



Programme

Creative Business Academy

Hands-on information, case studies, and one-on-one mentoring sessions

1. Product development and business model	
Tuesday 19 October, 15.00-19.00	<ul style="list-style-type: none"> ▪ Business modelling, innovation and validation of business
Thursday 21 October, 17.00-20.00	<ul style="list-style-type: none"> ▪ Specific issues confronting the creative sector
Saturday 23 October, 12.00-15.00	<ul style="list-style-type: none"> ▪ Customer profile and customer journey mapping ▪ Business model canvas
2. Legal issues and finance	
Tuesday 26 October, 15.00-19.00	<ul style="list-style-type: none"> ▪ Basic legal questions: contract, labour, and trade law, dispute settlement, and international legal framework
Thursday 28 October, 15.00-19.00	<ul style="list-style-type: none"> ▪ Intellectual property rights: national, regional, and international scope ▪ Funding: bank loans, private and public sources ▪ Communication with potential investors ▪ Investor tips
3. Market-analysis, trends, and promotion	

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<p>Saturday 30 October, 11.00-15.30</p> <p>Tuesday 2 November, 15.00-19.00</p>	<ul style="list-style-type: none"> ▪ Case studies presented by successful start-ups: successes and failures in developing business, sales, and marketing strategies ▪ International trend ▪ Overview of selected export markets: rules and regulations, competitive situation analysis, consumer preference ▪ Pitching to larger distributors or retailer ▪ Copywriting for advertising: impact measurement, delivery, timeline, and cost ▪ Internet marketing
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4. Internationalisation

<p>Thursday 4 November, 15.00-19.00</p> <p>Saturday 6 November, 11.00-15.30</p>	<ul style="list-style-type: none"> ▪ Market-based analysis on engagement in an internationalisation strategy ▪ Best practices to begin exporting: partnerships and networks management, sales channels, domestic public support schemes ▪ How and why enter a new market ▪ Competitors: observation and duplication of activities, challenges ▪ Preparation for internationalisation: team building and fundraising
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