

# SCHEDULE



Crea Summer Academy Ljubljana/from 19<sup>th</sup> till 29<sup>th</sup> July 2016/Faculty of Computer and Information Science, Večna pot 113, SI-1000 Ljubljana

DAY	MORNING LECTURES (9:00–13:00)	LUNCH (13:00–14:00)	AFTERNOON WORKSHOPS (14:00–18:00)	SOCIAL EVENTS (20:00–22:00)	EXPECTED DAILY RESULT
Day 0 Monday 18.7.2016				Dinner party 19:00	Social ties
Day 1 Tuesday 19. 7. 2016	<p><b>OPENING DAY OF THE SUMMER ACADEMY CREA 2016</b> (topic: Green Future)</p> <p><b>Registration</b> 9:00 – 9:30</p> <p><b>Welcome</b> <b>Zoran Bosnić</b>/Faculty of Computer and Information Science, University of Ljubljana (tbc) <b>Lilijana Madjar</b>/Regional Development Agency of the Ljubljana Urban Region 9:30 – 9:45</p> <p><b>Ljubljana the European Green Capital 2016</b> <b>Nataša Seršen</b>/The City of Ljubljana 9:45 – 10:15</p> <p><b>Coffe Break</b> 10:30 – 10:45</p> <p><b>Potentials of green entrepreneurship</b> <b>Gaja Brecelj</b>/Umanotera 10:45 – 12:45</p> <p><b>Summer Academy introduction</b> <b>Nataša Mori</b>/FRI 12:45 – 13:15</p>		<p><b>TEAMS</b></p> <p><b>Motivation speech</b> <b>Kristijan Pečanec</b>/Hekovnik 14:00 – 14:45</p> <p><b>Successful start – up from CREA 2015</b> <b>Homey</b> 14:45 – 15:00</p> <p><b>Lecture on the role of a team in a start-up</b> <b>Dorian Maarse</b>/HKU, Netherlands 15:00 – 16:00</p> <p><b>Coffe Break</b> 16:00 – 16:15</p> <p><b>Participants and idea presentations</b> <b>Dorian Maarse</b>/HKU, Netherlands 16:15 – 17:45</p> <p><b>Presentations of mentors</b> 17:45 – 18:30</p>		<p>Topic introduction. Technical information. Participants motivated to cooperate. Individuals develop ties between each other.</p>

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Day 2 Wednesday 20. 7. 2016	<b>FORMATION OF THE TEAMS</b> (workshop) <b>Dorian Maarse</b> /HKU, Netherlands All mentors		<b>BUSINESS MODEL</b> (lecture) <b>Ivan Župič</b> /EF <b>PITCHING</b> (lecture) <b>Aleš Pustovrh</b> /EF		Teams and basic ideas defined.
Day 3 Thursday 21. 7. 2016	<b>DESIGN THINKING &amp; DESIGN SERVICE</b> (lecture) <b>Miha Klinar</b> /ALUO		<b>DESIGN THINKING &amp; DESIGN SERVICE</b> (lecture) <b>Miha Klinar</b> /ALUO		Introduction of tools and methods for solving problems.
Day 4 Friday 22. 7. 2016	<b>USER EXPERIENCE</b> (lecture) <b>Jože Guna, Matevž Pogačnik</b> /FE		<b>USER EXPERIENCE</b> (workshop) <b>Jože Guna, Matevž Pogačnik</b> /FE		Draft prototype.
Day 5 Saturday 23.7.2016	<b>Field research</b> Team work		<b>Field research</b> Team work		Ideas improved.
Sunday 24.7.2016	<b>SOCIALISING</b> (Fieldtrip)		<b>SOCIALISING</b> (Fieldtrip)		
Day 6 Monday 25. 7. 2016	<b>DESIGN SERVICE</b> (workshop, field research) <b>Miha Klinar</b> / ALUO Presentation & workshop: Brand/Design touchpoint wheel; 1. Identifying design touchpoints 2. Service design thinking tools		<b>BUSINESS MODEL</b> (workshop) <b>Ivan Župič</b> /EF <b>PITCHING</b> (workshop) <b>Aleš Pustovrh</b> /EF	Movie night	Business model, solution validation; DRAFT

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Day 7 Tuesday 26. 7. 2016	<b>BUSINESS MODEL</b> (workshop) <b>Ivan Župič/EF</b> <b>PITCHING</b> (workshop) <b>Aleš Pustovrh/EF</b>		<b>FUNDING OPPORTUNITIES</b> (lecture) Bootstrapping, Seed and venture capital – <b>Aleš</b> <b>Pustovrh/EF</b> 14:00 – 15:00 Team work, mentoring 15:00 – 18:00		Business model and pitch drafts;
Day 8 Wednesday 27.6. 2016	<b>ICT WORKSHOP AND IDEA DEVELOPMENT</b> <b>Andrej Brodnik, Matevž Jekovec, Gašper Fele-Žorž/FRI</b>		<b>ICT WORKSHOP AND IDEA DEVELOPMENT</b> <b>Andrej Brodnik, Matevž Jekovec, Gašper Fele-Žorž/FRI</b>		Designed application, web page, service. DRAFT.
Day 9 Thursday 28. 7. 2016	<b>IDEA DEVELOPMENT</b> (team working session) All mentors		<b>IDEA DEVELOPMENT</b> (team working session) All mentors	Night out	Final business plan; Pitch presentation;
Day 10 Friday 29. 7. 2016	<b>WRAPING UP THE SUMMER SCHOOL</b> Presentation of ideas/pitching 11:00 - 12:00 Presentation of innovative practices 12:00 – 12:30 Jury evaluation 12:30 – 13:00 Farewell and group photo 12:30 – 13:00				
<b>ONLINE MENTORING</b>					
August 2016	<b>ONLINE MENTORING</b> All mentors and participants				Business plan, pitch;
Day 11 Thursday 1. 9. 2016	<b>ONLINE CONSULTATIONS</b> All mentors				Guidelines for further improvement;

FINAL SEPTEMBER SESSION					
Day 12 Wednesday 28. 9. 2016	<b>FINAL PROJECT DEVELOPMENT SESSION</b> All mentors		<b>FINAL PROJECT DEVELOPMENT SESSION</b> All mentors	Night out	Finalized results;
Day 13 Thursday 29. 9. 2016	<b>PROJECT PRESENTATIONS AND FINAL SELECTION OF WINNING TEAMS</b>				Presentations, selection process, winners announced;
ICT BUSINESS IDEA CONTEST					
<b>Presentation of the winning teams at the international event</b> October 2016, Milan					
INCUBATION FOR WINNERS					
October 2016 – December 2016	<b>START OF THE INCUBATION PROCESS for winners</b> Optional				

CREA SA Ljubljana is organised by Regional Development Agency of Ljubljana Urban Region (RRA LUR) and University of Ljubljana, Faculty of Computer and Information Science (FRI) with support from mentors from Faculty of Economics (EF), Academy of Fine Arts and Design (ALUO) and Faculty of Electrical Engineering (FE) (all members of University of Ljubljana).

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Fakulteta za računalništvo  
in informatiko



**RRA LUR**  
regionalna razvojna agencija  
ljubljske urbane regije



**Ustanoviteljica**  
**RRA LUR**  
Mestna občina  
Ljubljana



**STARTUP**  
**EUROPE**



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