

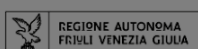


# smath

Smart atmospheres of social and financial innovation  
for innovative clustering of creative industries in MED area

Deliverable D 3.5.4

Developing marketing strategies for Cis  
operators



Project co-financed by the European  
Regional Development Fund

## Project information

Acronym		smath	
Title		Smart atmospheres of social and financial innovation for innovative clustering of creative industries in MED area	
Name of the Lead Partner organisation		Veneto region	
Project Nb		3225	
Duration of the project	Starting date	2018-02-01	Number of months
	Ending date	2020-07-31	30
Programme priority axis		Priority Axis 1: Promoting Mediterranean innovation capacities to develop smart and sustainable growth	
Programme specific objective		1.1 To increase transnational activity of innovative clusters and networks of key sectors of the MED area	
Call for projects		3rd call	
Type of project		Testing	
Internal ref number		3MED17_1.1_M2_084	
<b>Partner responsible for the deliverable</b>		TVT Innovation	

### Consortium:

Veneto Region - Direction of Cultural heritage Cultural Activities and Sport, IT, Lead Partner

Ca' Foscari University of Venice , IT

Autonomous Region Friuli Venezia Giulia , IT

Barcelona Activa SA SPM, ES

Institute of Culture of the Municipality of Barcelona, ES

Technopolis City of Athens SA, GR

The Culture and Heritage Industries Cluster, FR

TVT Innovation, FR

Agency for Territorial Marketing Ltd., SI

Zagreb Innovation Centre Ltd., SI

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# 1. Purpose of the deliverable

***(AF) Each project will be assisted to finalize a business plan and an investment plans. 10 projects for new products/services or for start-ups will be assisted by each Nests to prepare necessary information for potential providers of financial resources.***

The **proposed frame** was to share a common framework using the Business Model Canvas and/or Business Plan (cf. see description in the annexes) with workshop sessions to help the project holders. Additional support with the help of external experts eg. : by Chamber of Commerce, Business Incubators, ... Meetings with experts and investors.

**An executive summary (cf. see description below) of the Business plan documents for each project had to be sent.**

**54 were done for the SMATH partnership during the project.**

## Reporting materials: Executive summary & Video

### EXECUTIVE SUMMARY INFORMATION

Name of Project:

Name of the organization / business:

City – Region:

Contact of project holder (email / phone number):

Website:

The executive summary for a business plan should include:

- The business (organization) name and location
- Products and/or services offered
- Mission and vision statements
- The specific purpose of the plan (to secure investors, set strategies, etc.)

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### BUSINESS PLAN

The detailed presentation of the Business Plan can be guided by the following main sections (questions):

1. **What is the main concept?** (What are you proposing and why do you want to do it?  
What is your vision of the Creative & Cultural Economy)
2. **Who are you?** Who is part of the team?
3. **What activities (details of the products or services) are you proposing?** A detailed description of your product/service that emphasizes customer benefits.
4. **What is your market?** (what are the main targeted customer segments )
5. **What is your strategy to reach them?** (Why are you better than others? How do you intent to sell?)
6. **What is your communication strategy?** How will you get know?
7. **What are your financial needs?** Will you need financial support? If so what kind? Are you planning to elaborate a crowdfunding campaign ?

8. **What impact do you want to have?** Concerning Social cohesion? Or/and Sustainable tourism? Or / and Urban regeneration? Creative economy ?
9. **What are the next steps?** And your needs (financial / support/ partnerships ...)?

Target: 10 + 5 projects holders    Outputs: 10 business plan/investment plans  
 Expected Deliverable: 7 reports (one for each project area).

As task leader, TVT collected information on the way and the outputs of the local implementation of the activity with the following deliverable format.

## 2. Partner's activities overview, main activities and Project's executive summaries

PARTNER : TVT INNOVATION

3.5.4 REPORT Developing marketing strategies for Cis operators	
PARTNER Name + logo: TVT Innovation	
PROJECT AREA :	Region Sud Provence Alpes Côte d'Azur
Date(s) of implementation :	January-April 2020
Number of project supported :	5
Number of outputs (business plan) delivered:	5

**On which topic(s) was the Developing marketing strategies for Cis operators focused?  
 Why?**

The help provided within the Creative Starter helped focus on the Business Model for the Ci project.

**How did you assisted the project to help them to finalise a business plan and an investment plan?**

They had meetings with the business support TVT, the Cultural incubator and financial experts. They were able to have direct feedback on their presentation during the Pitch Event.

**Any external expertise intervention? Please describe**

Yes external support from TVT, the Cultural incubator and financial experts.

**Creative tools / methodologies used? Please describe**

Business Model Canvas and Crowdfunding mechanisms.

**What type of outputs was elaborated ? (BMC, Business Plan, Investment Plan, crowdfunding strategy ...)**

A business model presentation per project with a common baseline that was given within the SMATH 3.5 support

**Was this activity linked with others activities of WP 3.5 *Enhancing managerial capabilities of cultural engines*?**

Yes it was included in the 3.5 Creative Starter support program.

**Please share at least ONE best practice (or challenge you faced)**

The pitch presentation done online because of the Covid crisis was interesting and helped them have an efficient feedback on their project.

**Reporting materials: Executive summary & Video**

## EXECUTIVE SUMMARY

### **Name of Project: Studio a2**

Name of the organization / business: Studio a2

City – Region: Toulon, South region

Contact of project holder (email / phone number): [bonjourstudioa2@gmail.com](mailto:bonjourstudioa2@gmail.com)

Website: <https://bonjourstudioa2.fr/a-propos/>

<https://www.facebook.com/watch/?v=181967536226007>

The executive summary

*The Studio a2 project aims to work for the mediation and transmission of graphic arts, through workshops or the practice of micro-publishing.*

*Halfway between the graphic design studio and the neighborhood micro-printing house, Studio a2 is an editorial factory. We offer artists, creators of all kinds, cultural structures, and entrepreneurs full support for any editorial or graphic project, ranging from design work to shaping, including layout and printing, in particular in risography.*

*Linking transmission and mediation, we also run educational workshops for young and old.*

*We are keen to share the many facets of editorial design that include printing on a human scale, binding, typography, printed image work and micro-publishing.*

*The idea came from Sylvain and Olivia, two graphic designers from Toulon, and, with the support of the Port des creators that help them establish their studio.*





## studio a<sup>2</sup>

Association 1901  
Toulon  
bonjourstudioa2@gmail.com  
bonjourstudioa2.fr  
@bonjourstudioa2 sur Instagram et facebook

L'association Studio a2 a pour but d'œuvrer pour la médiation et la transmission des arts graphiques, au travers d'ateliers ou de la pratique de la micro-édition notamment.

### → studio a<sup>2</sup>

Situé à mi-chemin entre l'atelier de création graphique et la micro imprimerie de quartier, Studio a2 est une fabrique éditoriale souhaitant transmettre son amour de l'objet imprimé.

Dans ce lieu atypique, nous proposons aux artistes, créateurs en tous genres, structures culturelles et entrepreneurs un accompagnement complet de tout projet éditorial, allant du travail de conception au façonnage, en passant par la mise en page et l'impression risographie.

Avec une attention toute particulière portée à la transmission et médiation, nous animons également des ateliers pédagogiques pour les petits et les grands.

Impression à échelle humaine, reliure, typographie, travail de l'image imprimée et micro-édition, autant de facettes du design éditorial qu'il nous tient à cœur de partager.

L'idée d'un tel lieu a germé dans la tête de Sylvain et Olivia, deux designers graphique toulonnais, et, avec le soutien du port des créateurs, cet atelier se concrétise dans leur satellite La salle des Machines, à proximité de la place des Savonnières.

Cette création commune, de par sa pluridisciplinarité, a pour but de créer la rencontre, susciter la curiosité, d'inciter l'expérimentation et de réunir une communauté autour de l'amour de l'objet imprimé, tout en s'adaptant aux singularités de chacun.



**Name of Project: Le Nez**

Name of the organization / business: Le Nez

City – Region: Toulon, South region

Contact of project holder (email / phone number): [asso.le.nez@gmail.com](mailto:asso.le.nez@gmail.com)

Website: <http://lenez.net/index.html>

<http://lenez.net/video.html>

The executive summary

*We are 3 young artists from Toulon, and we created the “Le Nez” to be able to continue our work after graduating from the Art School. Workshop has always been essential to our way of producing; it therefore seemed fair to us to offer through this association, assistance for artistic and craft creation as well as the opportunity to share our knowledge in terms of design, production and artistic approach to projects. The NEZ workshop is presented as a versatile place hosting cultural events such as concerts and exhibitions within a creative space mixing painting, sculpture, programming, 3D printing, drawing, metal, and woodworking.*



## DOSSIER DE PRÉSENTATION

27 Avril 2020



## Association Le NEZ

*Faciliter la création artistique sur le territoire*

Association Le NEZ  
7 rue Charles Poncy  
83000 TOULON  
asso.le.nez@gmail.com

Le NEZ tire son nom d'une envie de réunir les pratiques artistiques contemporaines locales au sein d'une école Toulon[NEZ], afin d'offrir une alternative à l'expatriation des artistes vers des territoires plus propices à la création et la diffusion des travaux plastiques.

L'association, basé sur le centre ville de Toulon, propose un espace de fabrication collaboratif au service de la création artistique. Sur un territoire où l'accès à une plateforme proposant les moyens de passer de la phase de conception d'un projet à la phase de sa réalisation est encore trop peu présent, la vocation première du NEZ est d'offrir un outil de production aux artistes et aux créateurs.

Sortant diplômés des Beaux-arts, [Benoît Descamps](#), [Mathurin Louis](#) et [Samuel Payet](#) développent depuis deux ans un atelier pluridisciplinaire disposant de matériels, de compétences artistiques, techniques, théoriques mais aussi artisanales afin de répondre aux exigences des créateurs contemporains.

Tous les trois artistes issus de l'école des Beaux-Arts de Toulon, le trio partage des problématiques et des besoins qui nécessitent le travail en atelier. Leurs affinités et leur goût pour le soutien artistique se confirment lors de leur collaboration à la résidence [Minoterie 21](#), situé dans le Morbihan, où ils aident à la réalisation de cabanes artistiques en zone inondable. Afin de pouvoir poursuivre la réalisation de leurs travaux et d'aider ceux qui en ont besoin à en faire de même, ils décident, en 2017, de créer l'association Le NEZ et s'installent en plein cœur de Toulon.

Le lieu ainsi que l'équipe se veulent polyvalents, témoignant des envies des individus à la base du projet. À l'image de structures déjà existantes comme Mille Feuilles à Nantes ou La Fabrique à Bagnolet, l'association cherche à favoriser l'autonomie des artistes en proposant un espace de création et d'échange autour des pratiques artistiques, au sens large du terme. Ainsi Le NEZ peut proposer une aide de la phase de conception, en offrant une réflexion sur la pertinence et la faisabilité du projet suivi, jusqu'à la phase de réalisation et d'accrochage final.

**Name of Project: Tinsel**

Name of the organization / business: Tinsel Emotion

City – Region: Toulon, South region

Contact of project holder (email / phone number):

Website: <https://www.tinsel-emotion.com/>

<https://business.facebook.com/TinselEmotion/>

The executive summary

*We offer cultural mediation workshops and intend to present new digital tools for museums, mediators.*

*The workshops we currently propose are addressed to different audiences and consists in linking cultural mediation and the expression of the emotions. We offer the public activities related to the exhibition or with the theme of the event. For this, we have imagined and designed several games and activities gathered in a tool case.*



Créateur d'expériences interactives

L'art d'éveiller les émotions

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Conception & Animation  
(Jeunesse – Team Building – Musée)



Tinsel Emotion est une association de loi 1901

N° SIREN 853 156 891

Contacts :

Loïc ALEGOT Julie DOGDU

06 43 49 10 28 06 80 93 71 34

loic@tinsel-emotion.com julie@tinsel-emotion.com

Chez Le Port des Créateurs – Place des Savonnières 83 000 Toulon.

SMATH - Creative Starter

**Name of Project: Varlifornia**

Name of the organization / business: Toolong Records

City – Region: Toulon, South region

Contact of project holder (email / phone number):

Website: <https://www.toolongrecords.com/>

The executive summary:

*We are a micro label, based in Toulon (fr): the Label Toolong Records which supports projects mixing geography, music & visual art. The label is now seeking to operate as a communication tool through the "Varlifornia" project, an unusual and offbeat documentary, which takes the viewer with the group on a journey through the Var territory in search of the local California.*

**Name of Project: iART**

Name of the organization / business: STEP AT

City – Region: Toulon, South region

Contact of project holder (email / phone number):

Website: [www.stepat.com](http://www.stepat.com)

*Using the IOT (Internet of Things) as an efficient solution for the management of private Art Collections.*

*iART is a connected solution for the inventory, valuation, and protection of art works for art collectors, art advisers or wealth managers in charge of corporate collections. The project revolves around measurement boxes and hosted management software for managing the collection. The solution is sold in the form of a subscription including the measurement boxes and access to the online platform for monitoring and managing the collection.*



## DOSSIER DE PRESENTATION

Date : 30/04/2020



iART

L'INTERNET DES OBJETS COMME SOLUTION IDÉALE À LA  
GESTION DES COLLECTIONS D'ART PRIVÉE

Nom de structure : Step AT

Adresse (Ville) : LA SEYNE SUR MER

Contact(s) : Lionel GIROD

Tel : 0686230566

Mail : lionel.girod@stepat.com

Site web : [www.stepat.com](http://www.stepat.com)

**1. Le concept//Synopsis**

L'ART est une solution connectée d'inventaire, de valorisation et protection d'œuvre d'art à destination des collectionneurs d'art, des conseillers en art ou des gestionnaires de fortune en charge de la collection d'entreprise.

**2. L'équipe**

Le projet est porté par l'entreprise Step AT spécialisée dans le domaine de la collecte de données et notamment dans les problématiques d'internet des objets. Step AT est une SAS créée en 2007 par Lionel Girod actionnaire à 100% dont le capital s'élève à 45k€.

L'équipe est constituée de son dirigeant pour les aspects commerciaux et stratégiques, de d'ingénieurs et docteurs pour les développements, et d'un office manager pour les aspects administratifs et communication.

Le présent projet s'inscrit dans la continuité du métier historique de Step AT qui est de collecter des données à partir d'éléments physiques. La composante «Cloud» est un axe de développement rendu indispensable par la digitalisation des entreprises.

**3. Votre activité**

Le projet s'articule autour de boîtiers de mesure et d'un logiciel de gestion hébergée permettant la gestion de la collection.

La solution est vendue sous forme d'abonnement incluant les boîtiers de mesures et l'accès à la plateforme en ligne pour le suivi et la gestion de la collection.

L'ART c'est :


- Des tags RFID ou NFC pour l'identification de chaque œuvre
- Des capteurs de paramètres environnementaux et un lecteur RFID pour localiser les œuvres dans les pièces et leur associer les mesures climatiques
- Une base de données d'inventaire et de stockage des paramètres d'ambiance
- sur le cloud

**4. Le marché**

*La clientèle visée est internationale à terme même si le démarrage se fera sur le territoire national*

La taille totale du marché est assez importante et difficile à dimensionner. Néanmoins, si l'on considère que l'ART est une solution qui devrait attirer les collectionneurs 4.0, nous avons regardé de plus près le marché des acheteurs d'art en ligne. Le site internet [www.artsy.net](http://www.artsy.net) regroupe une communauté d'artistes, d'acheteurs, de collectionneurs, de galeristes qui négocient les œuvres en ligne. Les collectionneurs de cette communauté sont les premiers intéressés par l'ART car habitués à la digitalisation de leur métier/passion.

PARTNER : Ca' FOSCARY UNIVERSITY OF VENICE

3.5.4 REPORT Developing marketing strategies for Cis operators	
PARTNER Name + logo:	 Ca' Foscary University of Venice, IT
PROJECT AREA :	Veneto Region
Date(s) of implementation :	
Number of project supported :	13
Number of outputs (business plan) delivered:	10



**On which topic(s) was the Developing marketing strategies for Cis operators focused? Why?**

The main focus throughout the process was to help participants streamline their presentation process, the assessment of their peculiarities (to be intended as selling points), to create or improve their personal branding and in general to present themselves as artists AND business partners. Special attention was given also to best practices for building and maintaining business.

**How did you assisted the project to help them to finalise a business plan and an investment plan?**

It was a several-months long process, through workshops, seminars and one-to-one coaching sessions. It was a training process performed with a clear andragogic approach i.e. where objectives and expected results were shared and where also great importance was given to one's experiences.

**Any external expertise intervention? Please describe**

Marketing experts offered some very pragmatical insights on the opportunities and risks of art & business approach. They shared typical business scenarios and the most effective ways to handle them.

**Creative tools / methodologies used? Please describe**

This step being consequential to all other 3.5 activities, the main methodology used was the creation of relational space as a way to generate knowledge. All interactions were meant to challenge assumptions, encourage experimentation and ultimately to acquire a new set of skills.

