get up! Start up

your cultural idea by the Adriatic Sea

startupschool.ecapital.it
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.

Mario Pesaresi
(President Ecapital Culture)
Have a business idea

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.

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

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
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
  - Coworking Space

- **Business Idea Validation** 10%
  - Market Research
  - Minimum Viable Product

- **Case History Coaching Session** 20%
  - Case History Presentation/Coaching
  - Session

**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
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 Macrregion.

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.

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.