



# CREACT4MED Training Academy

Are you a **young or female founder of an MSME, start-up, creative entrepreneur** active in the cultural and creative industries?

Are you based or registered in one of the following countries: **Egypt, Jordan, Lebanon, Morocco, Tunisia, Lebanon?**

**You could greatly benefit** from our training academy directed at cultural and creative entrepreneurs in the Mediterranean.

**CREACT4MED**

CREATIVE MEDITERRANEAN



Co-Funded by the European Union  
بتمويل مشترك من الاتحاد الأوروبي



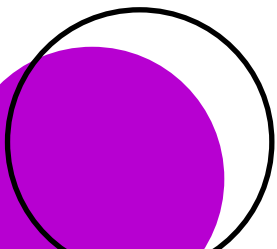
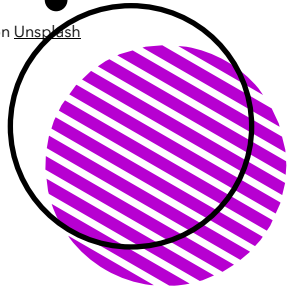
EURO-MEDITERRANEAN  
ECONOMISTS ASSOCIATION

# Modules

- Module 1** CCI sector insights
- Module 2** Business Basics
- Module 3** Ideation
- Module 4** Concept design and prototyping
- Module 5** Company Formation
- Module 6** Marketing
- Module 7** Pitching your company
- Module 8** Internationalisation in the CCI sector
- Bonus Module** Grant management



Photo by [Scott Graham](#) on [Unsplash](#)







## Module 1 - CCI sector insights

The aim of the first module is to understand the fundamentals of the CCI, as well as the features of the external environment, focusing in 6 MED countries, that may influence a business idea in this sector. The current landscape of CCI will be discussed to help spot challenges and opportunities.

## Module 2 - Business Basics

This module provides an introduction to the **development of business and entrepreneurship**. We identify the factors that influence the development and growth potential of different types of entrepreneurship, the knowledge and skills required to be a successful entrepreneur, and finally the phases of the entrepreneurial development process.

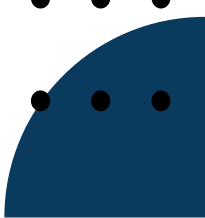
## Module 3 - Ideation

This module describes the **ideation stage** of launching a startup, and guides you through the process with your own business idea from conceptualization, to prototyping, establishment, and scaling up.



## Module 4 - Concept Design and Prototyping

A **Business Model Canvas (BMC)** is a way of presenting all the key information that makes up your business model in a simple, one-page spread. This module explores the business model canvas and its constituent blocks covering value propositions, prototypes, and the **Minimum Viable Product** to test components, get feedback, and pitch to investors.



## Module 5 - Company Formation

The main aim of this module is to introduce the legal, financial and ethical fundamentals of forming a business. To get your business idea of the ground, knowledge of these administrative matters is essential.



## Module 6 - Marketing

Marketing is a vital part of any business - there's no point designing and producing a product or service if nobody knows about it. **Marketing is the way to let people know your business exists, and why they should become a customer.** This module gives an overview of marketing principles, the importance of marketing in entrepreneurship, and the development and implementation of a marketing strategy.

### Bonus module

The main aim of this module is to introduce the legal, financial and ethical fundamentals of forming a business. To get your business idea of the ground, knowledge of these administrative matters is essential.

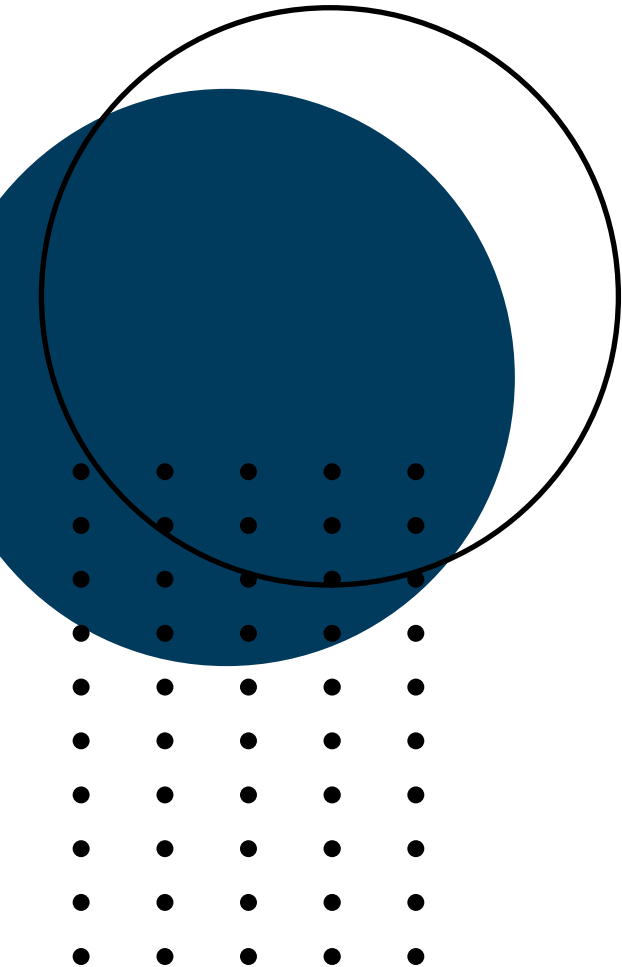
## Module 7 - Pitching your company

This module provides the tools to develop a **strong business model canvas and business pitch.**

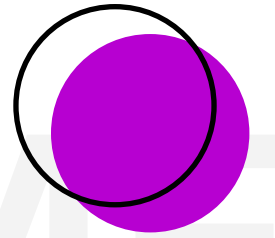
## Module 8- Internationalisation in the CCI sector

In this module, we will introduce the concept of Cultural and Creative Industries' (CCI) internationalization. Internationalization not only means the export of goods, but also foreign direct investment (relocation or outsourcing), technology transfer, participation in international value chains, and other forms of inter-SME cooperation (Buckley and Cason, 1998). The main goal is the same regardless the method: **to gain competitive advantage.**





CREACT4MED



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