

# Creative Entrepreneurship Academy

Tallinn – January 2016



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**Founder, Creative Business Cup**

**Former Managing Director, Center for Cultural & Experience Economy**

**Former Chairman, European Creative Industries Alliance**



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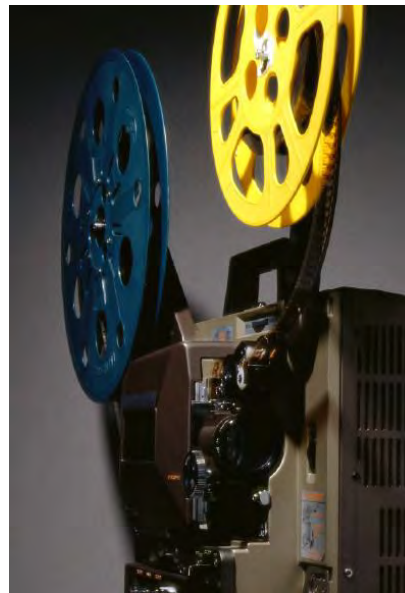
# Why?

## Regional development



Attracting people and business, tourism, cultural offers etc.

## Growth industries



Creative sectors such as movies, music, design etc.

## Value creation

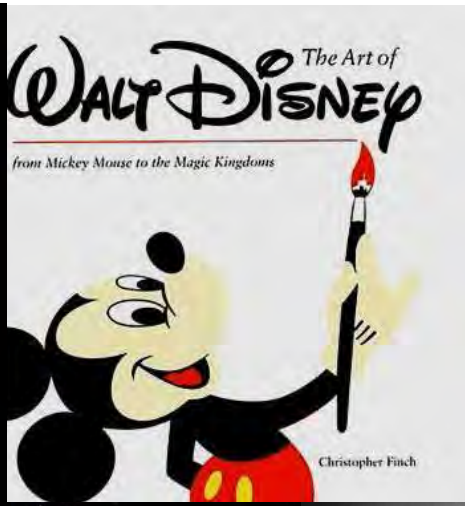


Experience-based business development



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# Cultural and Creative Industries



Definitions... discussions will never end!



# Cultural industries...



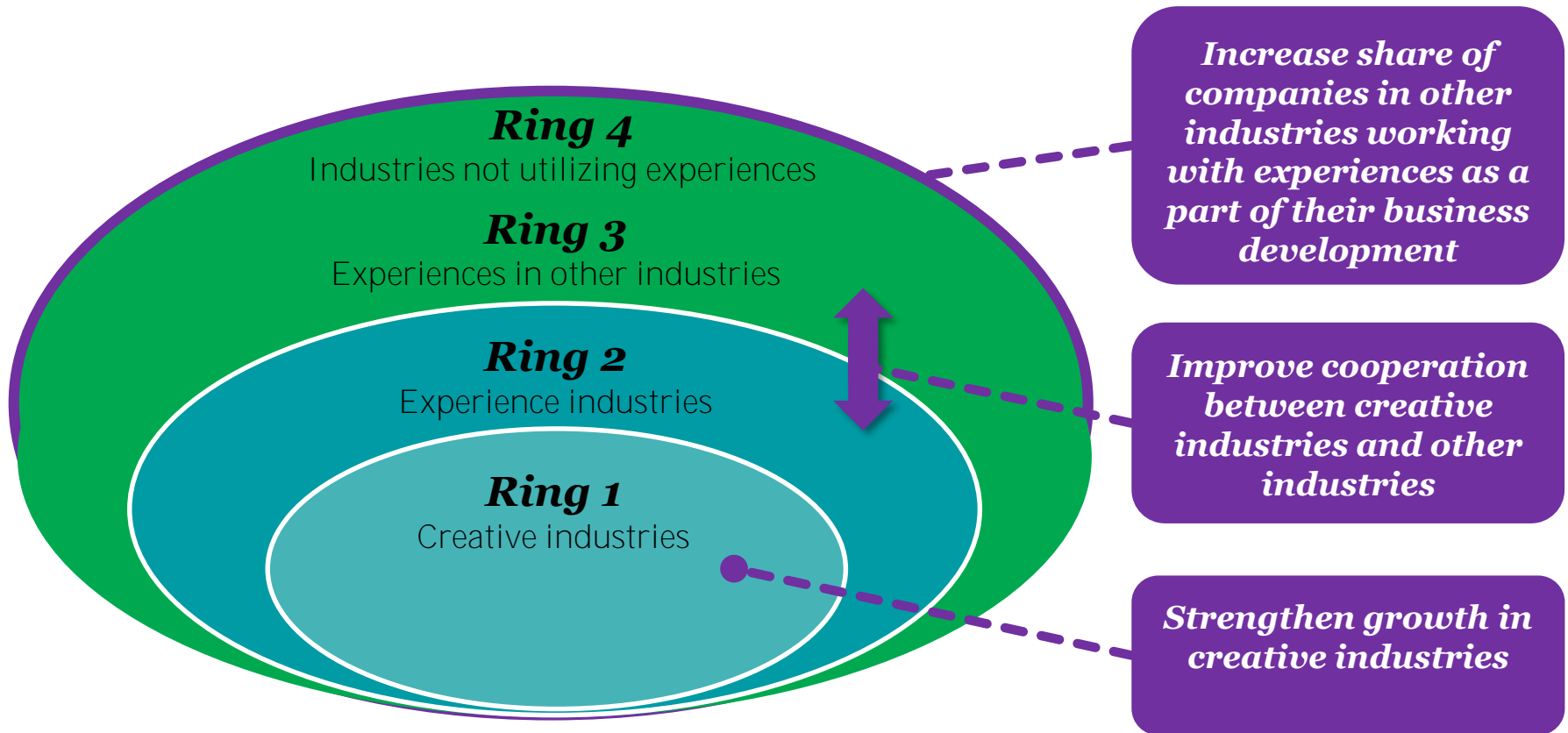
# Is it "simply" design...?



