



POSTGRADUATE CERTIFICATE

CREATIVE ENTREPRENEURSHIP & ENTERPRISE DEVELOPMENT (CEED)

ENTREPRENEURSHIP INCUBATOR PROGRAMME
FOR DIGITAL CREATIVES

LEVEL 9 (30 ECTS)

BY CREATIVES, FOR CREATIVES



CREW CEED

Discover \ Start \ Connect

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

The CREW CEED 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.

COURSE DELIVERY

Induction: Mid-December 2022*.

Start Date: January, 2023*

End Date: May, 2023*

Duration: 15 Weeks

- \ In-person & online delivery:
 - \ Two online teaching sessions per week, Monday + Wednesday 4 – 6pm
 - \ Four in-person symposia, held monthly on ATU Cluain Mhuire Campus, Galway H91 DY9Y
- \ Exclusive community and networking activities
- \ Professional, one-to-one project mentorship

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 15-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



Katy's Story

"When I had the idea for the business that I'm currently building I knew that I needed outside help as I wanted to go for funding and advice around creating something outside of my norm.

The CEED programme provides a safe space for creatives, and I have a much better product now thanks to the encouragement, conversation, and mentorship that I received. It also gave advice on defining the market and helped to clarify the problem and solution of what I'm building, and access to the larger entrepreneurial ecosystem in Galway and beyond"

Katy O' Dowd, Galway / @katyod
Building an AI solution to the problem of online clothes fitting and rate of returns.
CEED Graduate 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

hello@crewdigital.ie

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