



crea
summer academy

Creativity & ICT
for new
entrepreneurship



CREA SUMMER ACADEMIES CALL FOR IDEAS

MORE THAN A SUMMER ACADEMY

In CREA we turn ideas into great businesses.

We select and support talented students, who have a real interest in becoming entrepreneurs who combine creativity with ICT, ready to start an innovative venture.

In CREA students come in with an idea and go out with a concrete project with business model. We provide an all-round training, which takes you from your idea, via the identification of market opportunities, to conceptualization and planning and finally to the start-up of a new company.

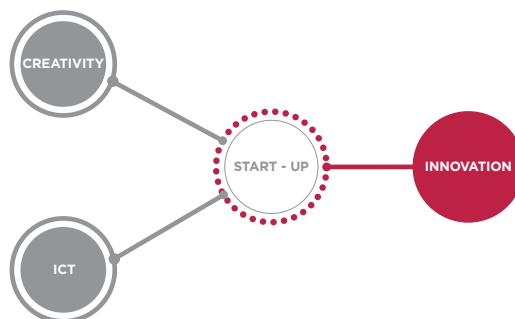
But there is even more: a qualified jury selects the best ideas. If your project gets selected you are given the opportunity to pitch it in front of possible investors.

If you want to turn an innovative idea into a successful start-up, cooperating with a team of fellow students, you can enroll in one of our six Summer Academies at leading Universities in Europe, in Germany, Greece, Italy, UK, the Netherlands or Slovenia. Each Summer Academy has its own profile, which enables you to select the programme that suits you best.

Students, PhD Candidates and Post Docs from European Universities can apply.

And the best is yet to come: in CREA we like to give everybody the chance to become a successful entrepreneur. Thanks to the support of the European Commission CREA Summer Academies are free of charge! **You only pay for your travel and accommodation.**

CREA: A EUROPEAN SYSTEM OF SUMMER ACADEMIES ON ICT, CREATIVITY and ENTREPRENEURSHIP



CREA is a network of European Summer Academy focusing on Entrepreneurship driven by ICT and Creativity.

Academic and business perspectives come together in CREA through a European partnership among Universities, Incubators, Regional Development Agencies and Business Support initiatives. This partnership makes the CREA Summer Academy unique in its kind.

Discover more on the CREA Summer Academy EU Project on www.cresummeracademy.eu

**STARTUP
EUROPE**



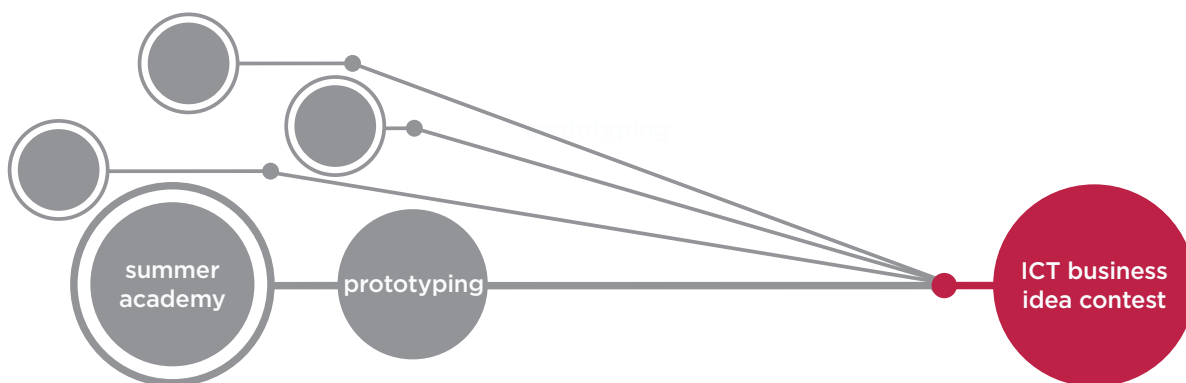
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 644988.



