUNCH	
14:00 - 18:00	Mentoring and coaching	Web development
18:00	Open Lecture	ICT trends and case studies

FULL PROGRAM

Week 2: Business model and prototyping

MARTINA FRANCA

Thursday, 28th June - STORYTELLING

<i>Time</i>	<i>Activity</i>	<i>Description</i>
10:00 - 10:30	Warm-up	Each team have 2 minutes to present the IDEA
10:30 - 11:00	Tools and Methods	How to present your business idea: the Pitch Cooking Tool
11:00 - 13:00	Tools and Methods	How to collect funds
13:00 - 14:00	LUNCH	
14:00 - 18:00	Mentoring and coaching	Full immersion
18:00	Open Lecture	Start-up successful case studies

Friday, 29th June - PITCH

<i>Time</i>	<i>Activity</i>	<i>Description</i>
10:00 - 13:00	Prep-hours	Prepare for your pitch, perfect your demo, get last-minute feedback, improve your communication
13:00 - 14:00	LUNCH	
16:30	Final pitching	
20:00	FINAL PARTY!	