

ecapital

Culture

Adriatic Start-up School



**Business Start Up School in
Cultural Tourism Field**
in the Adriatic countries

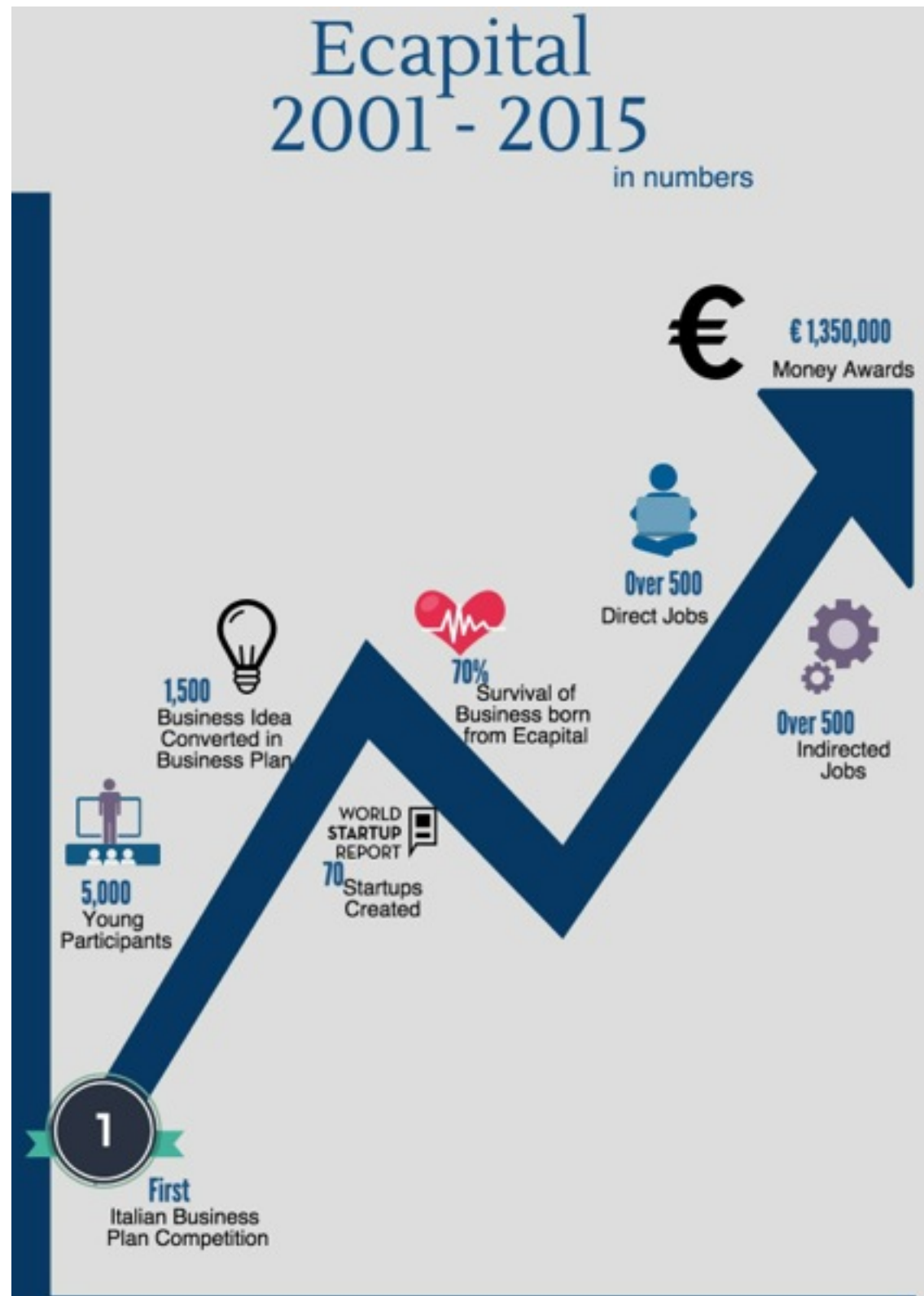
First Edition
3 MONTHS | September 2015
Ancona | Italy



FONDAZIONE MARCHE



15 years success



Presentano:

con la partecipazione di

Melita TONIOLO

Pablo TRINCIA da "Le Tene"

PREMI PER START UP INNOVATIVE
200.000€

finanziati da:
FONDAZIONE MARCHE

ecapital
Business Plan Competition

Premiazione Migliori Idee d'Impresa 2013
Apertura Bando 2014

19 MARZO 2014
Teatro dello Muse, Ancona - ore 21:00

INGRESSO LIBERO

Segreteria Organizzativa: Conceptor Srl - Corso Garibaldi, 45, 60123 Ancona Tel. 071 2071411 - Fax 071 2075629 - www.ecapital.it - info@ecapital.it

Promotori:

REGIONE MARCHE, UNIVERSITA' POLITECNICA DELLE MARCHE, CSMO, Carifano, COMUNITA' MARCHI



PARTNERS

Private and Public Partnership for a No-Profit Initiative



3 Months in full immersion
totally in **English** in a
beautiful Venue

25 Young future
entrepreneurs coming from
Albania, Bosnia Herzegovina,
Croatia, Greece, Italy, Serbia

12 International testimonials
coming from the cultural
tourism industry



Aim

Develop the complex
Cultural Ecosystem

producing an offer in the
different areas.