**What type of outputs was elaborated ? (BMC, Business Plan, Investement Plan, crowdfunding strategy ...)**

The main outputs were « experiential » meaning that the intended and expected outcome was to encourage learning. As a positive by-product, for the Market Place and the Pitching Event, a synthesis of thier projects was needed and prepared, which included their approach, methodology, artistic medium and a clear showing of their expertise.

**Was this activity linked with others activities of WP 3.5 *Enhancing managerial capabilities of cultural engines?***

The Business Plan was the culmination of all activities belonging to the WP 3.5. It was consequential to the marketing seminar, it was the outcome of the coaching process and it was preceded and “personified” by the market place where CCIs needed to present a de facto business plan in the short span of a 6 minutes presentation.

**Please share at least ONE best practice (or challenge you faced)**

The main challenge was to reroute and reshape some thought processes that were ingrained in some of the participants. The need to offer a true presentation as a business professional partner which implied going beyond the stereotypical image of the artist was probably the most recurring one. Interaction with experts and with business partners in a controlled environment went a long way in easing the way to trial and error process and ultimately to the acquisition of new skills.

## Reporting materials: Executive summary & Video

### 1) EXECUTIVE SUMMARY

Name of Project: **Mine**

Name of the organization / business: Kensuke Koike

City – Region: Japan/Slovenia

Contact of project holder (email / phone number): [kensukekoike@gmail.com](mailto:kensukekoike@gmail.com),

+39 333 833 5138 Website: [kensukekoike.com](http://kensukekoike.com)

1. **What is the main concept?** (What are you proposing and why do you want to do it? What is your vision of the Creative & Cultural Economy)

*The company suggested that they would love to stimulate reflection about resources and waste management, that was the starting point. The company's facilities are about 15 kms from the main city that it served by their services so it was unlikely that people would take the time to go there and experience what the recycling process looks like. It is possible to have guided visits of the facilities. My idea was to reverse the process. In stead of the people going to the facilities and understand the process, the process itself, with the translation of art, was being brought into the city. My idea was to have the artwork in a public square or museum.*

**2. Who are you?** Who is part of the team?

*I am a visual artist and I on this specific project I work on my own.*

**3. What activities (details of the products or services) are you proposing?** A detailed description of your product/service that emphasizes customer benefits.

*The plan is to build a waste sorter, a conveyor belt that carries the objects to be recycled and lets them fall building a "heap of waste". The mix of products, their composition, their colors, the fact that they produce some noise and that the heap keeps being reformed and the that the circle continues indefinitely and last but not least that all of this happens in a very unusual setting, should provoke the people to stop and think: what it is and what's the purpose of that, all of this seen through the eyes of art (where some magic is included).*

**4. What is your market?** (what are the main targeted customer segments )

*The waste management users which is to say all of the people living in this specific area.*

**5. What is your strategy to reach them?** (Why are you better than others? How do you intend to sell?)

The expected result is to have people been first visually intrigued and then emotionally and intellectually impressed by what they see. All of this should give start to a process of reflection that could eventually lead to a better understanding of the recycling process. The emotional and intellectual part, triggered by the art work installation, should be what sets this project apart from other forms of communication.

**6. What is your communication strategy? How will you get know?**

It's a holistic approach that combines my own channels with those of the company (which has a very widespread basis) and of the municipality where the artwork will be exhibited.

**7. What are your financial needs? Will you need financial support? If so what kind? Are you planning to elaborate a crowdfunding campaign ?**

The design of the project has been funded by the SMATH project, the prosecution will be funded by the company supporting the project.

**8. What impact to you want to have? Concerning Social cohesion? Or/and Sustainable tourism? Or / and Urban regeneration? Creative economy ?**

Mostly about social cohesion.

**9. What are the next steps? And your needs (financial / support/ partnerships ...)?**

Exploring collaboration with the municipality, defining the art work more in detail and a time schedule (following the block caused by Covid).

## 2) EXECUTIVE SUMMARY

### Name of Project: **Data Fountain**

Name of the organization / business: D20

City – Region: Veneto Region

Contact of project holder (email / phone number): d20 art lab

<info@d20artlab.com> Website: <https://d20artlab.com/>

1. **What is the main concept?** (What are you proposing and why do you want to do it? What is your vision of the Creative & Cultural Economy)

*The company expressed its desire to update and convert its own culture to a more digitalized one. This included new automated processes, robots collaborating with “humans” but mostly it implied being comfortable within a continuous flux of data. That was not the case with most of the employees who perceived technology as a risk for their own reason to exist within the organization.*

*Our objective is to make those data more appealing and have them lose their perceived sense of “danger” while supporting the creation of a data-driven yet not invasive new organizational culture.*

2. **Who are you?** Who is part of the team?

*We are part of group comprised of professionals coming from different backgrounds: video makers, composers, sound artists, coders.*

3. **What activities (details of the products or services) are you proposing?** A detailed description of your product/service that emphasizes customer benefits.

*We imagined to start the process through a co-designing process. Data will be selected by workers based on the perceived usefulness and after having been discussed with those people that those data will need to make sense of. The spaces where these data are visualized, will be decided and selected always along the lines of co-planning and of shared responsibility in deciding and implementing a process that favors people first.*

*There will be “data islands” scattered within the production floor, where anybody could stop and rest in a data-immersed setting, proposed through the eyes of art.*

4. **What is your market?** (what are the main targeted customer segments)

*Company’s employees with special reference to production workers.*

5. **What is your strategy to reach them?** (Why are you better than others? How do you intend to sell?)

*Data will be presented “emotionally” and as such they should elicit a pertinent response. The interaction man/data will be mediated by art thus possibly avoiding the dangers of over-thinking possible hidden meanings. Art will be the guide toward the opening of new opportunities of cooperation and understanding.*

6. What is your communication strategy? How will you get know?

*Our own channels with those of the company.*

7. What are your financial needs? Will you need financial support? If so what kind? Are you planning to elaborate a crowdfunding campaign ?

*The design of the project has been funded by the SMATH project, the prosecution will be funded by the company supporting the project. A crowdfunding campaign is possible.*

8. What impact to you want to have? Concerning Social cohesion? Or/and Sustainable tourism? Or / and Urban regeneration? Creative economy ?

*Social cohesion.*

9. What are the next steps? And your needs (financial / support/ partnerships ...)?

*Redefining the schedule of various steps with company and workers, implementing those steps.*

### 3) EXECUTIVE SUMMARY

Name of Project: Museo

dell'Accumulo - Terraglio **Name of the organization / business: Studio**

**Tonnato** City – Region: Veneto

Region

Contact of project holder (email / phone number):

[studiotonnato@gmail.com](mailto:studiotonnato@gmail.com) Website:

<https://studiotonnato.bigcartel.com/>

1. **What is the main concept?** (What are you proposing and why do you want to do it? What is your vision of the Creative & Cultural Economy).

*The objective is to help transforming the perception of a given place ("Strada Terraglio") by shifting radically the perspective of how that specific "locus" has been perceived so far. From a densely populated and deeply industrialized area that seems to have lost its roots and charm to a storied place that shows with pride its many cultural layers. From being part of the Republic of Venice to being the epicenter of an industrial explosion, whatever happened and whatever is found, can be transformed into a cohesive artistic experience.*

2. **Who are you?** Who is part of the team?

*We are a duo of visual artists.*

3. **What activities (details of the products or services) are you proposing?** A detailed description of your product/service that emphasizes customer benefits.

*A cultural route that aims to show the territory in its sociocultural completeness has been created. This includes industrial locations that have been selected and defined through a new*

*approach called “Industrial land-art” (a Wikipedia entry has been written on purpose). The cultural infrastructure (sense of the project, actors involved, objectives) that allows all the other activities to have a base to start*

*from. First contacts with perspective companies have been initiated. Future visitors will have the opportunity to experience the territory by immersing in its sociocultural tradition including, very unusually, also its industrial history.*

**4. What is your market? (what are the main targeted customer segments)**

*General public, local authorities, enterprises, other artists.*

**5. What is your strategy to reach them? (Why are you better than others? How do you intend to sell?)**

We expect to reach our intended target by creating and implementing an original experiential approach in the discovery of the territory based on the entirety of the local history, not only the traditional one (historic places, churches, villas, etc).

**6. What is your communication strategy? How will you get know?**

It's a holistic approach that combines our own channels with those of the company.

**7. What are your financial needs? Will you need financial support? If so what kind? Are you planning to elaborate a crowdfunding campaign ?**

The design of the project has been funded by the SMATH project, the prosecution will be funded by the company supporting the project. A crowdfunding campaign is possible.

**8. What impact do you want to have? Concerning Social cohesion? Or/and Sustainable tourism? Or / and Urban regeneration? Creative economy ?**

Urban regeneration.

**9. What are the next steps? And your needs (financial / support/ partnerships ...)?**

First steps of actual implementation of the project.

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#### **4) EXECUTIVE SUMMARY**

Name of Project: Milonga del Contact

**Name of the organization / business: Hostelsclub - Contactiamoci**

City – Region: Veneto Region

Contact of project holder (email / phone number):

leonardodelfanti@gmail.com Website:

1. **What is the main concept?** (What are you proposing and why do you want to do it? What is your vision of the Creative & Cultural Economy).

*The idea is to encourage interaction within some of the hostels listed in the company's search engine. The premise is that even though the company is fully digitalized, they want to support "analogic behaviours". Which mostly means let the visitors feel at home and lower the barriers to get to know each other. This should be achieved through the power of contact dance.*

2. **Who are you?** Who is part of the team?

*Depending on the occasion, I can work on my own or within a collective of performing artists.*

3. **What activities (details of the products or services) are you proposing?** A detailed description of your product/service that emphasizes customer benefits.

*The plan is to select some of the hostels and demonstrate the power of contact dance. More in detail this means informing people in advance of this opportunity, gather them in a room and explain (by doing) what contact dance is all about. Then step by step, help people loosen up and enjoy the moment. The expected result is a much deeper interaction among people and consequently a more human and intense experience (very different from what you can have in a hotel).*

4. **What is your market?** (what are the main targeted customer segments)

*Hostels' visitors.*

5. **What is your strategy to reach them?** (Why are you better than others? How do you intend to sell?)

We offer the opportunity to experience those short moments spent within a hostel, in a more meaningful way. It's not just spending the night in a lodging structure, but rather living a

more human and unique experience.

6. What is your communication strategy? How will you get know?

The commitment of the company is fundamental and the main instrument to reach the intended target. Social media and analogic communication will be used.

7. What are your financial needs? Will you need financial support? If so what kind? Are you planning to elaborate a crowdfunding campaign ?

There is no planned prosecution at the moment, if and when the company



decides to invest in the prosecution of the project, a more precise estimate of possible costs will be carried out.

8. What impact do you want to have? Concerning Social cohesion? Or/and Sustainable tourism? Or / and Urban regeneration? Creative economy?

Social cohesion.

9. What are the next steps? And your needs (financial / support/ partnerships ...)?

This is heavily dependent on funding. If support is given with appropriate funding, the next steps would consist in the actual implementation of the project within some selected hostels.

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## 5) EXECUTIVE SUMMARY

Name of Project: Rising/Modeling/Baking

Name of the organization / business: Špela Volčič

City – Region: Slovenia

Contact of project holder (email / phone number):

[spelavolcic@gmail.com](mailto:spelavolcic@gmail.com)

Website: <http://www.spelavolcic.net/>

1. What is the main concept? (What are you proposing and why do you want to do it? What is your vision of the Creative & Cultural Economy).

*The company's request was to help create a shared sense of belonging and participation to the organization. This was intended either for the internal guests or for the citizenship at large. I imagined a participatory process under the form of workshops, that would instill and ignite a deeper interest toward the company's main product – bread – while at the same*

*time drawing people together.*

2. Who are you? Who is part of the team?

I am visual artist and photographer. I work on my own.

3. What activities (details of the products or services) are you proposing? A detailed description of your product/service that emphasizes customer benefits.

*By playing with the idea of bread and by sharing my skills in photography*

*and visual arts, I envision a process where participants would be engaged in producing communication products such as gadgets, leaflets or packaging materials. The hands-on process would encourage a twofold effect: on one side it would stimulate a sense of playfulness and achievement in producing something that can actually be used and be useful; the second effect would be to create a sense of closeness and com-participation among the people.*

4. What is your market? (what are the main targeted customer segments)

*Company's employees and population at large.*

5. What is your strategy to reach them? (Why are you better than others? How do you intend to sell?)

*I intend to take advantage of an experiential approach to encourage both an intellectual and an emotional response.*

6. What is your communication strategy? How will you get know?

*Company's commitment is paramount, the approach will be "communication by doing" and it will be the more effective.*

7. What are your financial needs? Will you need financial support? If so what kind? Are you planning to elaborate a crowdfunding campaign ?

So far the the project has received funding by the SMATH project, a possible prosecution is possible if the partner company steps in with some resources for the project.. A crowdfunding campaign is possible but not planned at the moment.

8. What impact to you want to have? Concerning Social cohesion? Or/and Sustainable tourism? Or / and Urban regeneration? Creative economy ?

Social cohesion.

9. What are the next steps? And your needs (financial / support/ partnerships ...)?

Given the opportunity and the funding to continue, the project would continue along the road designed and imagined (workshops).

## 6) EXECUTIVE SUMMARY

Name of Project: **Tracciante**

Name of the organization / business: Teoria & Preda

City – Region: Veneto Region

Contact of project holder (email / phone number)

[teoriaepreda@gmail.com](mailto:teoriaepreda@gmail.com)

Website: <https://teoriaepreda.com/>

1. **What is the main concept?** (What are you proposing and why do you want to do it? What is your vision of the Creative & Cultural Economy).

*We team up with the company based on the idea that we could support the organization in offsetting the environmental and cultural effects of pollution by creating awareness. Through an experimental process, we intend to convert the by-product of car engines' exhaust gases into proper ink, to be used for representation (drawings) of disappearing autochthonous plants and animals. Poems will be used also for creating the emotional basis to ignite and support change towards a better sustainable approach.*

2. **Who are you?** Who is part of the team?

*We are a duo of artists, our work is a collection of literary, visual, documentary and performance practices.*

3. **What activities (details of the products or services) are you proposing?** A detailed description of your product/service that emphasizes customer benefits.

*After the experimental phase (ink extraction from exhaust pipes) the second step we envision is to try establishing a connection with company's employees. It is intended a series*

*of meetings whose purpose is to create the emotional and intellectual stimuli*

*to*

*reflect about our own interaction with nature. The perspective*

*user/participant*

*should*

*be able to walk away with a renewed sense of the importance of her/his contribution in the preservation of the environment.*

4. **What is your market?** (what are the main targeted customer segments)

*Company's employees, general public.*

5. **What is your strategy to reach them?** (Why are you better than others? How do you intend to sell?)

We expect to reach our intended target by creating and implementing an original

experiential approach in the discovery of the territory.

6. What is your communication strategy? How will you get know?

Our approach combines our own channels with those of the company.

7. What are your financial needs? Will you need financial support? If so what kind? Are you planning to elaborate a crowdfunding campaign ?

The design of the project has been funded by the SMATH project, the prosecution might be funded by the company supporting the project. A crowdfunding campaign is possible.

8. What impact to you want to have? Concerning Social cohesion? Or/and Sustainable tourism? Or / and Urban regeneration? Creative economy ?

Urban regeneration.

9. What are the next steps? And your needs (financial / support/ partnerships ...)?

First steps of actual implementation of the project.

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## 7) EXECUTIVE SUMMARY

Name of Project: Sugamara

Name of the organization / business: Alessio Ballerini

City – Region: Marche

Contact of project holder (email / phone number)

Website: <https://www.alessioballerini.com/>

1. What is the main concept? (What are you proposing and why do you want to do it? What is your vision of the Creative & Cultural Economy).

The company expressed the urgency to renew and regenerate the system of internal relationships because of a generational change.

The project “Sugamara - new forms to live the present” revolves mainly around social farm Don Manfrin, who aims to be a social, cultural and environmental hub in the Northern stretch of the Veneto region. Our proposal is to have people inside and outside the farm involved in sensory and acoustic education workshops whose outcome will be an artistic blend of video art and soundscaping. The final objective is to convey the deeper meaning and the real reason to exist of the farm: what it offers, how it welcomes people and to highlight the processes that make it work.

2. Who are you? Who is part of the team?

I am a filmmaker and musician. Work on my own or in partnership with Simona Sala (actress and performer) depending on the projects.

3. What activities (details of the products or services) are you proposing? A detailed description of your product/service that emphasizes customer benefits.

Sensory and acoustic workshops will be carried out with people living and/or working at the factory. The participatory process is intended as a means to create a shared vision and it consists in engaging participants in artistic practices such as sound field recordings. The

artistic practice is the international language that will help equalize all participants within a cohesive “team” of people.

4. What is your market? (what are the main targeted customer segments)

Company’s employees and population at large.

5. What is your strategy to reach them? (Why are you better than others? How do you intend to sell?)

I intend to take advantage of an experiential approach to encourage both an intellectual and an emotional response.

6. What is your communication strategy? How will you get know?

Company’s commitment is paramount, the approach will be “communication by doing”.

7. What are your financial needs? Will you need financial support? If so what kind? Are you planning to elaborate a crowdfunding campaign ?

