



TRANSFORM AN **IDEA** INTO A **BUSINESS IDEA**



learn how to become a startup

CREA: definitely more than a summer academy

“When you join one of the CREA Summer Academies, you start with an idea and a vision, and go out with an entrepreneurial attitude together with a great start-up experience.”

At the CREA Summer Academies and Business Contest, you will be part of an (early stage) start-up team and work on your business idea, combining knowledge and experience from creativity, business theory and technology. Join #CREA17 in Italy, Germany or the Netherlands this summer for your first start-up adventure!

Discover more and apply (by the 16th of June) at CREA17 here:

<http://www.creasummeracademy.eu/>

Download the call for ideas:

http://bit.ly/crea_call2017

NB. Attending one of the CREA Summer Academies, participants enrolled in POLIMI could gain **5 ECTS**.

What is CREA?

CREA is an international project, born as a European Project and founded under the Horizon2020 program. Offering Summer Academies across Europe, CREA aims to strengthen entrepreneurship in innovative sectors by using ICT and Creativity as levers. **In CREA people come in with an idea and go out with a concrete project with business model.** Crea summer academy provides an all-round training, which takes participants from an idea, via the identification of market opportunities, to conceptualization and planning and finally to the start-up of a new company. But there is even more: a qualified jury chooses the best ideas and the selected projects have the opportunity to pitch it in front of possible investors.