Experience the
Cultural Heritage

to create start up in
cultural tourism field.



Why Ecapital Culture?

A high profile path for **future entrepreneurs** to develop their **business idea** and find **potential investors**.



**Business
Idea**

Step #1



Project

Step #2



Communication

Step #3



**Fundraising &
Partnership**

Step #4

Topics

Archeological Sites

Architecture

Events

Food

Live Performance | Theatre

Movies

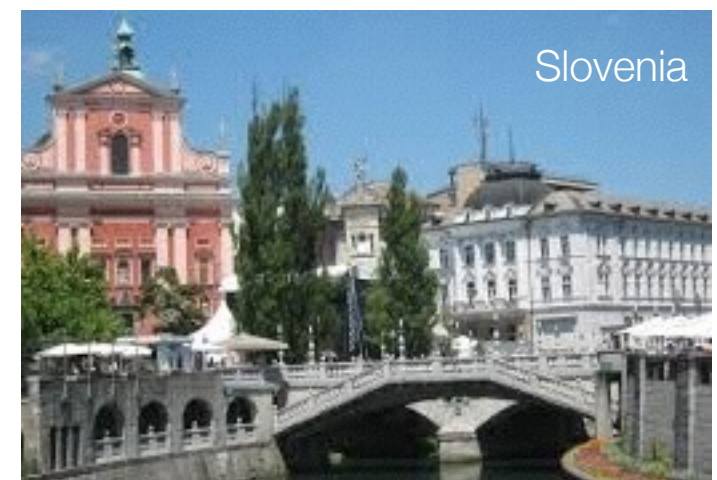
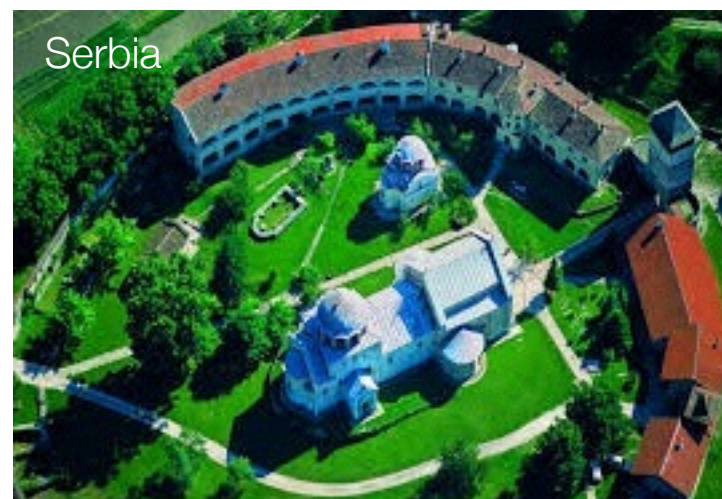
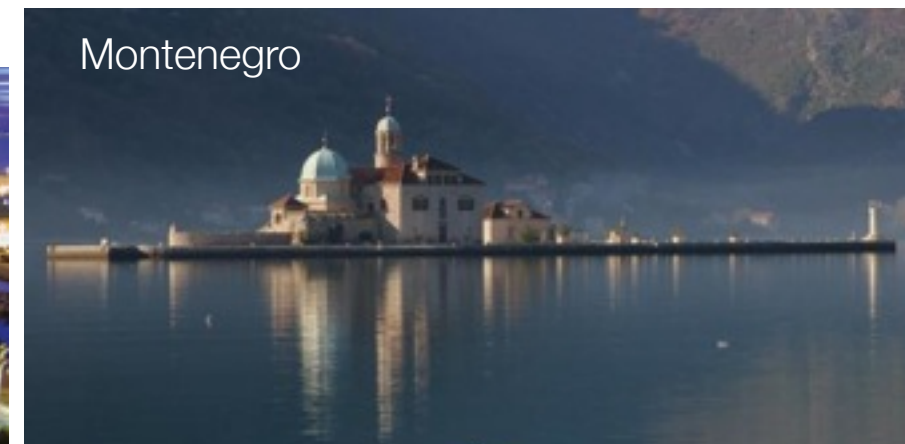
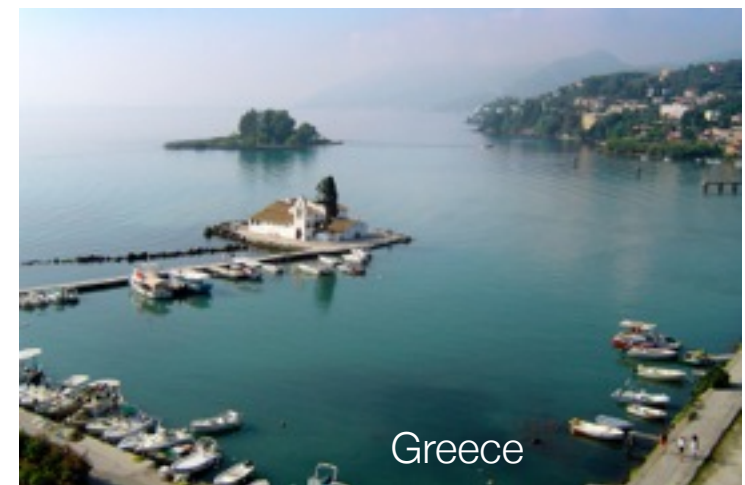
Museum