The design of the project has been funded by the SMATH project, a possible prosecution might be funded by the company supporting the project. A crowdfunding campaign is not planned at the moment.

8. What impact do you want to have? Concerning Social cohesion? Or/and Sustainable tourism? Or / and Urban regeneration? Creative economy ?

Social cohesion.

9. What are the next steps? And your needs (financial / support/ partnerships ...)?

A possible further follow-up of the process that has been started in these months (more workshops)

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8) **EXECUTIVE SUMMARY**

Name of Project: **Lux**

Name of the organization / business: Pietro D'Agostino

City; Rome – Region: Lazio

Contact of project holder (email / phone number): [info@pietrodagostino.com](mailto:info@pietrodagostino.com)

Website: <https://www.pietrodagostino.com/>

What is the main concept? (What do you propose and why do you want to do it?  
What is your vision of the creative and cultural economy).

The idea is to offer customers an innovative process to convert a special memory into a real jewel. This could be what a person decides is worth remembering. The process allows an experience with light to be transformed into an artistic object.

Who are you? Who is part of the team?

I am a photographer but I like to work, also in collaboration with other authors, on a multitude of expressive tools (video, installations, sound, experimental projects).

What activities (details of the products or services) are you proposing? A detailed description of your product/service that emphasizes customer benefits.

Starting point is to give customers a representation, in this case in the form of a jewel, of a material object that they consider relevant affectively. The process begins with the superimposition of material, chosen by the potential client, on a sheet of photographic paper exposed to sunlight. The shape that will appear will be processed with 3D software in order to convert that image into a three- dimensional shape.

The next step is to produce, through a 3D printer, the exact representation made with noble materials of that special memory. This process has two different aspects and values: one is its ability to convert this experience with light into something "precious"; the second aspect is how it could make a diversified and innovative contribution to the goldsmith industry.

What is your market? (what are the main targeted customer segments)

Customers of the goldsmith company, in this case, and in any case curious people in general.

What is your strategy to reach them? (Why are you better than others? How do you intend to sell?)

It is a very innovative process that allows anyone to convert a memory, an emotional experience into a unique and desirable personal object. And as such it can have a powerful and evocative resonance.

What is your communication strategy? How will you get know?

Producing, through company and my own communication channels, strategies functional to the objectives set with the company itself.

What are your financial needs? Will you need financial support? If so what kind? Are you planning to elaborate a crowdfunding campaign?

Further investment is needed to develop the project. In this case, the company may decide in the near future to continue supporting the project.

What impact do you want to have? Concerning Social cohesion? Or/and Sustainable tourism? Or / and Urban regeneration? Creative economy ?

Creative economy.

What are the next steps? And your needs (financial / support/ partnerships ...)?

Through an agreement and a common strategy with the partner company, the next steps will be the actual implementation of the project.

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## 9) EXECUTIVE SUMMARY

Name of Project: **Discorso alla pari (peer-to-peer discussion)**

Name of the organization / business: Anna Piratti

City – Region: Veneto

Contact of project holder (email / phone number): annapiratti@gmail.com Website: <http://www.annapiratti.com/>

1. What is the main concept? (What are you proposing and why do you want to do it? What is your vision of the Creative & Cultural Economy)

I adapted to the firms' needs my format "Peer Discussion". Based on performative and visual elements, the work's main concept is that the apparently inanimate "world of objects brought new possibilities for interaction with and interpretation of reality to the fore, through unfathomable channels of communication". By activating an engagement process, the myself and the gallerist will invite the Artemisia's network of buyers, collectors, restorers, suppliers in taking part to the peer-to-peer discussion with their selected, personal objects. "Interior design" is the new concept/brand to communicate, and a gallery of photo portraits of participants' "interior worlds" would become communication material for the firm.

The ultimate goal is to paint a new perspective of the gallery, that has been going through a transition phase (from one segment of the market to a new one) and encourage spontaneous reflection and interaction so that this repositioning comes both as natural and "inspiring".

2. Who are you? Who is part of the team?

I was born in Dolo (Venice). I graduated from the Accademia di Belle Arti in Venice with a major in painting. My final dissertation focused on the didactics of arts and,



specifically, on the works of Bruno Munari. Whilst at college, I produced comic strips and illustrations.

Determined to follow my real passion, painting, I have recently devoted my skills and interest to graphics and digital art, and I have had the opportunity to produce artistic works for private companies and collectors.

I have been cultivating my interest in the didactics of arts for years, and I am currently involved in planning and conducting workshops and internships. I also work as a consultant in the organisation and delivery of specific artistic and educational programmes commissioned by public organisations and institutions.

3. What activities (details of the products or services) are you proposing? A detailed description of your product/service that emphasizes customer benefits.

The process will be ignited by contacting clients and suppliers of the gallery. They will be asked whether they want to participate in the project and if so inclined, they will choose an object of special interest or relevance for them. The peer-to-peer discussion will be filmed. This process intends to create a special bonding with the artist and the company while at the same time allowing all people involved, the opportunity to express a part of themselves that rarely has the chance to be seen.

4. What is your market? (what are the main targeted customer segments)  
Company's clients, suppliers and citizenship at large.

5. What is your strategy to reach them? (Why are you better than others? How do you intend to sell?)

The process will be intimate and fun at the same time and a great opportunity for discussion and bonding and, at the end of the day, an elegant way to offer a new perspective of the company.

6. What is your communication strategy? How will you get known?  
Communication will go mainly through company's channels.

7. What are your financial needs? Will you need financial support? If so what kind? Are you planning to elaborate a crowdfunding campaign?

In order for the project to continue, additional funding is needed. There is no crowdfunding campaign planned.

8. What impact do you want to have? Concerning Social cohesion? Or/and Sustainable tourism? Or / and Urban regeneration? Creative economy?

Creative economy plus a bit of social cohesion.

9. What are the next steps? And your needs (financial / support/ partnerships ...)?

10. If funding were to be found, actual implementation of the project would follow.

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## 10) EXECUTIVE SUMMARY

Name of Project: **Mono no aware**

Name of the organization / business: Federico Seppi

City – Region: Veneto Region

Contact of project holder (email / phone number): [artist@federicoseppi.com](mailto:artist@federicoseppi.com)

Website: <http://www.federicoseppi.com/>

1. What is the main concept? (What are you proposing and why do you want to do it? What is your vision of the Creative & Cultural Economy).

The idea is to create a subsection within the company building where employees and visitors could find a “safe” place where recreate and/or discuss work matters, “protected” by nature. It is a cultural derivation from the Japanese Mono No Aware concept and aims to encourage interaction and improve living conditions.

2. Who are you? Who is part of the team?

I am a land art specialist and I work on my own.

3. What activities (details of the products or services) are you proposing? A detailed description of your product/service that emphasizes customer benefits.

I envision a sort of internal “island”, built out of wood, with cascading water and covered with green plants and medical herbs. There will be fabric scraps representing the uniqueness of contributions of each of the persons belonging to the organization. The expected outcome is to further improve the sense of harmonious collaboration.

4. What is your market? (what are the main targeted customer segments)

Company’s employees, guests.

5. What is your strategy to reach them? (Why are you better than others? How do you intend to sell?)

I expect to reach our intended target by offering a pleasant experience that it is within reach of all people living in that given space. It is a place of “naturalness” that helps to reconnect with nature.

6. What is your communication strategy? How will you get know?

Company’s commitment is paramount, the approach will be “communication by doing” and it will be the more effective.

7. What are your financial needs? Will you need financial support? If so what kind? Are you planning to elaborate a crowdfunding campaign ?

A possible prosecution might be funded by the company supporting the project. A crowdfunding campaign is not planned at the moment.

8. What impact do you want to have? Concerning Social cohesion? Or/and Sustainable tourism? Or / and Urban regeneration? Creative economy ?

Social cohesion.

9. What are the next steps? And your needs (financial / support/ partnerships ...)?

First steps of actual implementation of the project

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#### PARTNER : ZICER

3.5.4 REPORT Developing marketing strategies for Cis operators	
PARTNER Name + logo:	 Zagreb Innovation Centre
PROJECT AREA :	Zagreb
Date(s) of implementation :	2019/2020
Number of project supported :	6
Number of outputs (business plan) delivered:	6

**On which topic(s) was the Developing marketing strategies for Cis operators focused? Why?**

Focus was on the following topics that we considered important in the process of developing a marketing strategy:  
Market Analysis: Market Summary, Customers, Competition  
Strategy and Implementation: Keys to Success, Customer Acquisition, Pricing Strategy and Revenue Model  
Cost Analysis

**How did you assisted the project to help them to finalise a business plan and an investment plan?**

The finalization of business plans was preceded by a series of practical workshops, seminars, trainings and individual consultations that we held for the project holder's idea.

**Any external expertise intervention? Please describe**

We have hired an external expert who has significant experience in conducting business operations, conducting workshops Enterprise design thinking, capacity building and skills of start-ups.

**Creative tools / methodologies used? Please describe**

Business model Canvas and Design thinking method

**What type of outputs was elaborated ? (BMC, Business Plan, Investement Plan, crowdfunding strategy ...)**

Business model Canvas, Business Plan and Investment Plan

**Were this activity linked with others activities of WP 3.5 *Enhancing managerial capabilities of cultural engines*?**

Yes, with practical workshops conducted prior to business plan development on marketing and sales topics .

## Reporting materials: Executive summary & Video

### EXECUTIVE SUMMARY

Name of Project: **MSU souvenirs**

Name of the organization / business: Museum of Contemporary Art and ArtFashion Studio

City – Region: Zagreb

Contact of project holder (email / phone number): +385 98 273 941

Website: <https://www.artfashiontech.eu/hr/> [www.msu.hr](http://www.msu.hr)

#### The Executive Summary:

ArtFashionTech Studio is a StartUp specialized in combining fashion with IT media. Each garment piece produced contains some add-on value delivered through QR code which can be scanned with a mobile device and deliver additional artistic, entertaining, innovative and/or educational material to the user.

Museum of Contemporary Art is a living and ever-changing place of creation, display, interpretation and preservation of contemporary art in all its forms with the goal to encourage and uphold the understanding of contemporary art through professional, innovative, and educative usage of exhibitions and collections.

ArtFashionTech will use Museum motives and material to design and create garment souvenirs to promote Museum and its activities to the general public through sales activities preformed in Museum souvenir shop and events organized or hosted by the Museum.

ArtFashionTech Studio promotes usage of Croatian sources of material for manufacture of garments and accessories which would further elevate domestic production and economy. ArtTechStudio is a StartUp specialized in experimenting with multimedia and fashion, finding different and innovative ways of combining these two fields in an attractive, functional and educational garment. Multimedia component of the piece is embedded in a QR code which is sewn into a garment and can be scanned with a mobile device and take a user to a short art or educational video or other online material which could contain additional info about the garment in question. This creative process connects art, fashion and IT technology in a fun, innovative and educational way.

The Museum of Contemporary Art Zagreb is a living place of creation, display, interpretation, and preservation of contemporary art in all its forms. Its goal is to encourage and uphold the understanding of contemporary art through professional, innovative, and educative usage of exhibitions and collections, thus enabling different groups of visitors to learn, be creative, and get a unique experience.

Within the business plan they have identified their business's goals. Provided information about their Financial Plan & Projections, cost, sales forecast, Break-Even Analysis. They are aware that well-defined business plan will steer the business in the right direction and will increase the chances of having a successful product launch. Next step is development. During this stage, they will take the concept and put it into concrete form. They will develop a prototype of the product that they can offer to the market. They will also create manufacturing and operations processes, plans for the marketing launch and market testing plans.

Name of Project: **"The Enchanted Forest - the Forgotten World of Mythical Creatures of Croatia"**

Name of the organization / business: Iris Illyrica and Iva Lulić

City – Region: Zagreb

Contact of project holder (email / phone number): iva.luli@gmail.com

Website: <http://ivalulic.com/hr/>

#### The Executive Summary:

Iva Lulić is a very well-known Croatian fine-art photographer who creates amazing images, thus restoring old folk beliefs. She already made several serials of photos representing the legendary creatures from folklore.

Iris Illyrica is a publishing house funded in 1995 with a goal of publishing a high-quality book from areas of literature, journalism, children's literature and fiction.

Inspired by the motifs, myths and legends of Croatian mythology, the idea is to publish a book with these stories, enriched with realistic and artistic photographs of these imaginary creatures presented in their "natural habitat" of the region in question. This would be a unique document with a goal of preserving a rich and colorful mythology in Croatian culture. This way we will present Croatian mythology through storytelling and photography in a new, fun and attractive way to the new generations. The images are created only using natural surroundings and effects, without any use of modern computer effects. The idea is to print this book in several world languages and offer it to tourists as a souvenir and a piece of Croatian mythology that they can bring home. This unique collection of stories and imagery would be a priceless timekeeper and storyteller for the generations to come.

Primary goal is to create a new form of preserving a significant and neglected part of Croatian history and culture through a unique book intended for children and general public. Book would contain a rich collection of stories, legends, myths and other related material enriched with artistic photography bringing all those mythological creatures to life. With new technologies and new sources of information that we are bombarded with from modern sources, these ancient stories become neglected and forgotten. This results in losing a significant part of national identity and culture, since majority of these stories are narrative and not so many written material can be found.

Within the business plan they have identified their business's goals. Provided information about Financial Plan & Projections, cost, sales forecast, Break-Even Analysis. They are aware that well-defined business plan will steer the business in the right direction and will increase the chances of having a successful product launch.

A considerable initial cost is required to have this project on its feet, but after the product is on the market, there are no additional costs related to production. Initial costs mainly include costs of producing photos included in the book, as well and printing expenses. This results in poor profit projection in year one, but in the following years the profit will increase considerably. This is best seen in a 3-year forecast. The forecast is to sell about 1000 pcs of the book within the 1st year with a degradation in sales during the following years.

Project will continue with next phase: development. During this stage, they will take the concept and put it into concrete form. They will develop a prototype of the product that they can offer to the market. They will also create manufacturing and operations processes, plans for the marketing launch and market testing plans.

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Name of Project:

Name of the organization / business: **Audio and tactile information and guides about the museum inventory**

**City – Region: Osijek, Slavonija**

Contact of project holder (email / phone number): ana@armanolinta.hr/  
jesenka.ricl@mso.hr

Website: [https://mso.hr/?page\\_id=209](https://mso.hr/?page_id=209)

The Executive Summary:

Armano Linta is a studio for architecture, interiors, product design and more, well known for designing and producing didactic toys for people with disabilities. This StartUp is run by a couple of young and enthusiastic people from different educational and professional backgrounds.

Museum of Slavonia is one of the main incubators of cultural life of City of Osijek collaborating with many experts, artists and scientists on different fields. Today, the Museum of Slavonia is one of the oldest museums and the largest general museum in the Republic of Croatia.

Museum of Slavonia plans to move to a new building within an old part of City of Osijek called Tvrđa. This puts museum staff in a unique opportunity to shape the design of the Museum from scratch. Cooperation with Ana Armano Linta will continue in future. Introducing content for people with visual and auditory disabilities would greatly increase interest of public, as well as providing citizens of Osijek an inclusive and innovative way of experiencing museum exhibits.

This is a unique opportunity to design, shape and establish a space suitable for all visitors. Project focuses on producing conceptual solution and designing content for people with auditory and visual difficulties. This would make Museum of Slavonia as one of the first museums in Croatia with such content, attracting additional part of population and making it a desirable destination for public from different regions of our country. This solution would primarily focus on people with aforementioned disabilities, but also would provide an interesting experience and insight for other visitors to experience museum through other sensory stimuli.

Main goal of this project is generating a conceptual design for implementation of content for visually and auditory impaired people in Museum of Slavonia. No revenue income is expected in this phase of work, since it is mainly focused on building concept and guidelines



for implementation phase which would be a next stage. For this reason only cost is presented in the calculations.

Within the business plan they have identified their business's goals. Provided information about cost. They are aware that well-defined business plan will steer the business in the right direction and will increase the chances of having a successful product launch. This project will continue to exist despite of EU funding.

Keys to Success:

- Focus on each project phase individually with clearly defined goals in each phase
- Proactively collect opinions and suggestions from all participants included
- Use iterative Design Thinking methods which would lead to best solutions
- Analyze feasibility of each idea and design a final solution together with participants and other experts and contractors
- Generate a detailed construction plan for the implementation phase of the Project

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Name of Project: **High-quality books from areas of literature, journalism, children's literature and fiction**

Name of the organization / business: Museum of Contemporary Art and Iris Illyrica (publishing house)

City – Region: Zagreb

Contact of project holder (email / phone number): iris.illyrica.books@gmail.com

Website: <http://www.irisillyrica.com/>

The Executive Summary:

Iris Illyrica is a publishing house funded in 1995 with a goal of publishing a high quality books from areas of literature, journalism, children's literature and fiction.

Museum of Contemporary Art is a living and ever-changing place of creation, display, interpretation and preservation of contemporary art in all its forms with the goal to encourage and uphold the understanding of contemporary art through professional, innovative, and educative usage of exhibitions and collections.