# ... or celebrity branding?



# Strengthen the potential for growth





# CASE: DFDS Seaways



# CASE: Weber – Grilleriet



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# CASE: Fritz Hansen

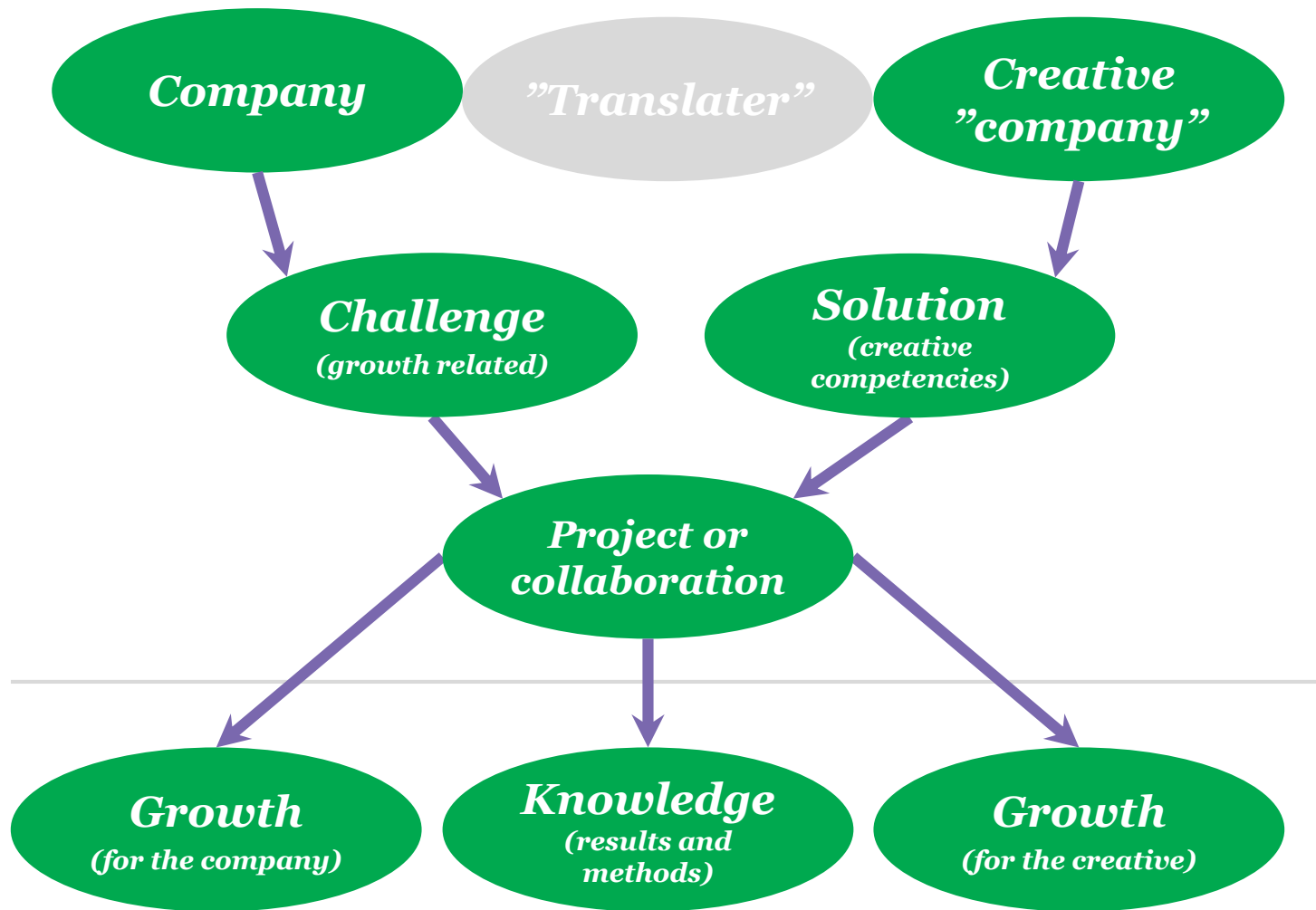


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# Anne Black – Creative vs. Business skills



# Spill-over or creativity-driven innovation



# Main conclusions from the first part of the analysis



**Surprise! The sector really exists as a sector!**



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**For the sake of art? Not really!**

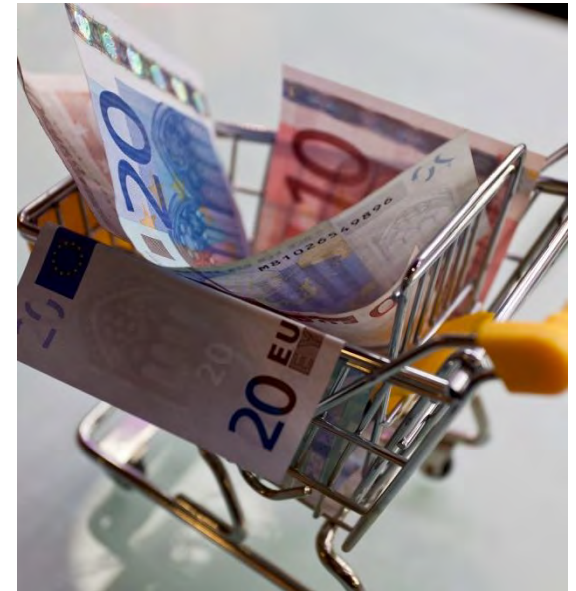
# More results...



