

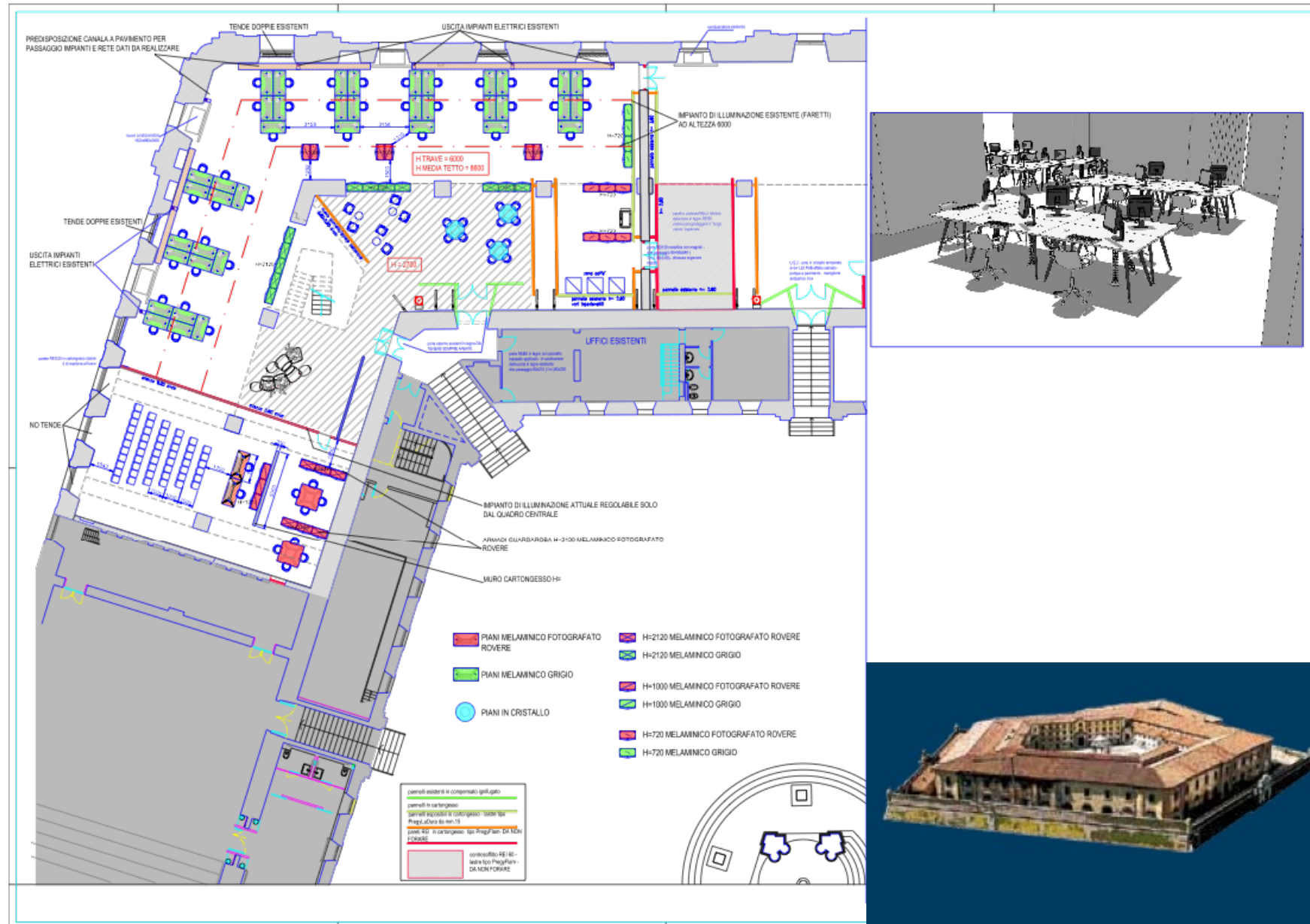


FONDAZIONE MARCHE

**ecapital**  
Culture  
Adriatic Start-up School

# Location : The School Area

## MOLE VANVITELLIANA - ANCONA





# *ecapital*

## Culture

Adriatic Start-up School  
First Edition - 2015



**3**

months (21 september - 11 december) of training and business plan development



**25**

participants coming from Albania, Bosnia Herzegovina, Croatia, Greece, Italy, Serbia.



**11**

European testimonials coming from the cultural tourism fields.



**18**

business plan of new enterprise projects



# Teaching Methodology

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

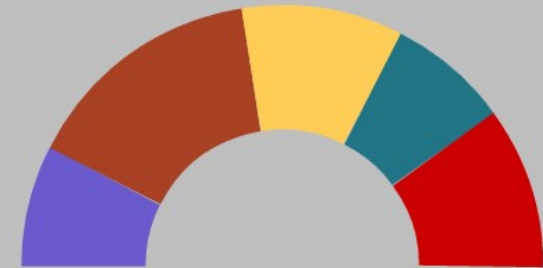
Case History: successful testimonials from the best European cultural cases will meet the participants.

Workshop: support to all the participants during the school.

**Presentation:** the possibility to discuss and present the business plan during the the program and in the final ceremony.

## TEACHING METHODOLOGY

2 MONTHS



## TRAINING



30%  
LECTURES



30% CASE  
HISTORY



20%  
WORKSHOP



20%  
CREATION  
LAB

# Projects Overview

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Art Galleries

International Training Programs

Innovative Tour Operators

Mobile apps for Tourism

International Culture Festivals

Handicraft Projects

BelProject Art  
Gallery





# Training Area

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Training on the main areas of corporate management.

## Training Modules



Module 0 - History and Culture of the Macro-Region



Module 1 - Startup Business Plan



Module 2 - Marketing of Cultural Enterprises



Module 3 - Administrative, legal and fiscal aspects

# Case History Area

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Workshops with  
european  
testimonials of  
important cultural  
enterprises in order  
to tell their stories  
and to understand  
their successful  
actions.



MAILANDER  
Progetti di Comunicazione



## Area

### Co-Working Creation Lab

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Development of co-working projects aimed to the creation of cultural offers on specific areas.





# Business Planning Area

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Business planning activities under the supervision of dedicated teachers and tutors.





# Pitch Day

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Presentations of the  
business projects