Iris Illyrica will use Museum Souvenir shop for sales and promotional activities of some titles related to modern art. Four books seem perfect fit for the Museum of contemporary Art because of their closely related topics. To be exact, four titles seem perfect for the Museum of Contemporary Art and would enrich the Shops offer to the customers seeking for art related literature. First title is "Walk through walls" by Marina Abramović. Second title is a collection of Croatian Myths and legends by Iva Lulić, planned to be issued in 2021. Third and fourth title is "Stories about fearless Croatian women" by Tatjana Barat and its sequel planned to be issued in September 2020.

Four titles listed are closely related to the artistic surrounding of the Museum and would be a perfect add-on to the shop. Since some of the books are not issued yet, Museum of Contemporary Art would be a perfect place for promotional activities hosting authors, other contributors and audience interested in these books.

Customers will be attracted through active promotion of new offerings on site, and online promotions on social media and Museum website. Social media platforms like Facebook, Instagram and Twitter can be used for these activities. The idea is that the Souvenir shop becomes one of the meeting points and agile areas in the Museum promoting literature, collaboration, communication and art.

Considering the Museum layout, no additional investments will be required in order to achieve joint project goals. During book promotion activities, an increased number of visitors and sales is expected.

Within the business plan they have identified their business's goals. Provided information about Financial Plan & Projections, cost, sales forecast, Break-Even Analysis. All revenue will be generated through sales activities. Targeted customers are kids, families, schools, libraries, tourists, photographers and other visitors of the Museum. The price of products reflects their value and unique format, but is also affordable for the Croatian market.

They are aware that well-defined business plan will steer the business in the right direction and will increase the chances of having a successful product launch.

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Name of Project: **Museum exhibits, motives and other graphic material to promote Museum through garments and other items**

Name of the organization / business: Museum of Slavonia and ArtFashionTech Studio

City – Region: Osijek, Slavonija and Zagreb

Contact of project holder (email / phone number): jesenka.ricl@mso.hr/  
gordana.drenovac1@gmail.com

Website: [https://mso.hr/?page\\_id=209](https://mso.hr/?page_id=209) <https://www.artfashiontech.eu/hr/>

The Executive Summary:

ArtFashionTech Studio is a StartUp specialized in combining fashion with IT media. Each garment piece produced contains some add-on value delivered through QR code which can be scanned with a mobile device and deliver additional artistic, entertaining, innovative and/or educational material to the user.

Museum of Slavonia is one of the main incubators of cultural life of City of Osijek collaborating with many experts, artists and scientists on different fields. Today, the Museum of Slavonia is one of the oldest museums and the largest general museum in the Republic of Croatia.

ArtFashionTech Studio will use museum exhibits, motives and other graphic material to promote Museum through garments and other items, and generate artistic multimedia educational material which will be available through scanning a QR code which will be attached to these garments and other souvenir items. All these items would be created based on the museum holdings or activities and would be sold at the Museum souvenir shop and, if possible, in an online Museum shop. These items can promote general museum inventory and activities, or be event-specific and promote individual events organized by and

held in the Museum. These activities would increase revenue through increased public awareness, increased number of individual visitors, groups and family visits, as well as through sales activities in the shop.

Primary joint goal is to create a new line of products and new promotional platform for the Museum and make it more visible and known in public. This goal would be achieved by adding new and multimedia enriched souvenirs in the Museum shop. This would increase number of visits to the Museum and generate additional revenue through Souvenir shop sales activities. Motives and design on these items would be inspired and drawn from Museums inventory and events. Museum of Slavonia is a host to many exhibits, cultural and other events which could be promoted through event inspired garments which could optionally be sold or offered only for a limited amount of time.

Within the business plan they have identified their business's goals. Provided information about their Financial Plan & Projections, cost, sales forecast, Break-Even Analysis. They are aware that well-defined business plan will steer the business in the right direction and will increase the chances of having a successful product launch. Next step is development. During this stage, they will take the concept and put it into concrete form. They will develop a prototype of the product that they can offer to the market. They will also create manufacturing and operations processes, plans for the marketing launch and market testing plans.

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Name of Project: **Solution and content for people with auditory and visual difficulties.**

Name of the organization / business: Museum of Contemporary Art and Armano Linta

City – Region: Zagreb

Contact of project holder (email / phone number): ana@armanolinta.hr

Website: <http://www.armanolinta.hr/>

The Executive Summary:

Armano Linta is a studio for architecture, interiors, product design and more, well known for designing and producing didactic toys for people with disabilities. This StartUp is run by a couple of young and enthusiastic people from different educational and professional backgrounds.

Museum of Contemporary Art is a living and ever-changing place of creation, display, interpretation and preservation of contemporary art in all its forms with the goal to encourage and uphold the understanding of contemporary art through professional, innovative, and educative usage of exhibitions and collections.

Armano Linta is a small company experienced in producing content for auditory and visually impaired population. Museum of Contemporary Art and Armano Linta are jointly engaging in a project whose goal is producing conceptual solution and designing content for people with auditory and visual difficulties. This would make Museum as one of the few museums in Zagreb and Croatia with such content, attracting additional part of population and making it a desirable destination for public from different regions of our country. This solution would primarily focus on people with aforementioned disabilities, but also would provide an interesting experience and insight for other visitors to experience museum through other interactive sensory stimuli.

Placing the Museum of Contemporary Art on a map as one of the leaders in inclusiveness and innovativeness in content creation through content generation for visually and auditory impaired public is the primary joint goal of this business project. Such content would put Museum of Contemporary Art on a short list of museums in Croatia which offer such material attracting often neglected members of our society. Interactive and multisensory experience would also be an attractive feature for people without disabilities, giving them an opportunity to see and feel the world around them through different perspective, greatly raising awareness about the everyday difficulties and obstacles that some members of our society face.


Within the business plan they have identified their business's goals. Provided information about cost. They are aware that well-defined business plan will steer the business in the right direction and will increase the chances of having a successful product launch.

#### Keys to Success:

##### -Initial visit to the museum and introduction

- Initial meetings with stakeholders, participants and relevant institutions
- 3 one day workshops with different groups of participants
- Workshop feedback meeting
- Construct general guidelines of the project based on the info and material gathered on workshops
- Build concept material on which final project solution will be based upon
- Build multisensory interactive models demonstrating features and functionality to be installed
- Gather feedback from participants, future users and museum and adjust
- Create a final study document containing all material, instructions and guidelines for project implementation
- Present the project to general public, stake holders, government, Ministry of Culture, Ministry of Tourism, city authorities, relevant institutions and associations

**PARTNER : FVG**

3.5.4 REPORT Developing marketing strategies for Cis operators	
PARTNER Name + logo:	Friuli Venezia Giulia Autonomous Region 
PROJECT AREA:	Friuli Venezia Giulia Region
Date(s) of implementation:	February 2020
Number of projectS supported:	7
Number of outputs (business plan) delivered:	7

**On which topic(s) was the Developing marketing strategies for Cis operators focused? Why?**

The developing marketing strategies for Cis operators were mainly focused on target users identification, data analysis, risk assessment and problem solving as essential macro topics to prepare necessary information for potential providers of financial resources.

**How did you assist the project to help them to finalize a business plan and an investment plan?**

We mixed the assistance formula with interactive workshops, assignments on shared online documents, individual calls and collective calls. Moreover, beneficiaries decided to open their dedicated shared online folder, so that everyone else could be able to see and comment on their work.

**Any external expertise intervention?**

Yes, we made use of Entrepreneurial incubators' expertise, professionals' online presentation and tips.

**Creative tools / methodologies used?**

We used Design Thinking approach and methodologies. Starting from Business Model Canvas to focus on macro-areas, beneficiaries experimented a peer benchmark research, based on the form of Feature Analysis, taken from The Blue Ocean Strategy.

Moreover, they deepened target knowledge through Data analysis that led to the construction of Personas models. We played with Disney Personas, to understand the mechanism of designing for a specific target.

We pushed peer review and a strong iterative process, in order to bring out the ideators from a dangerous sense of perfection about their ideas.

We did a lot of retrospectives thanks to which everyone was able to share problems faced and solutions tried.

**What type of output was elaborated? (BMC, Business Plan, Investment**

### **Plan, crowdfunding strategy ...)**

BMC, Value Proposition Canvas, Benchmark analysis, Personas, Customer Journey Map, Marketing strategies Business Plan.

### **Were this activity linked with other activities of WP 3.5 *Enhancing managerial capabilities of cultural engines*?**

Yes, the activities carried out are strictly connected with the other activities foreseen in WP 3.5. In particular, the output of finalizing a business plan was conceived as the natural next step following the implementation of the coaching assistance path (D. 3.5.2.) and definitely functional for and effective presentation of the cultural and creative business ideas in occasion of the Market place (D 3.5.3).

### **Any issue faced or best practice to share?**

The continuous relation between different teams and ideas was very enriching: beneficiaries suggested that would have been great also to dialogue with more advanced startups.

Online shared folders helped all the stakeholders involved: beneficiary to have fast reviews and a collected folder, tutor to monitor all the projects upgrades and to manage eventual call (personal and collective), partner to be updated precisely about the project phase.

## **Reporting materials: Executive summary & Video**

### **Project idea: Arredo Sonoro**

Please send us an **executive summary** of the Business plan documents with the following information (2 pages maximum) that can be published and add a **short video** (40-90s max) of the project that can be published online:

#### **EXECUTIVE SUMMARY**

Name of Project: Arredo Sonoro

Name of the organization / business: Arredo Sonoro by Francesca V. Salcioli and Andrea Ambrosino

City – Region: Doberdò del Lago (Gorizia)

Contact of project holder (email / phone number):

[francesca.salcioli@gmail.com](mailto:francesca.salcioli@gmail.com) / 340 2767 798

Project Website & Main social networks links (Facebook, Twitter, Instagram):

<https://www.facebook.com/arredosonoro/>

The executive summary for a business plan should include:

- The business (organization) name and location
- Products and/or services offered
- Mission and vision statements
- The specific purpose of the plan (to secure investors, set strategies, etc.)

#### **BUSINESS PLAN**

The detailed presentation of the Business Plan can be guided by the following main sections (questions):

**1. What is the main concept?** (What are you proposing and why do you want to do it? What is your vision of the Creative & Cultural Economy)

Arredo Sonoro is a project about Sound Design and sonor furniture that aims to facilitate the harmony of spaces (internal, external, public and private) through sound, with the creation and installation of sonor furnishing elements, with a functional and at the same time decorative inclination. The project involves the creation of sonor furniture elements inspired by musical instruments for the world of meditation and well-being. The initiative fits into the context of the sound fruition and music therapy and comes from the idea of creating soundscapes able to integrate digital and analog, psychoacoustic and electronic elements to be applied to the areas of well-being and design. In the medium term, Arredo Sonoro intends to introduce on the market, through a portal of online sales and a laboratory/physical showroom, elements of sound furnishing both in the home supply chain and in public contexts. Our vision of the Creative Economy is a renewed integration of art and creativity into everyday life and we created this Project to favour the integration of Music Therapy and Sound Therapy in design and to bring the benefits of sound and music inside houses and spaces, using furnishing elements.

**2. Who are you? Who is part of the team?**

Arredo Sonoro was born from the collaboration between the art therapist Francesca Salcioli and the audio software developer Andrea Ambrosino, both musicians.

Andrea Ambrosino worked on the creation and the programming of interactive electronic instruments during his degree course in Musical Computer Science at the University of Trieste and he is now employed in the development of software in the field of Sound. Francesca Valentina Salcioli has many years of experience in the Art Therapy field, after her master diploma in Artistic Therapeutics at the Brera Academy of Fine Art of Milan, a master diploma in Digital Scientific Journalism at the SISSA (International Superior School of Advanced Studies) of Trieste, a master diploma in Counselling (Faculty of Psychology) and a master diploma in Naturopathy (Faculty of Medicine and Surgery). She was distinguished in 2018 in the female entrepreneurs contest “SostenGO”, with a project for the spreading of Art in the hospitals of the Friuli Venezia Giulia Region, which received the Community Prize. From 2020 she is a Lecturer of Art Therapy at the “G.B. Tiepolo” Academy of Fine Arts of Udine.

**3. What activities (details of the products or services) are you proposing?**

A detailed description of your product/service that emphasizes customer benefits.

We design furniture elements that make sound, to improve well-being and well-living spaces. We are working on the creation of different prototypes that combine Sound Design and Light Design and also chairs, beds and hall trees



that play harmoniously, to fill our homes and spaces with harmony using sounds.

**4. What is your market?** (what are the main targeted customer segments )

We intend to reach the market that is interested in the world of psycho-physical well-being and in the innovative and Made in Italy Design.

**5. What is your strategy to reach them?** (Why are you better than others? How do you intend to sell?)

We intend to participate in trade fairs in the wellness and design sector and also to invest in online and social communication. As musicians and artists, we intend to reach our potential customers directly with the power of sound, music and beauty.

**6. What is your communication strategy?** How will you get known?

We are ready to build a new website and improve our facebook page. We will start some online and social promotional campaigns and a crowdfunding campaign too, with a video that tells about our project.

**7. What are your financial needs?** Will you need financial support? If so what kind? Are you planning to elaborate a crowdfunding campaign?

In the first year, we are planning to need € 18.000 to create the prototypes, € 25.000 for communication, € 6.000 for instruments for sound characterization and € 2.000 for legal advice. We are planning to elaborate a crowdfunding campaign too.

**8. What impact do you want to have?** Concerning Social cohesion? Or/and Sustainable tourism? Or / and Urban regeneration? Creative economy?

We intend to have an impact in social cohesion in particular in the well-being of people and families. Our contribution to the Creative Economy is to include music, Music Therapy and creativity in the world of furniture and design.

**9. What are the next steps?** And your needs (financial / support/ partnerships ...)?

The next steps are: the improvement of the business model, of the market research and of a business strategy and also the beginning of prototyping. We think we need support especially in defining business and communication strategies and hope to find some partnership in the improvement of prototypes for a positive and profitable start of their production.

## Reporting materials

DO YOU HAVE SOME AVAILABLE DOCUMENTATION / METHODOLOGY TO SHARE?
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**YES**, we would like to share some scientific studies about health benefits of music, that inspired our Project and our interest in making music enter our public and private spaces.

The effect of music on the reduction of pain:

<https://psycnet.apa.org/record/1987-35052-001>

Effects of relaxation and music therapy on patients in a coronary care unit:

<https://www.ncbi.nlm.nih.gov/pubmed/2684920>

Effects of relaxing music on cardiac autonomic balance and anxiety:

<https://www.ncbi.nlm.nih.gov/pubmed/10392221>

A pilot study into the therapeutic effects of music therapy at a cancer help center:

<https://www.ncbi.nlm.nih.gov/pubmed/11191042>

Effects of individualized music on confused and agitated elderly patients:

<https://www.ncbi.nlm.nih.gov/pubmed/8257197>

Effects of Music Therapy Strategy on Depressed Older Adults:

[https://www.researchgate.net/publication/15236521\\_Effects\\_of\\_Music\\_Therapy\\_Strategy\\_on\\_Depressed\\_Older\\_Adults](https://www.researchgate.net/publication/15236521_Effects_of_Music_Therapy_Strategy_on_Depressed_Older_Adults)

Effectiveness of music therapy: a summary of systematic reviews based on randomized controlled trials of music interventions:

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4036702/>

Effects of music and music therapy on mood in neurological patients

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4369551/>

DO YOU HAVE PICTURES TO SHARE? (of the project holders themselves, a prototype...)

yes





FOR COMMUNICATION		
FLYER	PHOTO/VIDEO	OTHERS
	x	

## Reporting materials: Executive summary & Video

### Project idea: Bolina Sail

Please send us an **executive summary** of the Business plan documents with the following information (2 pages maximum) that can be published and add a **short video** (40-90s max) of the project that can be published online:

#### EXECUTIVE SUMMARY

Name of Project: Bolina Sail

Name of the organization: Bolina Sail s.n.c. di Bratu Nicoleta & Fantin Emanuele

City – Region: Lignano Sabbiadoro (UD) - Italy

Contact of project holder: [info@bolinasail.it](mailto:info@bolinasail.it)

Project Website & Main social networks links:

- Website / E-commerce: <https://www.bolinasail.it/>
- Facebook: <https://www.facebook.com/BolinaSail>
- Instagram: <https://www.instagram.com/bolinasail/>

Products and services: We make products and accessories by recycling used nautical sails.

We also do a product customization service for the most demanding customers as well as for companies that require personalized gadgets as a green marketing tool.

Mission: The company's mission is to reuse old sails that are no longer suitable for navigation that cannot be recycled in any other way and educate people on environmental issues in particular related to the marine ecosystem. To do this, the creation of eco-sustainable fashion and design objects is the optimal choice to pursue the basic idea of the company and spread the culture of recycling in a non-institutional way but going to involve people through emotions.

The company's goal is to become the reference producer in Italy as regards the use of these materials and to export the Made in Italy in an environment-related perspective.

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## BUSINESS PLAN

The detailed presentation of the Business Plan can be guided by the following main sections (questions):

1. **What is the main concept?** (What are you proposing and why do you want to do it? What is your vision of the Creative & Cultural Economy)

Bolina Sail wants to do its part for the environment, finding new ways to recycle materials that are not reusable in other ways and that should therefore simply be disposed of, contributing to pollution.

