



Creative Business Cup



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The world championships for
creative entrepreneurs

**GUIDE FOR CREATIVE
ENTREPRENEURS**



The Business Concept – Short guide

The Creative Business Cup is the world championship for creative entrepreneurs. The Creative Business Cup runs in a number of countries. The winner from each country is competing in the final in Copenhagen, Denmark in November. Both the national winners and top five creative entrepreneur teams from each country will have the opportunity to participate in CBC Connect and Start-Up days. To participate in Creative Business Cup you must submit your business concept in max 10 pages in word or PDF. On our website www.creativebusinesscup.com you can find out if your country is hosting a national competition. Contact your national host for further information regarding the national final in your country.

What is a business concept?

A business concept is a short description of your company and a plan on how you will operate and develop it. The business concept should give a quick overview of the business model, organization and economics of the business.

The purpose of a business concept is to make your business more manageable - both for you, your advisors and potential investors. It can also help to convince the world around you, that you are serious in developing your own company. Remember that the business concept sometimes is partners and investors first encounter with your business, therefore you could explain why it is attractive to invest money in your business or to choose you as a partner. This means, that it is often better with a short business concept. In Creative Business Cup your business concept must not exceed 10 pages. No appendixes are allowed.

The contents of the business concept should – if possible - be based on facts, with references to relevant sources. It is important to support your claims with data describing e.g. market size and growth rates.

Which entrepreneurs can participate?

Any entrepreneur from the creative industries with a good business idea and a registered company is eligible to compete in Creative Business Cup as long as they uphold the rules and criteria described in this section.

Prerequisites for participating in Creative Business Cup:

- A. The core asset of the business must be based on creative competencies: Aesthetics, design, senses, interaction, art, visuals, gaming, media, performance, musicality in a broader sense or other creative competencies must be one of the central components of their success.
- B. The start-up must be commercial. Their concepts must have market potential.
- C. The amount of external capital invested in the participating company may not exceed 500.000 USD and the creative entrepreneur must own the rights to the idea with which he or she is entering the competition.

Creative Business Cup will allow entrepreneurs from the following sectors to participate:

- Advertising
- Architecture
- Arts
- Crafts
- Design
- Fashion
- Film, video and photography
- Gastronomy
- Leisure activities
- Music
- Publishing

- Radio & Television
- Software, computer games and electronic publishing
- Toys and Games
- Visual and performing arts

There are no specific requirements for the participating company in relation to age, turnover or number of employees. However the competition is for entrepreneurs and start-ups which may be defined in accordance to the local context.




Participants in Creative Business Cup can be:

- 1) Entrepreneurs utilizing creative skills in the production of a creative industries product / service.
- 2) Entrepreneurs utilizing creative skills in the development of a product or service for / in collaboration with other industries.

For example, the 2013 first prize winner, “Teddy the Guardian”, uses creative competences from the design/textile sector in the development of a medico-product. The 2012 first prize winner, “We want Cinema” has developed a creative industries service.

To give you an idea of the type of creative entrepreneurs Creative Business Cup is looking for, please see the cases on www.creativebusinesscup.com/2013.

Examples of what kind of entrepreneurs win Creative Business Cup

		
<p>First Prize 2013: Teddy the Guardian / Croatia: Teddy the Guardian is a plush teddy bear with embedded sensors that measure a child's heart rate, blood pressure, oxygen saturation and body temperature. The sensors then send the data using wireless technologies to a parent's smart phone or directly to a pediatrician.</p>	<p>Second Prize 2013: Kinematics / Germany: Kinematics is a modular robotic construction kit consisting of kinetic modules and adaptor blocks which can be connected freely and without the need for cables. Kinematics is suitable for children age 6 and up.</p>	<p>Third Place 2013: Cinema dell'Arte / Denmark: Cinema dell'Arte is the rebirth of theater and animated film. It is a technological invention that allows real-time interaction with animated figures. Cinema dell'Arte sits at the intersection between technology, interaction, design and storytelling.</p>



Criteria for judging business concepts in Creative Business Cup

Criteria

The winners of Creative Business Cup will be entrepreneurs that:

- Show a high level of **creativity**, and
- Present a business concept with great **market potential**

Here is further clarification of what is considered as creativity and market potential:

Creativity: Creative competencies must be crucial for the success of the business idea.

High marks are given to businesses that:

- Innovate in terms of their product or service, social relations, customer approach, markets or other areas.
- Change the value chains of the creative industries or use creative competencies to change the value chains
- in other industries.
- Rely on creative skills as a key to the success of the business.
- Engage customers or others in creative processes.

Lower marks are given to:

- A new take on a well-known idea.
- Ideas that follow the rules of the market rather than make them.
- Business concepts in which creative skills are peripheral to the success of the business.

Market potential: The business concept must entail a high level of market potential.

High marks are given to businesses that:

- Are or can be a good investment.
- Are scalable.
- Show unique value propositions and are difficult to copy.
- Generate new needs and new markets.
- Present a strong overview of the existing market situation.
- Demonstrate the presence of financial and strategic flair within the team, thereby combining creative skills with business skills.
- Present a good understanding of risks and possibilities.
- Address relevant issues regarding intellectual property rights.

Lower marks are given to businesses that:

- Do not show potential in terms of scalability or growth.
- Present an idea which can be easily copied by competitors.
- Lack the right mix of business skills and creative skills.
- Have unrealistic expectations.
- Have not considered how to handle intellectual property rights issues.