



# get up! Start up

your cultural idea  
by the Adriatic Sea

[startupschool.ecapital.it](http://startupschool.ecapital.it)

edition **2019**

**ecapital**  
Culture  
Adriatic Start-up School

“A winner is simply a dreamer  
who never gave up”

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[Nelson Mandela]

It is a pleasure for me to submit you the new edition  
of ECAPITAL CULTURE - Adriatic Start-Up School 2019.

This Adriatic-Ionian Macro Region project is a unique  
experience in Europe and it is promoted and financed  
by Fondazione Marche, Regione Marche, Università  
Politecnica delle Marche, Chamber of Commerce of Ancona  
and City of Ancona.

The main purpose of the project is the economic development  
of cultural tourism in that Area, throughout the creativity  
and resourcefulness of young people who want  
to set up a business.

The cultural heritage of the Adriatic Macro Region offers  
the opportunity to develop innovative start-ups  
that can attract cultural tourism  
and general economic value.



Mario Pesaresi  
(President Ecapital Culture)

Have  
a business idea

ON CULTURAL FIELD?

#### 18 YEARS OF SUCCESS

Ecapital Culture takes inspiration from Ecapital Business Plan Competition, which since 18 years promotes the creation of innovative enterprises in the Marche region (Italy), involving young university students in the launch of business projects.

More than 100 enterprises were born thanks to this project, involving more than 700 young workers.

#### CANDIDATES

30 young future entrepreneurs coming mainly from the 8 countries of the Adriatic-Ionian Macro Region: Albania, Bosnia and Herzegovina, Croatia, Greece, Italy, Montenegro, Serbia, Slovenia.

#### TOPICS

Archeological Sites, Architecture, Events, Food, Live Performance, Movies, Museum, Music, Publishing, Theme Parks, Visual Arts, etc.

#### DURATION

2 months  
(6<sup>th</sup> May - 28<sup>th</sup> June 2019)

#### VENUE LOCATION

Mole Vanvitelliana \_ Ancona \_ Italy



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## Aim

Ecapital Culture is a training path oriented to the development of innovative start-up working in the cultural tourism field and aimed to enhance the cultural heritage of the Adriatic-Ionian Macro Region.

The primary objective of the project is to create the conditions so that the young people, especially from the countries of the Adriatic-Ionian Macro-Region, making use of their skills and their creativity, can achieve their own business idea.

The project represents a real opportunity to develop the economy of this area and to increase professional employment with start-up creation.

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## The School

Ecapital Culture is above all an educational experience, which helps young people to develop their own business ideas in the field of culture, allowing an important link between the academic and institutional world and the business and financial one.

### TUTORS:

the participants will be supported by tutors during the whole training path. The tutors, professionals with experience in the start-up development, will follow each participant providing guidelines for the translation of the business idea into a business reality.

### TEACHERS:

the teachers are specialized for over 40 years in training in the areas of business management, marketing and human resources. The teachers will develop themes such as business models and organizational systems of cultural enterprises, tourism marketing, business management and budgeting.

### TESTIMONIALS:

during Ecapital Start-up School are planned lectures and coaching sessions by testimonials of successful international case history in the field of cultural tourism. The testimonials will be accomplished managers of consolidate cultural enterprises, but also entrepreneurs of innovative start-ups in the various fields of cultural tourism.

## Training

The training is designed to provide a mix of theoretical aspects and the development of practical skills.

### TRAINING MODEL

#### lectures 40%

- > enterprise & entrepreneurship
- > marketing & market analysis
- > corporate finance



#### business planning 30%

- > business plan implementation
- > co-working space



#### business idea validation 10%

- > market research
- > minimum viable product



#### case history coaching session 20%

- > case history presentation/
- > coaching session



## Modules

The training is developed in 3 different modules:

### MODULE 1 ENTERPRISE AND ENTREPRENEURSHIP

- > Business Model Definition
- > Start Up Management
- > Organization and People Management

### MODULE 2 MARKETING AND MARKET ANALYSIS

- > Market Research
- > Marketing Plan
- > Value Proposition

### MODULE 3 CORPORATE FINANCE AND FISCAL ASPECTS

- > Accounting
- > Financial Plan
- > Fundraising

# how to apply

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## Terms

Visit [startupschool.ecapital.it](http://startupschool.ecapital.it) and fill the on-line application form. Registrations will be opened from 15<sup>th</sup> January to 17<sup>th</sup> March 2019.

You will be asked to give your personal data, to send your CV and identity document's copy and to present your own business idea to create a start-up aiming to promote the cultural heritage of the Adriatic-Ionian Macroregion.

Each scholarship worth a total of € 5,000, includes:

- > training course attendance from 6<sup>th</sup> May to 28<sup>th</sup> June 2019 at the Start-Up School of Ancona
- > room and board (in a shared facility) for 8 weeks.

The scholarships are covered by the promoters and sponsors, in particular 4 scholarships to non EU students will be guaranteed by AI-NURECC European project. Therefore participation will be totally free for those admitted.

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## Admission requirements

The applications received within 17<sup>th</sup> March 2019, will be evaluated by a Scientific and Technical Committee.

The Committee will assess the applications on the basis of 4 criteria:

- > CV and English knowledge
- > quality of the presented business idea
- > comfort letter
- > aged under 40 years

At the end of the school, all participants will be allowed to present their ideas during a final event, in front of a representation of the world of business and finance.

promoted by:



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POLITECNICA  
DELLE MARCHE



CAMERA DI COMMERCIO  
DELLE MARCHE



Comune  
di Ancona

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under the patronage of:



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Cooperativa Italiana per lo Sviluppo Economico



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in collaboration with:



Ecapital Organizing Secretariat

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