



get up ! Start up

your cultural idea
by the Adriatic Sea

startupschool.ecapital.it

edition **2020**

ecapital
Culture
Adriatic Start-up School

"A winner is simply a dreamer
who never gave up"

[Nelson Mandela]



It is a pleasure for me to submit you
the new edition of ECAPITAL CULTURE -
Adriatic Start-Up School 2020.

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, Marche Chamber of Commerce,
ISTAO, City of Ancona and Forum AIC.

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.

A handwritten signature in black ink, appearing to read 'Mario Pesaresi', with a long horizontal line extending from the end of the signature.

Mario Pesaresi
(President Ecapital Culture)

Have a business idea

on cultural field?

19 YEARS OF SUCCESS

The inspiration to this project came from the project ECAPITAL, a Business Plan Competition, that exists already 19 years and which promotes the development of new companies in the Italian region of the Marche.

The project involves young university students who study how to launch the various business proposals selected.

With the continuing success of this project, more than 100 companies were launched creating over 700 jobs for young persons.

PARTICIPANTS

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.

CULTURE & TOURISM FIELDS

- > Cultural Tourism, Theme Parks
- > Archeological Sites, Architecture, Museum
- > Transit tourism, Ports and Ancient marinas
- > Events, Food, Live Performance
- > Movies, Music, Visual Arts, Local Crafts

APPLICATION

20th February - 20th April 2020

SCHOOL ATTENDANCE

2 months
(1st June - 31st July 2020)

VENUE

Mole Vanvitelliana _ Ancona _ Italy



Realized
by the architect
Luigi Vanvitelli
in 1733

Aim

ECapital Culture is a training path created for the development of innovative start-up companies.

The main focus of the project is the fields of culture and tourism, in order to enhance the cultural heritage of the Adriatic & Ionian Macro Regions.

The primary objective of this project is to assist and support young entrepreneurs originating from countries of the Adriatic & Ionian Macro-Regions.

The aim is to make the maximum use of their skills and creativity to achieve their own business idea and develop them into a successful reality.

The project represents a real opportunity for economic development in various regions, while increasing professional employment through the development of a start-up company.

The School

ECAPITAL CULTURE is above all, an educational experience which helps young people develop their own business ideas in the fields of culture and tourism.

This will provide an important link between the academic and entrepreneurial world and the institutional and financial one.

TUTORS:

The participants will be supported throughout the 2-months course by professionals who have experience in a start-up development process. These tutors will lead each participant through a series of guidelines necessary to transform a business idea into a reality.

TEACHERS:

All teachers in the course are specialized and with 40 years of experience in related areas such as business management, marketing and human resources. They will develop with the participant, business models and organizational systems of cultural enterprises, tourism marketing, business management and budgeting.

CASE STUDIES:

During ECAPITAL CULTURE (Adriatic Start-Up School), planned lectures and coaching sessions will be held by various keynote speakers, each with their own international successful business stories related to the cultural tourism. These guests are all accomplished managers of consolidated cultural enterprises, but also entrepreneurs of innovative start-up realities 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

2 months
free training course

how to apply

Terms

Visit startupschool.ecapital.it and fill the on-line application form. Registrations will be opened from 20th February to 20th April 2020.

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.

The scholarships are covered by the promoters and sponsors.

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

- > training course attendance from 1st June to 31st July 2020 at the Start-Up School of Ancona
- > room and board (in a shared facility) for 8 weeks.

Admission requirements

The applications received within 20th April 2020, 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.



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