Music

Publishing

Theme Parks

Visual Arts



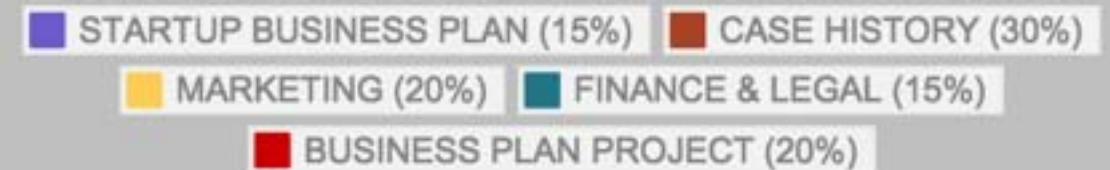
What? The School

Training: aimed to develop the skill for the fulfillment of a business plan and for the start up launch.



TEACHING METHODOLOGY

3 MONTHS



TRAINING



30%
LECTURES



30% CASE
HISTORY



20%
WORKSHOP



20%
CREATION
LAB

Case History

A key part of the training is represented by the involvement of successful testimonials from some of the best European cultural cases, that will meet all the participants to tell about their business models, helping them to develop their business idea by identifying the traits of their best practice.



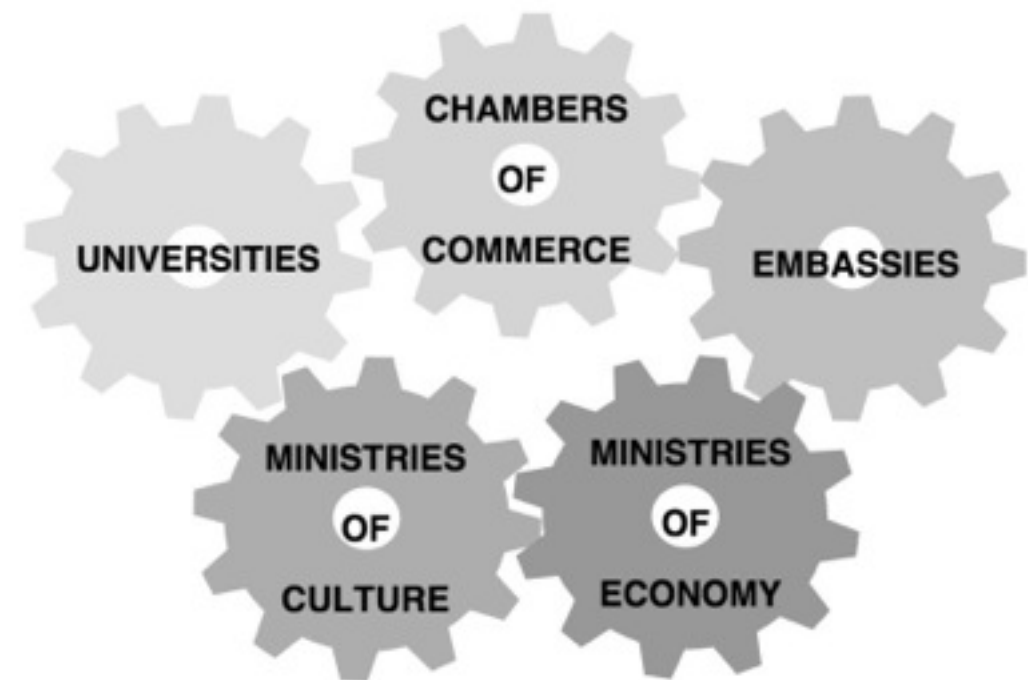
School life



Network

Key Partners

in Communication Activities



Under the Patronage of



FORUM

delle Camere di Commercio dell'Adriatico e dello Ionio
of the Adriatic and Ionian Chambers of Commerce
Gospodarskih Komora Jadransko-jonskog područja



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