The material chosen for our creations are the nautical sails that can no longer be used to navigate, but which still have a story to tell and the magic of the sea.

The sails, with their symbolic value of freedom, are therefore the perfect material to be used creatively to enhance craftsmanship and Made in Italy, also developing an interest in customers for the circular economy.

2. **Who are you? Who is part of the team?**

The team is made up of Nicoleta Bratu and Emanuele Fantin, who hold complementary roles within the company.

Nicole, after working in the production of sails, began to create handcrafted bags, creating original models thanks to her imagination; she is the creative part as well as the creator of the various models.

Emanuele, web programmer with various IT consultancy work experiences for

companies, deals with managing the ecommerce and social part and also takes part in the production.

**3. What activities (details of the products or services) are you proposing?** A detailed description of your product/service that emphasizes customer benefits.

We make products and accessories by recycling used nautical sails. Specifically, we produce bags, clutch bags, totes, sailor bags, backpacks, key rings, wallets, document holders. We have started producing shoes for a year, always using the sail and with leather inserts.

We also made furniture elements such as chairs, pouffes, wall clocks and lamps.

We offer a product customization service for the most demanding customers and for companies that require personalized gadgets as an ecological marketing tool.

**4. What is your market?** (what are the main targeted customer segments)

The segments of interest can be divided into 3 parts:

- private, with different interests (recycling, handicraft, made in Italy, sea/boating/sailing)
- dealers (shops / distributors)
- companies / associations / sailing clubs (which require customized products and gadgets for marketing or awards)

**5. What is your strategy to reach them?** (Why are you better than others? How do you intent to sell?)

From the beginning we have focused on creating products with our own design, leaving out the too sporty and classic models of which the market is saturated and focusing on more particular models always looking for detail and novelty.

With the “printing on sail” technology that we are using, we can also push on the personalization of products in an innovative way.

This allows us to satisfy both private customers and companies, which are a very large market.

**6. What is your communication strategy?** How will you get know?

The communication strategy is mainly online: through our website, e-commerce channels, portals and other websites that interview us, presence in other e-commerce dedicated to crafts or recycling.

Offline, in addition to our stores, we focus on fairs and sponsorship through our products of sporting events.

**7. What are your financial needs?** Will you need financial support? If so what kind? Are you planning to elaborate a crowdfunding campaign?

Financially the necessity would be to speed up entry into foreign markets.

To do this in a shorter time, a capital injection is certainly necessary in order to

increase production (staff, machinery) and to be able to develop an adequate marketing strategy.

**8. What impact to you want to have?** Concerning Social cohesion?  
Or/and Sustainable tourism? Or / and Urban regeneration? Creative economy?

The impact we want to have is related to two aspects: on the one hand, the development of the circular economy as a new business and life model; on the other, the rediscovery of craftsmanship, the hand-made and the promotion of Made in Italy.

**9. What are the next steps?** And your needs (financial / support/ partnerships ...)?

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The next steps include a better organization of the marketing strategy and the development of partnerships to increase both visibility and production capacity.

Future needs are certainly financial to speed up growth, with adequate support from people with experience in the field of fashion and design.

The partnerships we think are aimed both at events that can be compatible with our business and at designers and artists who can collaborate with us to create even more unique and original products.

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## Reporting materials

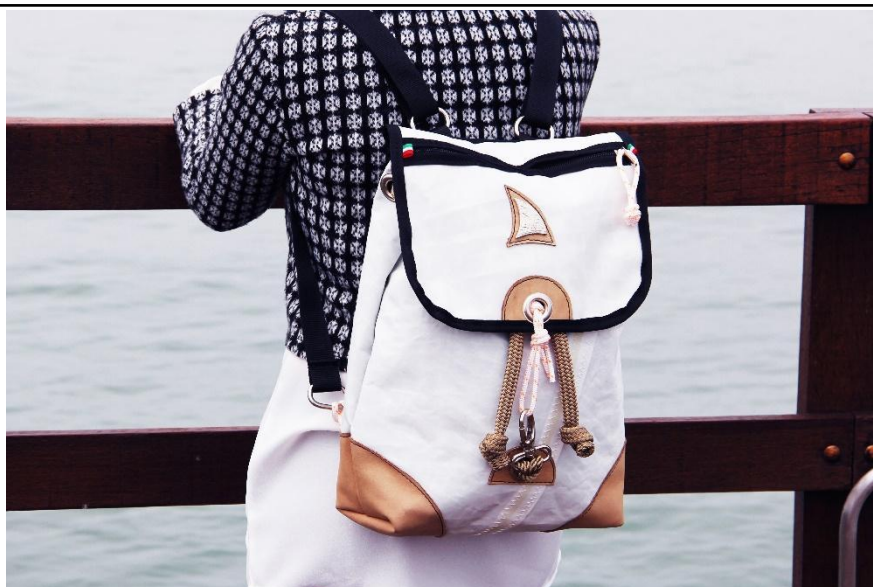
DO YOU HAVE SOME AVAILABLE DOCUMENTATION / METHODOLOGY TO SHARE? no

DO YOU HAVE PICTURES TO SHARE? (of the project holders themselves, a prototype...)

Yes







FOR COMMUNICATION		
FLYER	PHOTO/VIDEO	OTHERS
	x	

## Reporting materials: Executive summary & Video

### Project idea: Mapparte pro

Please send us an **executive summary** of the Business plan documents with the following information (2 pages maximum) that can be published and add a **short video** (40-90s max) of the project that can be published online:

#### EXECUTIVE SUMMARY

Name of Project: Mapparte Pro

Name of the organization / business: Simona Verrusio

City – Region: Friuli Venezia Giulia- Trieste /Lazio- Roma

Contact of project holder (email / phone number): Simona Verrusio,  
[piedinudi27@gmail.com](mailto:piedinudi27@gmail.com), mob 0039 339- 2443504

Project Website & Main social networks links (Facebook, Twitter, Instagram):

<http://mapparte.com/>

<https://www.facebook.com/Mapparteam/>

The executive summary for a business plan should include:

- The business (organization) name and location
- Products and/or services offered
- Mission and vision statements
- The specific purpose of the plan (to secure investors, set strategies, etc.)

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## BUSINESS PLAN

The detailed presentation of the Business Plan can be guided by the following main sections (questions):

1. **What is the main concept?** (What are you proposing and why do you want to do it? What is your vision of the Creative & Cultural Economy)?

We offer a website and an app, called “MAPPARTE”, in order to help finding locations, dedicated to creative activities, and renting unused spaces; Mapparte is addressed mainly to artists such as musicians, performers, actors, art teachers, writers, dancers and to owners of public and private locations. Enhance artists time and work.

2. **Who are you? Who is part of the team?**

We are four friends, culture and art lovers:

**Simona Verrusio** who develop the idea and a beta version of Mapparte platform is a cultural operator, writer and performing artist. She has a three years degree at Dams

**Goran Stanic** Three-year degree in foreign languages and master's degree in integrated communication for business and organizations. Other IT studies, English teacher, HR employee.

**Simona Cascio** is graduated in marketing and communication, loves to find out what is new in the world and explores unknown areas.

**Elisa Muro Pelliconi**: art studies, performer, yoga teacher, has a cultural association.

3. **What activities (details of the products or services) are you proposing?**

A detailed description of your product/service that emphasizes customer benefits.

Mapparte provides an interactive and detailed map where it's possible to find a place in order to satisfy user needs: they can select -in relation to the activity they intend to practice- which place suites their needs knowing its features, with the chance to view some photos of the room and check the equipment available.

Customers will be able to book the place chosen using Mapparte tools. The PRO-version of Mapparte will include extra services such as: event organization, promotion of their spaces and events, preferential positioning in search results.

Mapparte allows users to be able to book the chosen place in safety and tenants to have a secure and advance payment. It guarantees an accurate service to satisfy both renters/tenants target and transparency through user feedback.

**4. What is your market?** (what are the main targeted customer segments)

We put our focus in two targets: owners of public and private locations, where is possible to do artistic disciplines and body trainings, music and theatre rehearsals, photographic shootings and people who look for a place and location to do artistic, cultural -and other different- activities, courses, exhibitions and events- such as artist, musicians, performers, actors, art teachers, writers, dancers, movers.

Our market includes anyone interested in artistic and recreational activities and also those who intend to make their private spaces available to good use.

**5. What is your strategy to reach them?** (Why are you better than others? How do you intent to sell?)

1. "sales" call
2. "sales" email (to invite 'spaces' to join our website)
3. "sales" meeting

We operate on a market which has no direct competitors. We offer more services and different kind of locations than the competitors. Our goals is also to create a virtual and real community to share knowledge and activities. Our sell-strategy will be mostly online.

**6. What is your communication strategy?** How will you get know?

1. we send content emails
2. we send a welcome email
3. we use Facebook page in order to post news, to reach more creative spaces and send them messages, creating network
4. we will create a blog with interesting content
5. we will also use Instagram when the mapped places will be increased
6. we will join events related to music, sports, arts, holistic activities, start-up.

**7. What are your financial needs?** Will you need financial support? If so what kind? Are you planning to elaborate a crowdfunding campaign?

Remuneration for our team working on the project is our main need.

A crowdfunding is a possible next step.

Web platform, marketing and graphic processing will be supported by funding from the Friuli region.



8. **What impact do you want to have?** Concerning Social cohesion?

Or/and Sustainable

tourism? Or / and Urban regeneration? Creative economy?

We would like to create a meeting place to simplify the search and offer of creative spaces suitable for any activity. Enter with existing solutions in a market that currently does not have such solutions available.

Mapparte enables and facilitates social cohesion because using the platform make it easier to find and use a place for artistic or movement activities. By using the platform it's possible to know places already regenerated or to get to know place to regenerate and bring together artists and cultural users by creating virtual and real relationships within the community.

**What are the next steps?** And your needs (financial / support/ partnerships ...)?

Promoting Mapparte to increase the number of mapped spaces is the core activity and increasing the staff would facilitate the mapping of spaces.

Improve advertising with marketing activities.

Evaluate a possible partnership with leaders in some related areas (Airbnb, booking)

Participate in innovative start-up events to create our network and also to make ourselves known and encourage meeting with potential investors.

Participate to artistic and cultural events to promote Mapparte by making flyers, interventions, presentations, gadgets or sponsoring in a sustainable way.

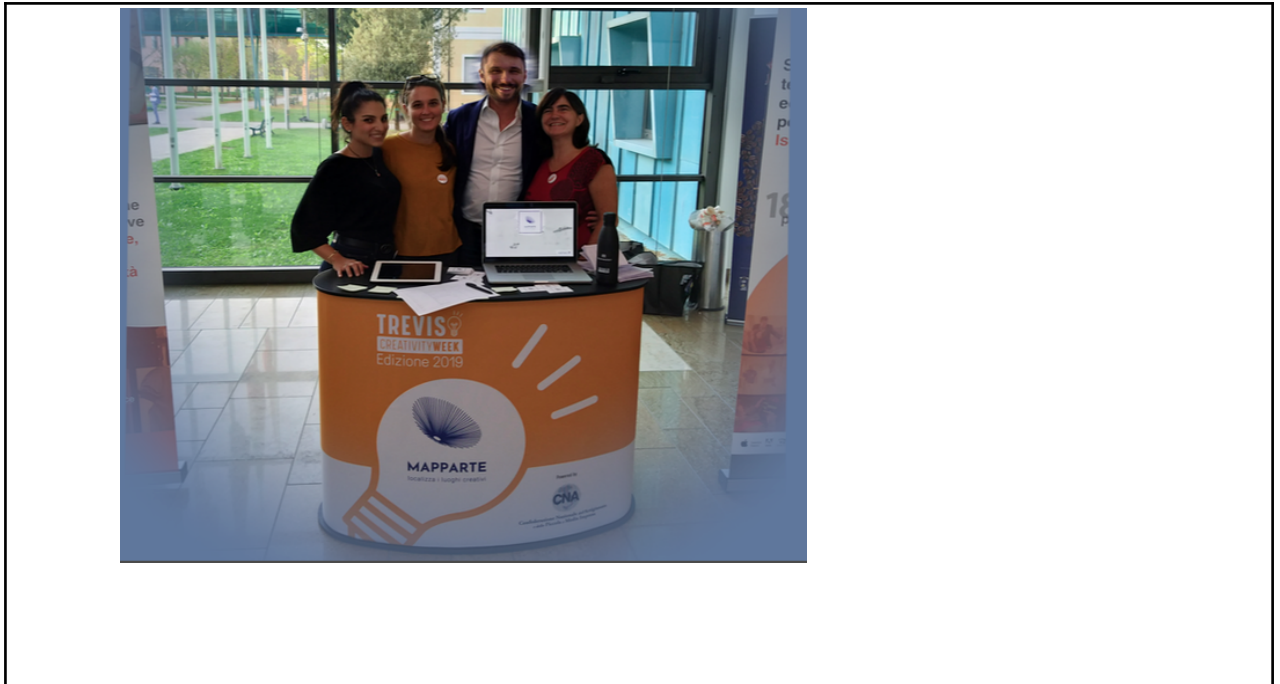
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## Reporting materials

DO YOU HAVE SOME AVAILABLE DOCUMENTATION / METHODOLOGY TO SHARE? yes / no

Mapparte was presented at Macro Museo in June 2019 presented by Carlo Infante, changemaker, freelance teacher of **Performing Media**.

DO YOU HAVE PICTURES TO SHARE? (of the project holders themselves, a prototype...) Yes



## Reporting materials: Executive summary & Video

### Project idea: Reframe

Please send us an **executive summary** of the Business plan documents with the following information (2 pages maximum) that can be published and add a **short video** (40-90s max) of the project that can be published online:

#### EXECUTIVE SUMMARY

Name of Project: **Reframe**

Name of the organization / business: **Zoprai**

City – Region: **Udine- Friuli venezia Giulia - Italy**

Contact of project holder (email / phone number): **Eleonora Oleotto**

**email: [artedesign@zoprai.com](mailto:artedesign@zoprai.com) - ph: +393407977409**

Project Website & Main social networks links (Facebook, Twitter, Instagram):

**<http://www.zoprai.com/branding-e-eventi/>**

The executive summary for a business plan should include:

- The business (organization) name and location
- Products and/or services offered
- Mission and vision statements
- The specific purpose of the plan (to secure investors, set strategies, etc.)

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#### BUSINESS PLAN

The detailed presentation of the Business Plan can be guided by the following main sections (questions):

1. **What is the main concept?** (What are you proposing and why do you want to do it? What is your vision of the Creative & Cultural Economy)?

**Reframe** is a project idea that aims at supporting companies for the **promotion of their products and services**, in an **innovative** way, by using **art and innovation technologies** as main means.

We want to create and give to the companies and their customers a **new concept of experience** of products and services.

We know that the human beings learn the most out of an **experience** because an experience, once it is lived, it is fixed in the body and the mind. To create experiences means also to create **connections** between people. We are talking about **real connections** that nowadays we are missing.

The project is part of a bigger one called “**Essentia**” that you can see here <http://www.zoprai.com/essentia>.

**Essentia** is a club for people who are passionate about the arts: it is a place (in Udine now, but we will open more clubs in the next years in Italy and outside our country) where the people will live **multi sensorial experiences, with art, live performances and food**. We are also creating a **TV program** called “Essentia” that will broadcast all our events and more contents about food, design and the arts.

For both projects we are **open for collaborations** and **partnerships** with someone who wants to take part and share our **values** and **mission**.

Our vision of the **creative and cultural economy** is that the more we **join and co-create** projects between traditional companies together with creative ones, the best we can **grow together** and **face the global market and economy** where there's a high level of competition and offer.

As we know, creatives have several difficulties in surviving only by doing art and on the other side now, companies are stuck because of the lack of innovation in their products and services, and also in the way they convey and offer them to their customers. Combining these needs, sharing projects and grow together will be a great way to **create welfare** for all of us and **share ethical values** that will contribute to our better living on this planet.

2. **Who are you? Who is part of the team?**

I'm **Eleonora Oleotto** artist, architect, photographer (therapeutic photography) and coach.

I'm the vice director of the Zoprai Company.

The team is composed by all the members of the **Zoprai company**:  
**Nelson Rojas** (Director - Artistic and audio-visual producer)

**Paolo Mutti** (Artistic director - Actor and teacher)  
**Giulia Settomini** (Dancer and choreographer)  
**Ermanno Moscatelli** (Psychologist psychotherapist)

### 3. Where did the project idea come from?

The idea came from our **passion for the arts** and awareness that the companies can improve and **innovate** their way to present their products and services by using **art** and **new technologies** and share **ethical principles** and **respect for the environment to create a better future**.

We also have analysed the **market situation** here in our region and noticed that in the last years more than 10.000 companies have closed due to **lack of innovation** in their products and in the way they conveyed them to the clients.

The combination of all these factors made us think about and creating our project.

### 4. What activities (details of the products or services) are you proposing? A detailed description of your product/service that emphasizes customer benefits.

Our services are:

- **Emotional Branding** (that includes activities like: **BTL** - Below the Line communication - and the creation of **experiential showrooms** in the companies and during fairs)
- **Experiential Events Design** for products' launch, conventions and companies' party.

