



ECAPITAL CULTURE for Adriatic – Ionian Macro Region Countries 2015

CALL FOR IDEAS – REGULATIONS

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

INTESA  **SANPAOLO** e  **UniCredit** participate in the implementation of the project through the sponsorship of scholarships.

1. AIMS - INSPIRING PRINCIPLES

The competition takes its cue from ECAPITAL – Business Plan Competition, which for 15 years has promoted the creation of innovative companies in the Marche region (Italy), involving students in business plan projects.

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

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

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

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

Scholarships are provided to all participants for the attendance of the course.



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2. TERMS

Each Scholarship, to the worth value of € 7,000 , includes:

- Attendance of the training course from the 21st of September 2015 to the 11th of December 2015, at the Start Up School in Ancona
- room and board (in a shared structure) for 12 weeks

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

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

1. ADMISSION REQUIREMENTS

The call for ideas is addressed to 25 young people from the 8 countries of the Adriatic-Ionian Macro Region (excluding people coming from the Marche region – Italy, who will be object of a dedicated Call).

Admission requirements:

- citizenship or residency in one of the eight countries of the Adriatic-Ionian region: Albania, Bosnia and Herzegovina, Croatia, Greece, Italy (excluding Marche region), Montenegro, Serbia, Slovenia
- aged under 40 years
- educational qualification which is at least a high school diploma
- excellent knowledge of written and spoken English
- presentation of a business idea for the constitution of a start-up, aimed at enhancing the cultural heritage of the Adriatic-Ionian Macro Region.



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2. PARTICIPATION METHODS

It is possible to apply exclusively online on the website www.ecapital.it, filling in the application form, starting from the 15th of June 2015 (opening date of the Call), within 12:00 am of the 20th of July 2015.

The requests for participation that will be not completed with all the information required in the online application form, or that will be submitted after the deadline, will be automatically excluded from the selection.

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

- Personal data
- Presentation of the Business Idea for the constitution of a start up aimed at enhancing the cultural heritage of the Adriatic-Ionian Macro Region, including the following information: description of the idea, potential of enhancement of the cultural heritage, reference market.

and attach the following documents:

- European format CV
- copy of a valid identity document
- possible comfort letter (as specified below)

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



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3. PROJECT PHASES

Evaluation and selection of the applicants

Applications received not later than the 20th of July 2015, will be evaluated by an special Technical Scientific Committee.

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

- CV and English knowledge
- Quality of the Business Idea presented
- Presence of the comfort letter

Start Up School Ancona

The selected candidates will attend a 12-weeks training course (from September 21 to December 11, 2015), aimed at developing the skills necessary for the realization of a Business Plan in the cultural field and the creation of a start-up for the enhancement of the cultural heritage of the Adriatic-Ionian Macro Region area.

The training course includes lectures, workshops, case histories and studios on the following areas: mapping of cultural heritage in Adriatic Countries, enhancement techniques for a startup project, cultural planning and launching a startup.

Tutors will be available to participants on a daily basis to support the development of their business idea and search for data and information.

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

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



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4. AMENDMENTS TO THE REGULATION

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

5. GUARANTEE OF CONFIDENTIALITY

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



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