Stronger ambitions on **internationalisation** than the rest of the economy



**IPR** are more often crucial for the business than the rest of the economy



**Business development** and **financing** are greater challenges than the rest of the economy



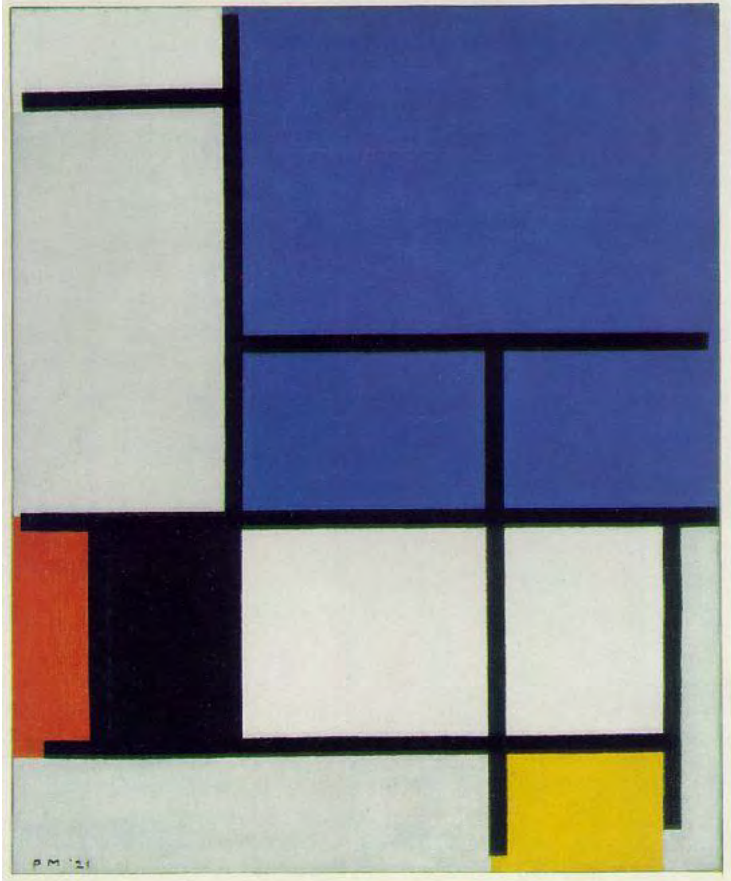
What makes a hit? What makes a difference?



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# Content is King?



***Create! Innovate! Grow!***



**EUROPEAN**  
**Creative Industries**  
**ALLIANCE**

***www.eciaplatform.eu***



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*This initiative is financed under the Competitiveness and Innovation Framework Programme (CIP) which aims to encourage the competitiveness of European enterprises.*

# ***Create! Innovate! Grow!***

***A new policy agenda to maximise the innovative contributions of Europe's creative industries***

1. Stimulating innovation and growth by enabling cross-sectoral collaboration
2. Building better business support in effective **regional “ecosystems”**
3. Measuring and raising awareness of the value of creative industries as a key driver of innovation and growth



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# ***Stimulating innovation and growth by enabling cross-sectoral collaboration***

1. Introducing creative innovation voucher schemes
2. Stimulating cross-sectoral innovation through public-private innovation challenges



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# ***Building better business support in effective regional “ecosystems”***

1. Testing and reviewing existing business services and financing schemes
2. Developing and supporting capacity building in regional clusters
3. Enabling and supporting internationalisation efforts in cluster organisations
4. Launching new and innovative financing schemes to support early stage SMEs
5. Stimulating investor awareness through effective regional ecosystems
6. Supporting new initiatives to define how to achieve better IP valuation for creative SMEs



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# ***Measuring and raising awareness of the value of creative industries as a key driver of innovation and growth***

1. Mapping and measuring the effects and value of creative industries in the wider economy
2. Incentivising and supporting stronger advocacy for creative industries



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# Creative Business Cup

Entrepreneurs from the creative industries & investor  
forum with 5000 startups from 50+ countries.  
In 2015 with 300 investors.



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WORLD CHAMPIONSHIPS  
FOR CREATIVE  
ENTREPRENEURS

Business  
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# Global Partners



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كأس الإبداع التجاري السعودي

START



[www.creativeindustries.ru](http://www.creativeindustries.ru)

LUOVIENTALOJEN VERKOSTO  
*Creative Industries Network*



Institut Arabe des  
Chefs d'Entreprises



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*Pitching sessions*

*Media exposure*

*Workshops*

*Plenary sessions*

*Panel discussions*

**Let's Little Sun!**



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## Media

(TV, Radio, Print, Online)

416 mentions in online  
International media

Monocle 24 – The  
Entrepreneurs

Financial Times

Several TV  
broadcasts

100 mentions in Danish  
media

TV2 Nyhederne

God Morgen P3

P1 Morgen

## Social media

(Facebook, Twitter, Instagram)

553.940 user reach



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# Dangers...



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[www.creativebusinesscup.com](http://www.creativebusinesscup.com)  
Copenhagen, November 2016



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