We also offer a service related to the strengthening of the **soft skills**, the **wellbeing** and the **creativity** in the companies by creating **experiential workshops**.

### 5. What is your market? (what are the main targeted customer segments)

**Small, medium and large enterprises** that have among their main principle **social ethics** and **environmental sustainability**.

### 6. What is your strategy to reach them? (Why are you better than others? How do you intent to sell?)

We are offering a **new service** in terms of **experiences** and **results** that the client will get.

**Innovation** is at the basis of our concept and **art** will serve our purpose: this

is a brand new combination in the marketing strategy for the companies that want to **grow, innovate**, make their **product and services unforgettable** and share **important values** with their clients and the world.

We want to sell our services mainly by:

- letting the customer **live an experience** similar to the one they will get: we will create events in our showroom in Udine and the customer will be invited to take part to them as guests.
- **sharing the benefits** with our customers of what they will get in terms of **incomes**, of **innovation**, of the **new perception** their clients will have on their **company, services and products**, and finally the of **social change and impact** that they, as a company, can have on the world.
- we also want to create **partnerships with our customers** who will choose us: the clients will get the service from us and they will also be part of our big project. So the **process** is a **co-creative** one and a **continuous** one in terms of time. The customers will be **part of our great community**, part of our **TV program** and will be the **actors** of the changing of our society together with us.

#### 7. **What is your communication strategy?** How will you get know?

We are going to let the people know about our services in different ways, through:

- **our website and our social platforms** with information and videos that will present our services, our offers and what we have done so far.
- **special presentation events** in different venues (fairs, conventions, etc...) and in our showroom in Udine where our clients can live the experience of the multisensorial events that we will create.

#### 8. **What are your financial needs?** Will you need financial support? If so what kind? Are you planning to elaborate a crowdfunding campaign?

At this stage the financial need we have is for the construction of the **commercial system "ESSENTIA – the Art Lovers Club"** which will also be our experiential showroom. This project costs € 350.000. The building where the project is being built has 420 square meters divided into 3 floors with 2 gardens.

We have chosen not to crowdfunding by opting to **interact directly with institutions and companies** that may have an interest in contributing to the construction of this new socio-cultural reality.

We have already made **investments** in various areas of our project which

were necessary to get to the point where we currently are (website, photographs, videos, renderings), including the renovation of part of the building (the top floor and part of the first floor).

We started to present the project to some companies that could be more interested and above all who had the ability to be part of it: this gave us the first **great partner** of the project, **Zanutta SPA**, who contributed by giving us all the materials for the renovation of the building.

The second great partner is **Confindustria Udine** which has selected us as the **most innovative and creative start-up of the year** thanks to our **ESSENTIA project**. Confindustria is supporting us from the consulting point of view and as intermediaries with some of the associated companies.

Other partners are **UNESCO Udine** and other **important artists and art critics** of our region Friuli Venezia Giulia.

To date, our need for financial support is of **€ 150.000**. These funds will be used to **complete the renovation of the building** and **start the whole project**, including fixed costs for a minimum period of 3 months, once the club will open.

9. **What impact to you want to have?** Concerning Social cohesion?  
Or/and Sustainable tourism? Or / and Urban regeneration? Creative economy?

**Social cohesion:** one of the main purposes of our projects is to **raise people awareness** and **bring people together** thanks to the **arts** and to share **ethical values** and **environmental sustainability**.

**Sustainable tourism:** by working together with companies who have at their bases, shared values about ethics and environmental sustainability and by promoting their products and services on our mail social and tv channels, we can contribute to create a **map of sustainable companies** and therefore **enhance sustainable tourism**.

**Urban regeneration:** our project wants to help the companies and the artists to **grow** from the economic and social point of view by working together creating **high quality experiences and projects**. This will be a positive aspect for the urban regeneration of our cities, especially here in our region where load of companies has closed and lots of artists are going in other countries to work or they're doing something different instead of doing arts. This is strictly connected with the urban regeneration but also with **creative economy**.

10. **What are the next steps?** And your needs (financial / support/ partnerships ...)
-

Our most assertive communication strategy is the ESSENTIA project: inside the club we will organize emotional events and we will build experiential showrooms so as to present our format to our customers. This will allow us to conclude negotiations more easily.

The other important aspect of the project, which is why we give it priority, is the **positive impact** it will have in our society from an **economic and social point of view**, thanks to the fact that it will attract a **niche tourism** in our community bringing new gains in different sectors.

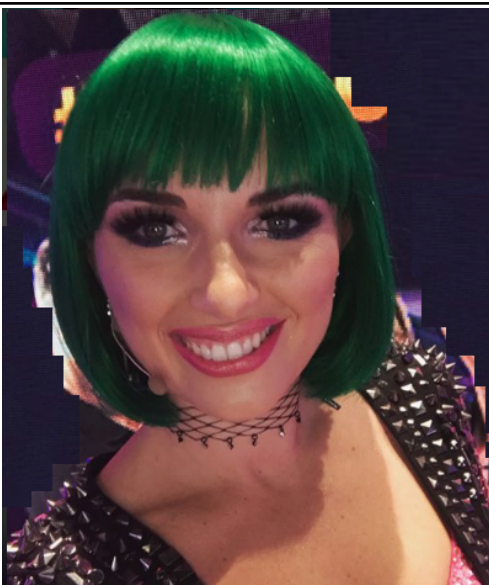
In this line of ideas, the next steps to follow are:

1. to finish the **partnership negotiations** to find the **missing funds** € 150.000 (within 6 months)
  2. to finish the **renovation of the building** (by 2020)
  3. to start the **commercial system** within the club (by 2020)
  4. to start the organization of **events** and **participation in fairs** with our partners and customers (within 6 months)
  5. to start the **production of 3 TV programs** (within 12 months)
  6. to launch our **E-commerce** (within 12 months from the club opening)
  7. to expand the commercial system at a **national level** (within 3 years from the inauguration of the FVG headquarters)
  8. to expand the commercial system at an **European level** (within 5 years)
  9. to expand the commercial system at an **international level** (within 10 years)
- 

## Reporting materials

<b>Pictures of the ZOPRAI TEAM</b>
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FOR COMMUNICATION		
FLYER ZOPRAI	PHOTO/VIDEO	OTHER S
x	<a href="https://www.youtube.com/watch?v=56RSVE">https://www.youtube.com/watch?v=56RSVE</a>	



	<a href="#">CDq9U</a>	
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## Reporting materials: Executive summary & Video

### Project idea: RI-SCOPERTE

#### EXECUTIVE SUMMARY

Name of Project: RI-SCOPERTE!

Name of the organization / business: Incubation of enterprise with a significant cultural and/or creative connotation on the notice of the POR FESR FVG 2014-2020 call, action line 2.1.b.1 bis: project beneficiary Dr. Natascia Fasiolo

City – Region: Piazza Castello, 7 - 33010 Colloredo di Monte Albano (Ud) - Friuli Venezia Giulia Region - ITALY

Contact of project holder (email / phone number): [natascia.fasiolo@gmail.com](mailto:natascia.fasiolo@gmail.com) / +39 347 537 2462

Project Website & Main social networks links (Facebook, Twitter, Instagram): at design stage

Products and/or services offered: RI-SCOPERTE! is a pre-incubation project for a company dedicated to the valorisation of the cultural and touristic sectors of peripheral towns with limited economic and human resources. It aims to guarantee an effective promotion and fruition of minor cultural assets such as small museums and small archaeological sites.

The project aims at identifying a business model suitable for different local realities. The business model would strike a balance among the available public resources, the valorisation of the cultural asset and the profit of the company, also through the involvement of the local realities. These realities, in primis the schools, will be engaged in several activities with the goal of promoting a local economic development based on the cultural and touristic offer.

The first phase of the project will be dedicated to a deep knowledge of the territory, to the identification of the partners to be involved and to the creation of innovative cultural/touristic packages.

Mission and vision statements: to give the possibility also to minor cultural assets to be valorised through a set of services managed by qualified human resources. These services will create a network with the realities of the territory: institutions, schools, and local productive activities. To re-discover the small hidden treasures out of the mass tourism circuit.

The specific purpose of the plan (to secure investors, set strategies, etc.):

create a repeatable and easily adaptable model able to fully exploit the limited economic funds of local towns; to find the right income through the conception and creation of initiatives and tourist services dedicated to the whole territory and able to create a network with other cultural and productive institutions.

## **BUSINESS PLAN**

We propose the creation of a replicable and easily adaptable model able to enhance and re-discover small hidden treasures ignored by the mass tourism, encouraging a new kind of tourism, slow and sustainable, that involve the population, the institutions and the productive activities.

It is the reply to the difficulties that the small administrations meet in the management of the local cultural realities: needs that we faced during our working experience. One of the main goals is to make citizens understand that cultural heritage does not represent a pointless cost, but if well managed and valued, can become a precious resource for the whole territory and its community.

I am an archaeologist specialized in teaching. After years of work and collaborations, an idea of business led to the creation of a group of 8 people with different competences, specializations and experiences, united by the ability to work in team, by the passion for archaeology, art, culture, technology and teaching.

Our project aims at creating a replicable model for the management of minor cultural assets and archaeological parks, able to be, in part, self-sustainable without burden on the budget of public authorities and owners. The model also foresees to keep the cultural asset connected with the territory as part of a network of other local and not only local cultural assets, while cooperating with productive/reception activities, schools and associations able to stimulate a local micro-economy.

Our business idea identifies 2 kinds of customers: the entity that owns the cultural heritage and the final user (school groups, slow tourism, families, other groups...).

The benefits for the owner consist in the opportunity of not employing the internal staff or the volunteers who might not have the right competences and of benefitting from a professional service able to guarantee a complete and optimal management of the cultural asset by innovating the fruition methods and expand the amount of visitors.

The benefits for the final users consist in the opportunity to access a set of additional tour and/or educational/experiential services and touristic packages that allow the visitor to better understand the surrounding reality; to exploit the advantages offered by the involvement in a network of cultural and economic

partners.

We will reach our customers through pilot actions that we will experiment on the cultural assets provided by the comune di Forgaria nel Friuli (UD) and a public meeting with the 15 mayors of the Consorzio della Comunità Collinare del Friuli; then, by exploiting all the events and possible occasions for direct contacts and by increasing the extra-local visibility through a promotional campaign on social media and the creation of a web site.

Our main strategy to reach the higher number of customers consists in underlying the innovation of our project: a new way to foster culture, opening it to the territory, to the productive/receptive/associational/institutional/educational activities by doing network also with potential competitor with a view to collaboration.

The aim is also to remove the minor cultural asset from confinement by opening it to the local territory by setting up a set of initiatives and collaborations able to produce and promote microeconomies and change the idea that culture is only a cost for the community. This is the message that we want to convey to our customers by making them aware of the fact that such a model, this organized, proactive and integrated with the territory, is not available yet on the market.

From the financial point of view, the project will be partially self-sufficient thanks to a budget that the entity owner of the cultural asset will be able to provide, and in part will be financed by the collateral activities linked to the additional services and touristic packages specifically designed for the customers.

The needed funding would be addressed to the single projects aiming at making the visits more experiential and attractive for a wider number of visitors.

The project wants to develop a kind of tourism that is sustainable and able to enhance social cohesion while creating a positive effect on the economy and the productive fabric surrounding the cultural asset itself.

The project is still in its first stages of development and the next steps will be to create a cultural and creative enterprise able to sustain itself by producing a profit for the following years to come.

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Reporting materials: Executive summary & Video

## Project idea: Jazz Hotel

### EXECUTIVE SUMMARY

Name of Project: JAZZ HOTEL

Name of the organization / business: CULTURAL ASSOCIATION BLUES IN VILLA

City – Region: 33070 BRUGNERA (PN) - FRIULI VENEZIA GIULIA

Contact of project holder (email/phone number):

GIORGIO.IVAN@BLUESINVILLA.COM | 3483548113

Project Website & Main social networks links (Facebook, Twitter, Instagram):

The executive summary for a business plan should include:

- The business (organization) name and location
- Products and/or services offered
- Mission and vision statements
- The specific purpose of the plan (to secure investors, set strategies, etc.)

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### BUSINESS PLAN

The detailed presentation of the Business Plan can be guided by the following main sections (questions):

**1. What is the main concept? (What are you proposing and why do you want to do it? What is your vision of the Creative & Cultural Economy)**

A circuit of hotel facilities that characterizes itself for providing an original and exclusive offer.

**2. Who are you? Who is part of the team?**

I am the President the cultural association Blues in Villa. Besides me, also our artistic Director will be active part of the project.

**3. Where did the project idea come from?**

The project idea was born from the analysis of the offer and from the convergence of several professionalism in the hospitality industry, in the industry of furnishings and accessories applied to the cultural field and specifically in the organization of event.

**4. What activities (details of the products or services) are you proposing? A detailed description of your product/service that emphasizes customer benefits.**

- a) provide and organize a coordinated activity of events.
- b) provide themed installations essential to the customization of spaces (common areas, dedicated halls, rooms, etc..) also by using the renting system at long term.
- c) create a portal that collect all the structures adhering to the “JAZZ HOTEL” circuit with the possibility for direct booking of

the rooms and of the events, eventually combined with a dinner (for the structures that have a restaurant).

**5. What is your market? (what are the main targeted customer segments)**

The target of referment consists in the 3 and 4 stars Italian hotels (later on the circuit might expand till involving also hotels at international level)

**6. What is your strategy to reach them? (Why are you better than others? How do you intent to sell?)**

The hoteliers will learn about the “Jazz Hotel” project through the following means: social networks; an editorial plan; ads promoted on Google; an e-mail campaigns; during touristic fairs and through the its direct presentation to associations of hoteliers and touristic consortia.

**7. What is your communication strategy? How will you get know?**

The communication will have the aim of making the participation to the circuit attractive in the eyes of the hoteliers. Belong to the “Jazz Hotel” project will bring more customers to the involved structures, will widen the target of clients, and make the hospitality offer original and exclusive.

**8. What are your financial needs? Will you need financial support? If so what kind? Are you planning to elaborate a crowdfunding campaign?**

To accomplish the project, the following activities will be essential:

- A. Graphic studio for the creation of a logo and communication tools;
- B. Setting up of a commercial proposal (selling modalities, type of packages, type of installations etc..);
- C. Creation of an internet website;
- D. Activation and management of social channels (FACEBOOK, INSTAGRAM, LINKEDIN, ECC...);
- E. Design and implementation of advertising campaign (ON-LINE AND IN THE PRESENCE);
- F. Direct selling?
- G. Organization of cultural activities and installations for the involved structures.
- H. Order of materials.

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## Reporting materials

## Reporting materials: Executive summary & Video

### Project idea: ArtMapp

Please send us an **executive summary** of the Business plan documents with the following information (2 pages maximum) that can be published and add a **short video** (40-90s max) of the project that can be published online:

#### EXECUTIVE SUMMARY

Name of Project: ArtMapp

Name of the organization / business: Roberta Ciut

City – Region: Trieste, Friuli Venezia Giulia

Contact of project holder (email / phone number): [robertaciut@yahoo.com](mailto:robertaciut@yahoo.com) / 00491637337496

Project Website & Main social networks links (Facebook, Twitter, Instagram): none

The executive summary for a business plan should include:

- The business (organization) name and location
- Products and/or services offered
- Mission and vision statements
- The specific purpose of the plan (to secure investors, set strategies, etc.)

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#### BUSINESS PLAN

The detailed presentation of the Business Plan can be guided by the following main sections (questions):

1. **What is the main concept?** (What are you proposing and why do you want to do it? What is your vision of the Creative & Cultural Economy)  
ArtMapp is a platform which connect local and emerging artists with potential buyers. On the artist side they can present themselves, with bio, video and pics, and allow interested people to go and visit their ateliers. This is of course a special occasion to get to know the artist personally and have a deep understanding of her/his art and directly buy one or more works. On the other side the “buyer” is an interested person (tourist or local) who wants to get a different experience of the art world, outside the known galleries or art fairs. The person travelling in that area can discover through the platform which artist lives there and get an appointment directly through an online-calendar on the platform.

2. **Who are you? Who is part of the team?**

Roberta Ciut, art lover with a degree in business administration and working experience in art galleries and schools and in controlling and organizing cultural events.

Luca Ciut, art lover and artist in the movie/ad field

Tibor Fabian graphic designer.

**3. What activities (details of the products or services) are you proposing?**

A detailed description of your product/service that emphasizes customer benefits.

ArtMapp propose an original experience connecting artists and people travelling around and interested in art. ArtMapp propose the reservation of an appointment in the artist studio. This appointment will be taken directly in real time online and will allow a great flexibility for the visitor and the artist. The artist can decide when she/he has time to open the studio e ArtMapp will show only the free slots. The visitor will check the artist, the time-slot and make the appointment. The appointment can also include something to drink, eventually a meal, and a discount on the purchase. Later on there could be also the idea of organizing a workshop or taking part to a different event.

**4. What is your market? (what are the main targeted customer segments )**

Our market is worldwide. We want to address all people travelling around Italy and interested in art.