CREA SUMMER ACADEMY MAIN STEPS

Students applying for the CREA Summer Academy go through three main steps:

- SUMMER ACADEMY
- MENTORING AND PROTOTYPING
- INTERNATIONAL BUSINESS IDEA CONTEST



Summer academy

During the summer academy students get an insight of what is needed to be an entrepreneur and to found a start-up. At the end of the two weeks program, a qualified jury selects the two best business ideas emerging from each national summer academy that will participate to the CREA International Business Idea Contest.

Mentoring and prototyping

In the following months teams keep developing their ideas receiving support through online mentoring. Between October and November 2015 they are invited to a Rapid Prototyping event to develop a first prototype of their project.

CREA International Business Idea Contest

Finally the best ideas selected from the Summer Academy participate to the CREA International Business Idea Contest and pitch their project in front of investors. Winning participants have the chance to be introduced to incubators all over Europe.

THE SIX SUMMER ACADEMIES

CREA offers six Summer Academies at leading Universities across Europe.

Their shared goal is to support fresh new venture ideas that combine entrepreneurship with ICT and creativity as the drivers for innovation.

Furthermore, **each Summer Academy offers a specific area of expertise**, which enables students to select the course that suits their idea best.

THE SHARED APPROACH

In the course, the principles of entrepreneurship and creativity, as well as the use of ICT, are addressed in a practice based manner.

With your idea as a red thread you will study and apply topics such as business modeling and planning, design thinking, market research, access to finance, pitching and crossover practices.

With fellow students you create a team: together you turn your idea into a project with a business model. You present your idea to different successful entrepreneurs and international experts who provide you with feedback and advice. Doing so, you further improve your project and prepare the set up of your own company.

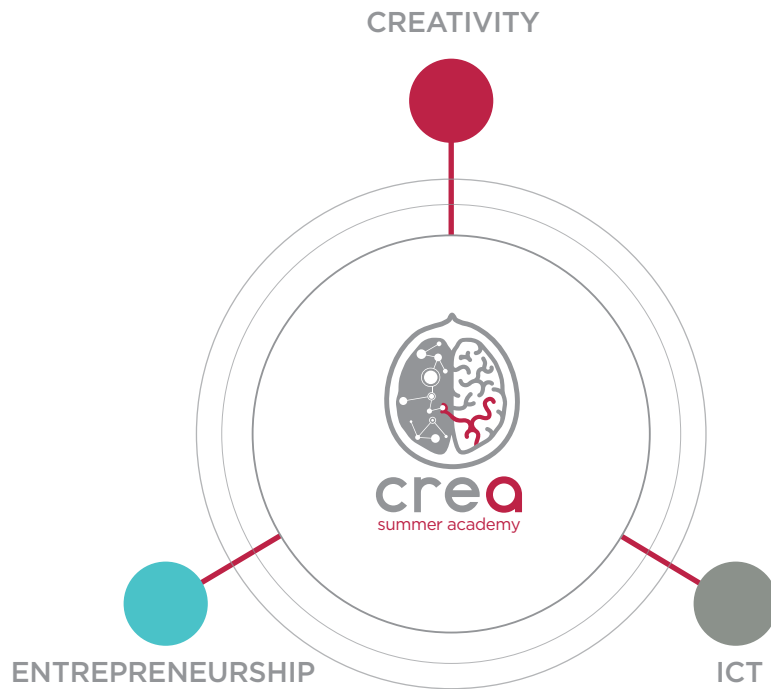
If your project is selected as one of the best after the two-week course, you can pitch your idea to a jury of international investors.



crea
summer academy

Creativity & ICT
for new
entrepreneurship

THE 6 SUMMER ACADEMIES



**University
of Northumbria**
Newcastle - UK
15 - 28 June 2015

Tools:



**HKU -
University of the arts**
Utrecht - Netherlands
6 - 17 July 2015

Tools:



