



Creative Business Cup

JOIN EXCLUSIVE POLICY TOUR

November 19-20 2014 in Copenhagen



” *There is, this week, over 35.000 events happening in 140 countries. There are about 5 that are marquee premier events, and this is one of them!* ”

”

Thom Ruhe, Vice President of
Entrepreneurship Kauffman
Foundation, USA

Why join?

Get exclusive presentations by:

- * Christian Bason based on his new book "Design for Policy", which is intended as a tool for public sector reform and innovation
- * Cross Sector Innovation in the Copenhagen Art & Tech Incubator
- * Rasmus Wiinstedt Tscherning on policymaking and EICA
- * National policymakers from selected countries
- * Network with and learn from other Creative Industries policy makers at regional, national and international level.

What is Creative Business Cup?

Creative Business Cup (CBC) is the annual World Championship for creative entrepreneurs. Beginning with national competitions, each participating country selects their best creative start-ups. In November, these national champions compete against each other at the three days of international finals in Copenhagen, Denmark for the title of World's Best Creative Entrepreneur.

Creative Industries policies as a key to success

The creative industries present a great potential for innovation and growth. Designing policies for growth in these sectors are a key to success. We invite you and selected other policy makers to a joint policy learning tour in the midst of the world championship for entrepreneurs – Creative Business Cup!

Buy your ticket for Policy Tour

For € 200 you get 1 1/2 day Policy Tour including Creative Entrepreneurship Conference & Award Show.

For 480 € you also get access to the entire 3-day CBC program

<https://creativebusinesscup.nemtilmeld.dk/1/> Deadline is November 3. Please write PT14 in the comment field.

See the full program for both the Policy Tour and CBC in the next pages

For any questions please contact Julie Kjær Ovesen, Creative Business Cup, +45 2366 0206, jko@cko.dk



Creative Business Cup

Exclusive Policy Tour program November 19-20 in Copenhagen

Wednesday, November 19, venue: Tivoli Hotel & Congress Center

10.15	Registration and official kick off Policy Tour Experience Cross Sector Innovation in the Copenhagen Art & Tech Incubator National policymakers from selected countries pitch (China/Asia, South America, North America and at least one European country) Design for Policy by Christian Bason, Danish Design Center
2 PM	Creative Entrepreneurship Conference & Award Show
6 PM	Dinner can be arranged at your own expenses

Thursday, November 20, venue: additional information will follow

10.00 AM	Welcome back Introduction by Rasmus Wiinstedt Tscherning about policymaking and ECIA
12 AM	Next generation in Cross-Sector Innovation by CKO
12.30 PM	Bring your policies, initiatives and challenges to pitch
13.30	Good-bye!



Creative Business Cup

PROGRAM OUTLINE

Creative Business Cup, November 17-19 2014 in Copenhagen

CBC Start-up Monday 10 AM-6 PM

POWER YOUR BUSINESS

Venue: Confederation of Danish Industry

10 AM **Opening and welcome**
by Managing Director, Rasmus Wiinstedt Tscherning

10.30 AM - 5.30 PM **Plenary Sessions**

How to get attention on the Global Media Market
by Christian Have, Creative Director, Have Kommunikation

Sparkling Your Creativity and Imagination
by Christian Stadil, Owner, Thornico A/S

Ten Times Thinking—Innovation in Communication
by Flavia Simon, Head of Consumer Marketing, Google

The Journey of Open innovation
by Stiven Kerestegian Ganarillas, Senior Manager at Open Innovation, LEGO

10.30 AM - 5.30 PM **Workshops**

Business Model Canvas
by Deloitte

LEGO Serious Play - Build Your 1.000 Days Aspiration
by Laila Pawlak, Founder & Chief Experience Officer, Dare 2

Media Training
by Christian Have, Creative Director, Have Kommunikation

Personal Branding & Network using Digital Footprints
by Jomar Reyes, Partner, Digital Media Workshops

10.30 AM - 5.30 PM **Jury Pitching (closed sessions)**

National Winners from 50 countries will pitch their business concepts in closed jury sessions to get selected for the semifinals.

6.00 - 9.00 PM **Opening Reception - networking, buffet and drinks**

[Buy your ticket here](#)

PROGRAM OUTLINE

Creative Business Cup, November 17-19 2014 in Copenhagen

CBC Start-up Tuesday 10 AM-6 PM ACCESS TO FINANCE Venue: Tivoli Hotel & Congress Center

10.00 AM - 5.30 PM Plenary Sessions

Crowdfunding seminar

Keynote: Liz Wald, Vice President International, Indiegogo

How to get Access to Finance

Keynote: TBA

10.00 AM - 5.00 PM Market Place

Start-ups from 50 countries will be showing their creative and innovative business concepts during the day.

A number of Danish creative start-ups will show the best Danish creativity and innovation.

There will be a consultancy area with companies such as Deloitte who will guide start-ups on how to grow their businesses.

10.00 AM - 5.00 PM Jury pitching (closed sessions)

National Winners from 50 countries will pitch their business concepts in closed jury sessions to get selected for the semifinals.

10.00 AM - 5.00 PM Investor workshop

There will be a special program for investors with keynotes, Q&As and a special possibility for investors to meet some of the most investable start-ups attending Creative Business Cup.

Why Creative Industries globally is a growing market

By Javier Echarri, Advisory Board Member at CRECER+,
Partner at LDS Partners, Board Member at GED Capital and investor specialist at Creative Business Cup

The role and the drivers of Interactive Industries – Why/how to invest in Interactive Industries

International Keynote speaker

Q&A panel with Keynote

Investor pitching with the most investable start-ups in the creative arena, carefully screened, selected and invited by CBC

Individual investor meetings with start-ups

7.00 - 9.00 PM Networking and reception @ Copenhagen City Hall

Buy your ticket here

PROGRAM OUTLINE

Creative Business Cup, November 17-19 2014 in Copenhagen

Semifinals & Finals Wednesday 10 AM-5.30 PM

CREATIVE ENTREPRENEURSHIP CONFERENCE & AWARD SHOW

Venue: Tivoli Hotel & Congress Center

9.30 AM
- 12 PM

Semifinals (closed sessions)

The 16 best start-ups selected by the jury will pitch their business concept

11.30 AM
- 5.30 PM

Market Place

During the day there will be a variety of activities at the market place

2.00 PM
- 5.00 PM

Creative Entrepreneurship Conference & Award Show (doors will be open from 1 PM)

Opening and welcome

by Managing Director, Rasmus Wiinstedt Tscherning

The final pitches

The five selected finalists will pitch their business concepts for the jury and audience

Celebration of Women's Entrepreneurship Day

TBA

Award Show: The World's best Creative Entrepreneur 2014

Special prizes and the winner of this year's Creative Business Cup is announced
H.R.H. Crown Prince Frederik of Denmark will hand over the prizes

5.00 PM
- 5.30 PM

Networking, drinks & good bye

Buy your ticket here