**5. What is your strategy to reach them? (Why are you better than others? How do you intent to sell?)**

Our USP is the experience we offer in the artistic world. We are different from galleries, which take only selected artists and get a high %, and from online art platform, where you can just see works online and most of the artists have already a name. We want to talk not only to collectors, but also to interested travellers looking for a different experience and interested in the art world. Our price will be affordable for the tourist and there will be a intensive care relationship with the artist, on one side, and the travellers on the other,

**6. What is your communication strategy? How will you get know?**

The communication strategy will be on and offline.

Online: Social Media, Blogs, Banners, Mailings to tour operators, travel agencies and interesting target groups.

Offline: PR activity, Fair presence together with media partners, participation to cultural events and distribution of postcards to interesting places, where collectors and art people go, contact with tour operators, which organize cultural travels.

**7. What are your financial needs? Will you need financial support? If so what kind? Are you planning to elaborate a crowdfunding campaign?**

Web platform, marketing and graphic will be supported by funding funds of the region FVG. We think that crowdfunding wouldn't be the right instrument for us, because it usually supports specific time-focused projects. We will need a stable financial support (sponsors, state or regional fundings) to keep operating the platform.

8. **What impact to you want to have?** Concerning Social cohesion?  
Or/and Sustainable tourism? Or / and Urban regeneration? Creative economy?

The impact is to valorize the local community and local artists and bring the creative sector closer to the people.

9. **What are the next steps?** And your needs (financial / support/ partnerships ...)?
- 

The next step is to create the platform and after that to fill it with interesting content collecting artists and their work.

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**PARTNER : BA and INCUB**

3.5.4 REPORT Developing marketing strategies for Cis operators	
PARTNER Name + logo:	Barcelona Activa+ ICUB
PROJECT AREA:	Barcelona
Date(s) of implementation:	November 2019- April 2020
Number of projectS supported:	10
Number of outputs (business plan) delivered:	10

**On which topic(s) was the Developing marketing strategies for Cis operators focused? Why?**

The developing marketing strategies for Cis operators were mainly focused on risk assessment and problem solving as essential macro topics to prepare necessary information for potential providers of financial resources.

**How did you assist the project to help them to finalize a business plan and an investment plan?**

We mixed the assistance formula with interactive workshops, assignments on shared online documents, individual calls .

**Any external expertise intervention?**

Yes, we made use of Entrepreneurial incubators' expertise, professionals' online presentation and tips ,focused on ICC sector.

**Creative tools / methodologies used?**

Business Model Canvas .

We work on retrospectives thanks to which everyone was able to share problems faced and solutions tried.

**What type of output was elaborated? (BMC, Business Plan, Investement Plan, crodfunding strategy ...)**

Personas, Customer Journey Map, Marketing strategies Business Plan, BMC, Value Proposition Canvas, Benchmark analysis.

**Were this activity linked with other activities of WP 3.5 *Enhancing managerial capabilities of cultural engines*?**

The activities carried out are strictly connected with the other activities foreseen in WP 3.5. So as, the output of finalizing a business plan was conceived as the natural next step following the implementation of the coaching assistance path (D. 3.5.2.) and definitely functional for and effective presentation of the cultural and creative business ideas (D 3.5.3).

### Any issue faced or best practice to share?

The continuous relation between different teams and ideas was very useful and the participation of local stakeholders in different seminars too.

## Reporting materials: Executive summary & Video

Please past below (and register on the SMATH doodle drive) the **executive summary** of the Business plan documents for each project with the following information (2 pages maximum) that can be published and add if possible a **short video** (40-90s max) of the project that can be published online:

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## Reporting materials: Executive summary & Video

### Project idea: Dark senses

Please send us an **executive summary** of the Business plan documents with the following information (2 pages maximum) that can be published and add a **short video** (40-90s max) of the project that can be published online:

#### EXECUTIVE SUMMARY

#### BUSINESS PLAN

I.

ARTivismo WebZine\_ Gabriela Berti

Category: Social cohesion

1. Project briefing (*one phrase*)

ARTivismo it's a Web Project in between art and activism that shows how art can be a transformative tool in our society.. It's an open space to show and think about the power of social creativity

2. Who are your potential investors?

Foundations; Fellowship; Governmental organizations; EU organizations; Non profit organizations

3. Who are your potential partners?

Associations, ONG's; Foundations; Art Center

4. What are your next steps including timing previsions?

Release the online project (July)

Public presentation (September)

5. What are your needs?  
Funding for English translation and to ensure the continuity of the project with new releases
6. An idea that you would like to share  
Activism promotes the courageous creative expression, through art and social responsibility.

## II.

Project name: Chiquita Room \_ Laura Gonzalez

Category: Urban regeneration /Social cohesion/

### 1. Project briefing (*one phrase*)

Chiquita Room is a centre for contemporary art and creation that develops its activity as a gallery, a residence for artists, an emerging collectors club, an artist's book publisher and a school of inspiration. Located in the Sant Antoni neighbourhood, in Barcelona, Chiquita Room focuses on interdisciplinary and collective projects aimed at supporting local and international talents.

#### 1. Who are your potential investors?

Contemporary art collectors.

#### 1. Who are your potential partners?

Other art institutions and brands that are sensitive to artistic values or critical thinking.

#### 1. What are your next steps including timing previsions?

- Launch the online shop.
- Reach 100 emerging art collectors
- Attend to ARCO & other big fairs
- Tour exhibitions internationally
- Curate an online artistic meeting for international public with the support of 17edu.org

#### 1. What are your needs?

- Funds for fairs
- Leads of big art collections

- An international art dealer to promote our artworks.

1. An idea that you would like to share

As a new service and since there is an important community of creators among Chiquita Room's public, we are about to launch the new artistic tutoring sessions, as a coach service to complete the educational offer of workshops and seminars.

### III.

**Project name:** The Dark Senses\_ David Gomez

**Category:** Social cohesion

1. Project briefing (one phrase) The Dark Senses is an inclusive design video game that can be enjoyed by visually impaired people.
1. Who are your potential investors? Video game industry, health industry and visual functional diversity associations.
1. Who are your potential partners? Communication, marketing and voice acting.
1. What are your next steps including timing previsions? Finish the game prologue (20% of the total project).
1. What are your needs? Economic resources (financing) to finish the prologue and the complete game. We need to build an audience for the game, a community expecting it (marketing). Publicize the project.
1. An idea that you would like to share .

We believe that all people, regardless of their functional diversity, can enjoy video games equally.

### IV.

**Project name:** FILMPEDIA\_ Miquel Cerdà

**Category:** Social cohesion

1. Project briefing (*one phrase*)

FILMPEDIA is a VIDEO LEARNING PLATFORM where teachers can find films and videos to enrich their lessons. We collect the best audiovisual contents and transform them into pedagogical assets.

1. Who are your potential investors?

Social or education investors

1. Who are your potential partners?

Audiovisual production and distribution companies.  
Educational Publishing houses.

1. What are your next steps including timing previsions?

September 2020 launch in the Spanish market

1. What are your needs?

Films contents. Investment

V.

**Project name:** 27Lletres\_ Marta Montes- Enric Saiz

**Category:** Social cohesion

1. Project briefing

We are 27Lletres. A little company that works with words. We direct, design and produce offline communication for any brands specially for events.

1. Who are your potential investors?

We are not an invertible company yet. However we are searching a mid point help to find economic resources to grow in volume, quality and tecnology.

1. Who are your potential partners?

Technology specialists or companies with innovative skills that are able to develop interactive, sensitive and special effects to incorporate into our work.

1. What are your next steps including timing previsions?

Our next step is to have potential technological partners to support our immediate new projects. To push our image and find new clients.

1. What are your needs?

Tech partners. New clients with new projects.

1. An idea that you would like to share

Our goal is to find new ways to convert brands in experiences.

VI.

**Project name:** Nanocaedre\_ Enrique Conches

**Category:** Social cohesion

1. Project briefing (*one phrase*)

The idea is to hybridize science and art, establishing a relationship with science and different artistic disciplines (music, dance, etc.)

1. Who are your potential investors?

Public entities, technological companies, research centers,

1. Who are your potential partners?

Artist, scientist

We align science and art, talking the same language and equally treated, promoting and consolidating the third culture. Regarding scientists, we will look for the most related to nanotechnology and research centres and universities; with respect to art, all disciplines will be welcome. We also address society in general, creative spaces, spaces aimed at citizens (libraries, museums, ..). Finally, educational spaces. We do not forget spaces that teach art: academies, universities, etc.

1. What are your next steps including timing provisions?

The activities are divided into 2 lines: Art Exposition with fresco, we have planned to do these exhibitions in a minimum of 2/3 spaces next year. Regarding the co-creation with science and art, we already made 1 meeting. We expect to make next meeting in November.

1. What are your needs?

Places, investment, new artist collaboration

1. An idea that you would like to share

To create spaces for co-creation between professionals from various disciplines, where experimentation and interaction will lead attendees to immerse themselves in the world of Science, leading them to explore the best ways to execute science and art projects, creating synergies between them to establish a new way of collaboration.

## VII.

Project name: [Shiver-Apropera\\_ Lorena Toda & Marc Sala](#)

Category: [Social cohesion](#)

1. Project briefing (one phrase) Shiver uses the new technologies ( immersive and interactive) to transform what is happening on stage.Welcome to the opera revolution

2. Who are your potential investors? Performing arts lovers, investors

3. Who are your potential partners? Theaters, productions, artists

4. What are your next steps including timing provisions? Record the performance

5. What are your needs? Financial needs, visibility

6. An idea that you would like to share. How opera could be more accessible for new publics, how we can digitalize performing arts according to new needs ( specially after covid-19)

## VIII.

Project name: [Immersive Legends \(Cucafera Games\)\\_ Nuria Casellas](#)

Category: [Responsible tourism.](#)

1. Project briefing (one phrase). Create adapted gamified experiences to discover urban and local culture through legends.

2. Who are your potential investors? Public bodies (town halls,...), museums and other heritage management organizations, tourism industry.

3. Who are your potential partners? Marketing, technological partners (VR, App development), localization partners, voice acting and illustration -artists-, organizations of persons with disabilities, ...

4. What are your next steps including timing previsions? Publish 2nd

game of the series, design 3<sup>rd</sup> game.

#### PARTNER : TECHNOLIS

3.5.4 REPORT Developing marketing strategies for Cis operators	
PARTNER Name + logo:	TECHNOLIS 
PROJECT AREA :	Athens, Greece
Date(s) of implementation :	February – March 2020
Number of projects supported :	10
Number of outputs (business plan) delivered:	10 business and investment plans were delivered by the teams

**On which topic(s) was the Developing marketing strategies for Cis operators focused? Why?**

The aim of the Deliverable was to support the project ideas that participated in the Greek Creative Nest to develop a business and financial plan with the scope to be ready to attract investors and other financial assistance providers.

**How did you assisted the project to help them to finalise a business plan and an investment plan?**

The projects received consulting services and concrete guidelines on how to develop their business plan. In addition, the services that was offered in the Greek nests and mainly the six seminars were very helpful and acted as preparatory activity in order to build better their idea. Furthermore, the teams had the opportunity to do two consulting sessions and use innovative tools for the implementation of the business plan. In addition, for the implementation of the business plans, each team had two 2-hour meetings with experts in the field, who supported business ideas.



**Any external expertise intervention? Please describe**

Yes, the consulting services and the support to the teams to develop their business and investment plan were provided by experts in the field of Entrepreneurship and Business Development sector who they provided their knowledge to the teams.

**Creative tools**  
/

The tools that was used for the implementation of the service was a business and investment plan's template, as well as the business model canvas. In addition, the assistance that the teams received by the coaches was provided through 1-1 personalized meetings with the coaches.

**methodologies used? Please describe**

**What type of outputs was elaborated ? (BMC, Business Plan, Investement Plan, crodfunding strategy ...)**

10 Business and Investments Plan was developed in the context of deliverable 3.5.4, which content Market Analysis, Competition Analysis and financial analysis.

**Was this activity linked with others activities of WP 3.5 *Enhancing managerial capabilities of cultural engines?***

This activities was linked to the coaching provided under deliverable 3.5.2 and the seminars under 3.5.1. In particular, during he coaching the teams received the support to develop further their idea, discuss about their project and use the guidelines of experts to develop their plan. In addition, the teams received six seminars under deliverable 3.5.1 which were very helpful for them and provided basic innovative knowledge that all entrepreneurs should have.

**Please share at least ONE best practice (or challenge you faced)**

The only issue Technopolis faced during the implementation of the service were the unexpected COVID-19 situation, which changed the way of implementation of the service and made the experts and the teams to use and get familiar with the online environment and the meetings between the were held in this way.

**Reporting materials: Executive summary & Video**

## 360° Points of View

**Name of Project:** 360° Points of View

**Name of the organization / business:** 360° Points of View

**City – Region:** Athens

**Contact of project holder (email / phone number):** Serif Issa, [info@360pointsofview.gr](mailto:info@360pointsofview.gr), (+30) 211 182 1212

**Website:** [360° Points of View](#)

**The business (organization) name and location:** 360° Points of View, Leoforos Kifisia 226, 15231, Chalandri

**Products and/or services offered:** 360° Points of View provides high level services of promotion and advertising by using innovative technologies and, mainly, 3D technology. The future of information, promotion and advertising products and physical spaces lies in the combination of 3D and Internet technologies. The company presented to the Greek market the “3D virtual tour” of spaces. The implementations of the “3D virtual tour” are limitless and it applies in main sectors of economy such as tourism, commerce, industry, arts and civilization. 3D Virtual Tours provides a solution for every professional who seeks a unique way to showcase their properties or/and products. It is an experience both interactive and useful, as the users have the ability to digitally explore places & products. Using 3D technology, we create high-end experiences such as virtual tours, realistic 3D visuals and detailed floor plans. 3D Showcase is an all-in-one property visualization, right in your web browser or via a virtual reality headset. Also, with the help of our embedded WebGL player, you can now add engaging 3D content in your website or app, quick and easy

**Mission and vision statements:** The aim of 360° Points of View is to present to the Greek market the latest technological developments and offer to its partners unique promotion techniques so that they differentiate their brands from the competition.

**The specific purpose of the plan (to secure investors, set strategies, etc.):** The purpose of the plan is to write down the special characteristics of the products and define better the targeted market as well as to set strategies.

**Social media:**

<https://www.facebook.com/360pointsofview/>

<https://www.linkedin.com/company/360-points-of-view/>

## ART in HOTEL

**Name of Project:** ART in HOTEL

**Name of the organization / business:** ART in HOTEL

**City – Region:** Athens

**Contact of project holder (email / phone number):** Spyros Zougris, Focion Orfanos

**Website:** N/A

**The business (organization) name and location:** ART in HOTEL

**Products and/or services offered:** ART in HOTEL uses tools such as alternating arts exhibitions, Greek and international networking, a digital platform, signs, the marketing box, counselling services and products (digital or not) for hotels and artists. Facing the hotel as a scenic scene where the guest is invited to participate in a biomass project. Directing the visitor's cultural experiences using different arts. At the same time creating and offering tools

**Mission and vision statements:** ART in HOTEL has the vision to connect art with hotels by creating a network of tourism-civilization as well as cultural experiences for the visitors. It intends to offer visitors cultural experiences, to upgrade services qualitatively, to improve hotels' (of all categories) economic output, to enrich and upgrade cultural interventions and open up to new markets for artists

**The specific purpose of the plan (to secure investors, set strategies, etc.):** Implementation of the plan to define the business model of the company and its financial plan



## Creators of Cosmos SMPC

**Name of Project:** Creators of Cosmos SMPC

**Name of the organization / business:** Creators of Cosmos

**City – Region:** Athens

**Contact of project holder (email / phone number):** Konsantinos Kekkas, Angelina Kondyli, Mario Chatzidamianos

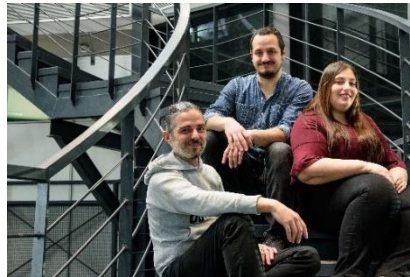
**Website:** [Creators of Cosmos S.M.P.C.](http://Creators of Cosmos S.M.P.C.)

**The business (organization) name and location:** Creators of Cosmos, Athens

**Products and/or services offered:** The company produces scenarios for Live Action Role Playing Games (L.A.R.P.). We use our scenarios in four business axes that is: tourism, creative industries, gaming and knowledge economy, and in five distinguished categories: tourism and destination management, lifelong learning, professional capacity building, tackling social exclusion, research and development of new products in the aforementioned fields.

**Mission and vision statements:** The company desires to expand its network seeking for new collaborations.

**The specific purpose of the plan (to secure investors, set strategies, etc.):** The company defined its investment plan and competition.



## Mast Design

**Name of Project:** Mast Design

**Name of the organization / business:** Mast Design

**City – Region:** Athens

**Contact of project holder (email / phone number):** Marievi Mastoraki

**Website:** <https://www.iamjar.gr/store/mastdesign>

**The business (organization) name and location:** MAST DESIGN, online shop

**Products and/or services offered:** The Brand “MAST DESIGN” produces accessories and souvenirs for every region of Greece after conjunction of ethnographic field research. All products (bags, pouches, pillow cases and foulars) are made in Greece and especially our silk products are made in Soufli where, silk is a well-known product

**Mission and vision statements:** Mast Design attempts to provide products and services, as they will emerge from field participatory research of ethnological groups

**The specific purpose of the plan (to secure investors, set strategies, etc.):** The company developed its plan with the aims to set new collaboration and partnerships.