University of Ljubljana
Faculty of Computer and
Information Science

**University of Ljubljana
Faculty of C.I.S.**
Ljubljana- Slovenia
12 - 22 July 2015

Tools:



**bwcon
gmbh**
Lake Constance - Germany
7 - 18 Sept 2015

Tools:



**Tallin Business
Incubator**
Tallin - Estonia
17 - 28 Aug 2015

Tools:

POLITECNICO DI MILANO



DIPARTIMENTO DI DESIGN

**Politecnico di Milano
Design Department**
Milan - Italy
14 - 27 September 2015

Tools:



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



HOW TO APPLY

We are looking for talented people capable of great ideas. Each summer academy focuses on the development of entrepreneurial skills using ICT and Creativity as levers. You can select the program that better suit you. Each University has a different area of expertise and you can rely on experienced lectures and business professionals that will guide your through your entrepreneurial journey.

In order to apply for the CREA Summer Academy program you will need to provide us:

- Some information about you
- Short description of your business idea
This should include concept (which problem are you addressing? Who has got the problem?), value proposition, target, markets, key activities. Please include also a short presentation of your team
- Motivation Letter (max. 1000 characters)

You can apply directly for the Summer Program you like.

Click the bottom "Apply" and fill the form on F6S platform
www.f6s.com/crea

WHO CAN APPLY

- Students enrolled in a European University (till one year after degree). Non-EU students enrolled in European Universities are also welcome
- PhD Candidates enrolled in a European University
- Post Doc working in a European University

CREA Summer Academy gives priority to application received by team where at least one member respects the previous requirements. In any case student can apply also individually. The aim of the Academies is to set up solid teams of entrepreneurs and then the first day of the training program will be focus on team building (student alone and teams will join starting from a synergy among business ideas).



SELECTION PROCESS

The selection for each Summer Academy program is done locally by a jury of experts. Students can apply starting for only one Summer Academy. To discover the program of each Summer Academy go to the section The six Summer Academies on www.creasummeracademy Deadline for the application is the 15th May 2015. Pre-selected students will be contacted by email and will be invited to an online interview. Finally, the candidates selected for the Summer Academy will be notified via email at the beginning of June 2015.

EVALUATION CRITERIA

Students and team will be evaluated from two points of view:
CV and background: training (degree courses, extra courses, PhD topics, etc.) and professional experience (stage, participation in contest, award etc.);
Business Idea: research and analysis that support the idea, innovation and feasibility (the idea use existing technology or tested technologies), value proposition (clear and recognizable needs addressed).

TERMS AND CONDITIONS

The CREA Summer Academies are funded with the support of the European Commission in the framework of the Horizon 2020 Program. For this reasons all Academies are free of charge. Students have to cover on their own the cost of their travel and accommodation.

RELEASE AND PRIVACY

According to Legislative Decree no.196/03, the data acquired while executing this notice, shall be processed only for the purposes relating to this specific procedure, according to modalities laid down by law and regulations in force.

According to article 7 of Legislative Decree no.196/03, the person concerned shall have access to his/her data and request correction and integration and, if it is necessary, cancellation or blocking of them, by sending a motivated written request to the person in charge of the procedure.

The data controller is the Politecnico di Milano.

RELEASE OF USE

Taking up this invitation, the applicants authorize the CREA project partners to publish the data concerning their application on the web site of the CREA project and on the partners' web sites, as well as to communicate it during the public presentations, debates and through the main information and communication media.

It is understood that the use of the submitted data and documents, everything concerning the application is granted free of charge. It is also understood that the release is granted without any time constraints.

DECLARATIONS OF INDEMNITY

By taking part to this call for applications, every applicant expressly states that the business model and video presentation, submitted with the application, are original and do not infringe, wholly or partly, any right and/or third party property right, relieving, substantively and legally, the CREA project partners from any responsibility, request for compensation or indemnification and/or penalty done by third parties.