



POSTGRADUATE CERTIFICATE
CREATIVE ENTREPRENEURSHIP &
ENTERPRISE DEVELOPMENT
LEVEL 9 (30 ECTS)

Jan - Apr 2022
Application Deadline: 10 Dec 2021

BY CREATIVES, FOR CREATIVES



CREW LAB

Discover \ Start \ Connect

High growth creative entrepreneurship start-up programme to inspire and engage the next generation of dynamic Creative Digital Entrepreneurs.

The CREW LAB incubation programme will help turn a creative idea into a sustainable business in a variety of disciplines (TV & Film, Virtual Production, Games, Animation, Content Development, Digital Arts, Immersive Technologies, Digital Design, Creative Technologies & more).

The programme will break down barriers to the start-up world by demystifying the jargon around entrepreneurship; and sharing toolkits and processes to give creatives the power to respond to fast change and cultivate resilience.

Through this process you will be encouraged to Test. Iterate. Adjust. You will build your company knowing real market needs, based on feedback and in-depth research.

WHO

- \ For Creative Digital Entrepreneurs with an idea they are actively testing in the market
- \ Start-ups newly entering the marketplace
- \ Students planning a company
- \ Applicants from anywhere in Ireland may apply but priority may be given to those who live along the Atlantic Economic Corridor and the western region

WHAT

- \ Part time blended learning 12-week programme
- \ Individual mentoring – matched to individual needs.
- \ Networking – peer learning - community building
- \ Hub accommodation – incubation space

WHY

- \ Help to accelerate the start-up process
- \ Identify market opportunities
- \ Develop and pitch business model
- \ Broaden your network



COURSE CONTENT

The part time course is made up of 3 modules, totaling 30 ECTS and delivered over a 4-month period commencing in January 2022

Module 1: Creative Ideation

- \ Creative practitioners as entrepreneurs
- \ Design Thinking
- \ Creativity & Innovation - Evolution of innovative ideas
- \ Critical Thinking & Problem Solving
- \ Value Creation & Value Proposition
- \ Business Model

Module 2: Market Strategy

- \ Market Strategy – Product Market Fit – Market size
- \ Customer Value - Acquisition Strategy – Journey
- \ Storytelling
- \ Managing IP – unlocking the value of your creativity
- \ Presentation & Sales
- \ Market Entry

Module 3: Creative Venture Planning

- \ Project based business plan development
- \ Business models for the creative industries
- \ Leadership Development
- \ Budgeting & Financing options
- \ Corporate Governance
- \ Storytelling – Making the Ask – Pitch Deck

OUTCOMES

At the end of the programme, each successful participant will have:

- \ Launched a viable start-up (MVP stage)
- \ Professional pitch to the ecosystem of potential investors, partners & creative industry peers
- \ Entrepreneurial skills and mindset development
- \ Enhanced network and social capital
- \ Improved confidence, motivation to work, flexibility, willingness to learn and mindset for work
- \ Developed viable solutions for real-world needs
- \ A vibrant community of practice in the creative digital space



ADMISSION REQUIREMENTS

The postgraduate certificate will be open to those with:

- \ Level 8 honours degree (or equivalent)
- \ RPL (Recognition of Prior Learning) will apply in certain circumstances
- \ A background or interest in the Creative Digital Industries
- \ **Completed expression of interest form**

▶ APPLY NOW AT www.crewdigital.ie

Please note: Places are limited so please submit an expression of interest through our website as soon as possible.

WHY CHOOSE THIS INCUBATION PROGRAMME?

Turn your creative digital start-up into a successful business.

This programme is ideal for entrepreneurs building businesses in innovation and creative fields including TV & Film, Virtual Production, Games, Animation, Content Development, Digital Arts, Immersive Technologies, Digital Design, Creative Technologies & more.

It will provide entrepreneurs with essential knowledge and insights into pathways to business growth and sustainability & provide creative visionaries with the guidance they need to succeed.

Additionally, there are regular opportunities to speak with entrepreneurs, creatives, and mentors who will provide constructive input on your business.

Two teaching sessions per week. Exclusive community and networking activities. Professional, one-to-one project mentorship.

Contact us for further details

www.crewdigital.ie

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