

ECAPITAL CULTURE – Start up School– IV Edition Summer 2020

CALL FOR IDEAS – REGULATIONS

Fondazione Marche, Marche Region, Marche Chamber of Commerce, Università Politecnica delle Marche, ISTAO and City of Ancona present the Call for ideas for the fourth edition of “ECAPITAL Culture Adriatic Start Up School” for the creation of Start Up in the cultural field especially in the Adriatic – Ionian Macro Region.

1. AIMS - INSPIRING PRINCIPLES

The competition takes its cue from ECAPITAL – Business Plan Competition, which for 19 years has promoted the creation of innovative companies in the Marche region (Italy), involving students in business plan projects.

Ecapital Culture - Adriatic Start Up School is aimed to young people, mainly from the Countries of the Adriatic-Ionian Macro Region, motivated to give birth to a business in order to enhance the cultural heritage of the area.

The primary objective is to create the conditions so that these young people, using their skills and their creativity, could achieve their own business idea, gathering the enormous opportunities offered to them by the cultural heritage of the Macro Region.

The initiative offers to participants an educational experience aimed at developing the project of their own business idea in the field of culture, converting it into an enterprise.

It is also an important opportunity to meet other ideas and young people from different countries. The final purpose is to draw up business plans to be submitted to the institutional, entrepreneurial and financial world of the Macro Region.

The three editions, carried out in 2015, 2016 and 2019, involved 70 young participants coming from the Macro Region who developed their business idea through the implementation of their own business plan.



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For this fourth edition in SUMMER 2020 scholarships are provided to 20 participants coming from abroad, especially from the eight countries of the Adriatic-Ionian region, for the attendance of the course.

2. TERMS

Each Ecapital Scholarship, to the worth value of € 5.000, includes:

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

Travel expenses are excluded and will be at charge of the participants.

Scholarships are covered by Promoters and Sponsor. Therefore, the participation will be completely free for those admitted.

3. ADMISSION REQUIREMENTS

The call for ideas is addressed to 20 young people, especially from the 8 countries of the Adriatic-Ionian Macro Region (including Adriatic Regions in Italy and excluding people coming from the Marche region in Italy, who will be object of a dedicated Call).

Admission requirements:

- citizenship or residency especially in one of the eight countries of the Adriatic-Ionian region: Albania, Bosnia and Herzegovina, Croatia, Greece, Montenegro, Serbia, Slovenia, Italy (excluding Marche region);
- aged under 40 years;
- educational qualification which is at least a high school diploma
- excellent knowledge of written and spoken English



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- presentation of a business idea for the constitution of a start-up, aimed at enhancing the cultural heritage of the Adriatic-Ionian Macro Region. (TOPICS: local crafts; transit tourism; ports and ancient marinas; archeological sites; architecture; events; food; live performance and theatre; movies; museum; music; publishing; theme parks; visual arts).

It will be an additional evaluation element the possible presentation, not mandatory, of a reference letter ("comfort letter") by public or private entity, that shows the knowledge of the candidate, of his business idea and its appreciation.

4. PARTICIPATION METHODS

It is possible to apply exclusively online on the website startupschool.ecapital.it, filling in the application form, starting from the 20th of February 2020 (opening date of the Call), within 12:00 am of the 20th April 2020. The requests for participation that will be not completed with all the information required in the online application form, or that will be submitted after the deadline, will be automatically excluded from the selection.

The candidate must provide the following information, filling out the dedicated form:

- Personal data
- Presentation of the Business Idea for the constitution of a Start up aimed at enhancing the cultural heritage of the Adriatic-Ionian Macro Region, including the following information: description of the idea, potential of enhancement of the cultural heritage, reference market.
- Description of the team components (where one exists) involved in the development of the business project.

and attach the following documents:

- European format CV
- copy of a valid identity document
- possible "comfort letter" by public or private structure



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To complete the registration, the candidate will have to perform an aptitude test.

5. PROJECT PHASES

Evaluation and selection of the applicants

Applications received not later than the 20th April 2020, will be evaluated by an special Technical Scientific Committee.

The Technical Scientific Committee will assess the applications according to the following criteria:

- CV and English knowledge
- Quality of the Business Idea presented
- Presence of the “comfort letter”
- Aptitude test results

We will take care to inform participants, not later than 10th May 2020, about the acceptance of the application.

Start Up School Ancona

The selected candidates will attend a 8-weeks training course (from 1st June to 31st July 2020), aimed at developing the skills for the realization of a Business Plan in the cultural field and the creation of a start-up for the enhancement of the cultural heritage of the Adriatic-Ionian Macro Region area.

The training course includes lectures, workshops, case histories and studios on the following areas: development and implementation of the business plan, enhancement techniques for a startup project, cultural planning and launching a startup. Tutors will be available to participants on a daily basis to support the development of their business idea, search for data and information and the planning process.

For all participants assistance in identifying potential financial partners for the realization of the business projects is also provided.



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At the end of the training, all participants will present their idea, during a final event, in front of a representative of the business and financial world.

6. AMENDMENTS TO THE REGULATION

The Organizing Committee reserves the right to make, at any time, any amendments to the Call and to the project in terms of dates, duration, contents etc.

7. GUARANTEE OF CONFIDENTIALITY

Everyone involved in the care and evaluation of the submitted projects signs a non-disclosure agreement on the information about business ideas, provided by the participants during the course. Business projects will remain the property of the applicants.



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