**Social media:**

<https://www.facebook.com/marievim/>

[https://www.instagram.com/mast\\_design/](https://www.instagram.com/mast_design/)



## Part Education

**Name of Project:** Part Education

**Name of the organization / business:** Part Education

**City – Region:** Athens

**Contact of project holder (email / phone number):** Florence Drayson, Myrofora Drakopoulou, [info@partedu.com](mailto:info@partedu.com), +306987004725

**Website:** <https://www.partedu.com>

**The business (organization) name and location:** Part Education

**Products and/or services offered:** Part Education runs an educational programme for English language learners under 18 years old. The programme is run in language schools, private schools and cultural centres in Athens. The main focus of the lessons is for young people to acquire and practice English by completing projects on topics using the STEAM subjects (science, technology, engineering, arts and maths). The lessons are in line with the national curriculum and the CEFR (Common European Framework of Reference for language). The lessons promote fluency, confidence and understanding of English and important innovation skills such as communication, collaboration, critical thinking and creativity. Participants work collaboratively, negotiating for meaning and solutions with the teachers and other participants.

**Mission and vision statements:** The mission of the team is to provide the aforementioned services to young people, since they are important as they give skills for lifelong learning and helps to meet the requirements of higher education and employers. Also, English immersion has been found to lead to native-like processing and acquisition of language.

**The specific purpose of the plan (to secure investors, set strategies, etc.):** The purpose of the team by developing its business plan was to set a strategic marketing plan and define their market. In addition keen on to expand their network in the creative industries.



**Social media:**

<https://www.facebook.com/parteducation/>

<https://www.instagram.com/parteducation/>

## Script-Up

**Name of Project:** Script-Up

**Name of the organization / business:** Mast Design

**City – Region:** Athens

**Contact of project holder (email / phone number):** Paul Fotiades, Antonis Triantayllopoulos, Thanos Valimitis, Marie Barazian

**Website:** <https://www.facebook.com/scriptupcom/>

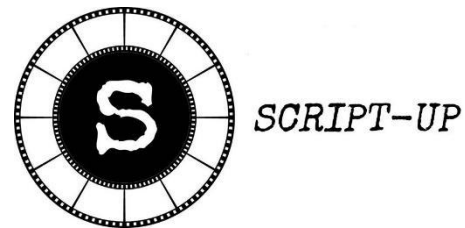
**The business (organization) name and location:** Script-Up, online platform

**Products and/or services offered:** Script-Up gives the opportunity to screenwriters to promote their script, online, in front of their audience and the Producers, along with premium services in order to visualize their script better and with a way that has never been done before. The readers' evaluation/review will be the first feedback for producers/publishers that are in search of new ideas and if the script is likeable by the audience they would ask to read the complete version and then produce/publish it.

**Mission and vision statements:** Script-Up aims to enter the market of films, series, books, videogames, theatrical plays and anything that has script in its core

**The specific purpose of the plan (to secure investors, set strategies, etc.):** Script up implemented the business plan with the scope to set priorities and strategies

**Social media:** <https://www.facebook.com/scriptupcom/>



## PlaceMe

**Name of Project:** PlaceMe

**Name of the organization / business:** PlaceMe

**City – Region:** Athens

**Contact of project holder (email / phone number):** Nikolas Sparacello, Alexandros Ananiadis-Mpasias

**Website:** N/A

**The business (organization) name and location:** PlaceMe, Athens

**Products and/or services offered:** Placeme is a mobile application that allows users to virtually try products before they buy them using augmented reality (AR) technology and 3D. Through the smartphone camera users can place 3D models of furniture and see how they fit in the environment they intend to decorate. Placeme also offers white label services allowing businesses to have their own AR apps and offer immersive experiences to their audience. The business model is software as a service, which is free for the users and paid by the customers. Specifically, brands who want to be featured in Placeme pay an entrance fee according to the number of products they want to include. For future additions or replacements they pay extra.

**Mission and vision statements:** The mission of the company is to help its clients to demonstrate their work using innovative tools and bring them closer to their final customers.

**The specific purpose of the plan (to secure investors, set strategies, etc.):** The purpose of PlaceMe's business plan was to define their financial plan and their competitors



## Unspoiled Greece

**Name of Project:** Unspoiled Greece

**Name of the organization / business:** Unspoiled Greece

**City – Region:** Athens

**Contact of project holder (email / phone number):** Efi Dolcini, 6947899116, [efidolcini@gmail.com](mailto:efidolcini@gmail.com)

**Website:** N/A

**The business (organization) name and location:** Unspoiled Greece, Athens

**Products and/or services offered:** Unspoiled Greece is an events and tour planning company specializing in creating custom made experiences inspired by the Greek civilization. Clients have the possibility to experience different aspects of the Greek agriculture, outdoor recreation, traditional arts and the diachronic culture.

**Mission and vision statements:** The aim of Unspoiled Greece is to promote the Greek culture and its unique products, some of which still remain quite unknown (e.g. handloom weaving) or are under extinction (e.g. luthiers, traditional boat builders).

**The specific purpose of the plan (to secure investors, set strategies, etc.):** The purpose of the business plan was to get valuable input on the financial aspects of the business as well as identification of multiple networking channels.



## The Happy Act

**Name of Project:** The Happy Act

**Name of the organization / business:** The Happy Act

**City – Region:** Athens

**Contact of project holder (email / phone number):** Christos Karakasidis, [social@thehappyart.org](mailto:social@thehappyart.org)

**Website:** [TheHappyAct](http://TheHappyAct)

**The business (organization) name and location:** The Happy Act, Athens

**Products and/or services offered:** TheHappyAct is a non-profit organization that was founded in 2015 and focuses in creating solutions of accessibility for people on the autism spectrum





**Mission and vision statements:** A 5% of the Greek population is directly and indirectly influenced by autism. The incompatibility of spaces and services makes the accessibility to cultural and other everyday activities difficult. TheHappyArt creates all appropriate circumstances so that people on the autism spectrum enjoy easily going at the cinema or at the theatre, visiting a museum, shopping and other activities.

**The specific purpose of the plan (to secure investors, set strategies, etc.):** The purpose of the business plan was to analyse the competition and identify potential partnerships.

**Social media:** [https://www.instagram.com/thehappyact\\_greece/](https://www.instagram.com/thehappyact_greece/)



## ReCompulsive Behaviours

**Name of Project:** ReCompulsive Behaviours

**Name of the organization / business:** ReCompulsive Behaviours

**City – Region:** Athens

**Contact of project holder (email / phone number):** Dimitra Trousa, Myrto Sarma, [behaviours.recompulsive@gmail.com](mailto:behaviours.recompulsive@gmail.com)

**Website:** [www.recobe.net](http://www.recobe.net)

**The business (organization) name and location:** ReCompulsive Behaviours, Athens

**Products and/or services offered:** The main services the company offers are the following:

- **Public Space as a Common Performative Space:** We organize, manage and perform artistic interventions in public space employing emerging technologies. Addressing our work to the passers-by, as well as the local communities that are formed in the urban fabric, we aim to activate and propose a different form of communication and participation. Using art as a tool, we aim to the reclamation of public space as a space of socialization where the human activity is a formidable force.
- **Collaboration with Greek and European networks:** Involving local communities from different cultural, political and social backgrounds, we organize and participate in project-based seminars, workshops, hackathons, symposiums, educational programs and theatrical events that aim to encourage dialogue and exchange of knowledge across cultural boundaries and enhance intercultural listening and acceptance.
- **Motivate, educate, empower the youth and promote lifelong learning,** using our theatrical toolkit towards the development of initiatives that support personal, sociocultural development and cultural co-creation. To do so, we collaborate with educational, cultural institutions and municipalities, in order to promote cultural commons with a focus on civic education, promotion of youth participation, intercultural learning and a community-centred approach.
- **Creative Studio:** We offer design services to the cultural industries under the values of fair and solidarity trade.

- Advocacy for the cultural commons: We perform practice-based research and collaborate with higher education towards its dissemination, organize pop-up spaces for public argumentation and publish the results. Without intending to replace government shortcomings, we aim to motivate people, towards their rights into cultural production, to influence public policy, to educate the public and government officials.

**Mission and vision statements:** The artistic collective ReCompulsive Behaviours was founded in 2016 in Athens. Combining art, activism, education and research it aims to achieve social equality, inclusion and the restoration of collectivity. ReCompulsive Behaviours attempts to form a world where the artistic practice is in accordance with the sociopolitical behaviour and art becomes the tool that encourages practices pertaining to community and institutional changes. ReCompulsive Behaviours' interest lies in the collective dimension of the social experience and the political dimension of collectivity. For this reason, their work is presented in public space and in locations freely accessible for everyone.

**The specific purpose of the plan (to secure investors, set strategies, etc.):** Market Analysis, Competitors Analysis

**Social media:** <https://www.facebook.com/ReCompulsiveBehaviours/>  
[https://www.instagram.com/recompulsive\\_behaviours/](https://www.instagram.com/recompulsive_behaviours/)

PARTNER : ATM

3.5.4 REPORT Developing marketing strategies for Cis operators	
PARTNER Name + logo:	
PROJECT AREA :	Maribor, Slovenia
Date(s) of implementation :	March – July 2020
Number of project supported :	6
Number of outputs (business plan) delivered:	6

**On which topic(s) was the Developing marketing strategies for Cis operators focused? Why?**

**How did you assisted the project to help them to finalise a business plan and an inv.plan?**

Through the CANVAS Business Model, adapted for each CCI project the focus of the main topics of the creative project ideas by verification on the market.

**Any external expertise intervention? Please describe**

Yes external support from ATM and financial experts.

**Creative tools / methodologies used? Please describe**

Business Model Canvas and »Design Thinking« methods.

**What type of outputs was elaborated ? (BMC, Business Plan, Investement Plan, crowdfunding strategy ...)**

Business plans, marketing and investment strategies.

**Were this activity linked with others activities of WP 3.5 *Enhancing managerial capabilities of cultural engines*?**

It was related to the 3.5 Creative Starter support program.

**Please share at least ONE best practice (or challenge you faced)**

The presentations at the pitching event enabled the CCI participants a solid feedback on their project ideas despite the fact that it was done on-line.

**Reporting materials: Executive summary & Video**

## EXECUTIVE SUMMARY

Name of Project: **High End Furniture**

Name of the organization / business: **MG Design**

City – Region: **Maribor - Podravje**

Contact of project holder (email / phone number): [gulicmasa3@gmail.com](mailto:gulicmasa3@gmail.com)

00 386 41 589 770

Website: <http://mettis-g.com/>

### The Executive Summary:

The project products are the furniture art pieces. Main activities represent the industrial design, art creation and manufacturing of unique furniture. The unique furniture pieces are designed under the trade mark "MashaG by METTIS"

The project is a logical continuation of the practice of a young architect who has gained a reach experience on the field of interior equipment for prestigious buildings and yachts. The work does not include only the artistic and innovative impact but it also comprises a social component.



MashaG by METTIS

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### EXECUTIVE SUMMARY

Name of Project: **Only Rainbow**

Name of the organization / business: **VIZART STUDIO**

City – Region: **Maribor - Podravje**

Contact of project holder (email / phone number): [tine.lampret@gmail.com](mailto:tine.lampret@gmail.com)

00 386 41 876 125

Website: [www.onlyrainbow.com](http://www.onlyrainbow.com)

The Executive Summary:

A creative storytelling performed by the experienced graphic designers gathered under the VIZART Studio Co. is based on reach graphical practice and upgraded by the scientific and psychological skills. The visual stories consist of infographic design and specific copywriting principles which is resulting in extremely creative and meaningful products.



## EXECUTIVE SUMMARY

Name of Project: **Atelje Virtua**

Name of the organization / business: **A.Legen, digitalne komunikacije**

City – Region: **Maribor - Podravje**

Contact of project holder (email / phone number): [info@aleksander-legen.com](mailto:info@aleksander-legen.com)

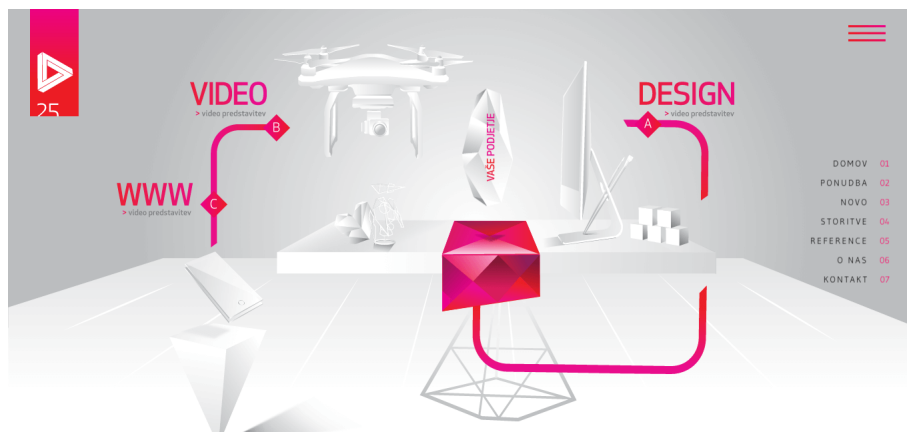
00 386 31 717 695

Website: [www.aleksander-legen.com](http://www.aleksander-legen.com)

The Executive Summary:

Aleksander Legen as artist is also dedicated to entrepreneurship activities. Their family production company has 30-year long tradition of various creative projects in the field of VIDEO PRODUCTION, DESIGN & VISUAL COMMUNICATION and NEW MEDIA. They take their inspiration from Art and technology and try to implement that passion in our service. Their goal is to provide quality solutions that are designed for each customer individually and are tailored to their individual needs. They are working closely with the national Slovene theatres, museums and national tv.

His project includes transnational networking of small, art based creative industry companies to offer high quality services to the industrial sector.



### EXECUTIVE SUMMARY

Name of Project: **Art Soraj**

Name of the organization / business: Art Homestead Club

City – Region: **Pernica - Podravje**

Contact of project holder (email / phone number): [info@soraj.si](mailto:info@soraj.si)

00 386 41 729 926

Website: [www.soraj.si](http://www.soraj.si)

The Executive Summary:

Soraj is the name of the first Slovenian art homestead located in an idyllic location near Maribor. It is a trademark and a symbol for the quality of artistic paintings and products made from natural materials created at the location of artistic homestead.

They organize Soraj Market, free lectures for its club members, cooperate with organizations and institutions that are engaged in amateur, professional or scientific research in the field of fine arts, design, education and healthy lifestyles in Slovenia and foreign countries, organizes exhibitions, workshops, camps, socializing, competitions, as well as events of artistic character and healthy vital lifestyles, cultural events, cooperate with organizations and institutions that professionally or scientifically deal with art and painting activities in Slovenia and in foreign countries, participate in the development of educational programs.

The project idea is vision to connect art with creative industries and industry. Beside the described programme of activities, physical infrastructure for its implementation is intended to be financed in upcoming period.





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#### **EXECUTIVE SUMMARY**

Name of Project: **Photo Kralj**

Name of the organization / business: **Jure Kralj s.p.**

City – Region: **Maribor - Podravje**

Contact of project holder (email / phone number): [jurekralj@gmail.com](mailto:jurekralj@gmail.com)

00 386 40 699 823

Website: [www.jurekralj.com](http://www.jurekralj.com)

The Executive Summary:

Jure Kralj is a young photographer photographing themes from the city beat to countryside. His project idea covers cooperation with industry with the aim to use the art photography for improving image and unique sales position of companies as well as networking with similar activity and photo exhibitions.



## EXECUTIVE SUMMARY

Name of Project: **Kreal**

Name of the organization / business: **Kreal d.o.o.**

City – Region: **Hajdina - Podravje**

Contact of project holder (email / phone number): [albert.korošec@kreal.si](mailto:albert.korošec@kreal.si)

00 386 41 748 336

Website: [www.kreal.si](http://www.kreal.si)

The Executive Summary:

The company's vision is to become a recognizable provider of integrated solutions (services and equipment) of arranged open public spaces in Europe and the world. Based on many

years of research, Kreal innovatively presents new useful possibilities of aluminium with the synergy of design and architecture in different spaces. The development of outdoor equipment for urban and other open spaces contains many innovative solutions. Innovative solutions include smart equipment and learning systems. The project involves cooperation with industrial designers and artists in order to offer unique and attractive products for tourist attraction.



## DISCOVER THE CREATIVE ALUMINIUM

An innovative story that combines experts, several years of experience and research of the company Talum Kidričevo, which was founded over 60 years ago.

[www.kreal.eu](http://www.kreal.eu)

Kreal (vni) aluminij d.o.o.  
Tovarniška cesta 10, 2325 Kidričevo, Slovenia  
+386 2 7995 140, kreal@kreal.si  
MEMBER OF GROUP TALUM

**kreal**  
CREATIVE ALUMINIUM



