



**Unit 2:
Entrepreneurial
Practice – Modelling a
CCI enterprise**

Theme: 2.6

**Financing.
Opportunities and
Risks**

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The training contents at a glance:

FENICE Program

Unit 1: Management and Entrepreneurship in CCI

Theme 1.1. Understanding CCI. Cross-Sectoral Collaborations.

Theme 1.2. Creativity and Innovation. Accountability and Ethical Behavior

Theme 1.3. Cultural Policies and Institutions. Intellectual Property

Theme 1.4. Entrepreneurial Mindset and Process.

Unit 2: Entrepreneurial Practice – Modelling a CCI Enterprise

Theme 2.1: Designing a business for the CCI: preparing a business plan and pitching business

Theme 2.2: Product or Service from economic point of view. Economic Value. Product and service in arts. Cultural Value.

Theme 2.3: Market, Competition, Consumption and Branding in CCI

Theme 2.4: Business models, systems, partnerships

Theme 2.5: Management: team and change management in the CCI

Theme 2.6: Financing. Opportunities and Risks

You can find more information at the homepage: <http://www.fenice-project.eu>

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1 TEST FOR YOUR KNOWLEDGE

Multiple-choice questions

1. Which element does not belong to the value-chain model for the goods and services in the cultural and creative sectors?
 - Production
 - Exhibition
 - Trade
 - Logistics
2. In terms of economic significance, the CCS are comparable to
 - Transport and logistics
 - Manufacturing
 - ICT, accommodation and food services
 - Retail
3. Networking, communication and sharing are vital not only for the delivery and consumption of the goods and services in the CCIs but also for
 - Funding
 - Staging
 - Utilisation
 - Conservation
4. Which of the following is a source of funding in the CCIs?
 - Discount sales
 - Crowd-funding
 - Revolving credit
 - Stock market trading

Open questions (+ answers)

1. Name the phases of the process for delivering value in the cultural and creative sectors

Reply: Creation, Production/Publishing, Dissemination/Trade, Exhibition/Reception/Transmission, Consumption/Participation

2. What is an income statement?

Reply: The income statement tells how much money an enterprise generated (income) and spent (charges) over a certain period of time

3. When does a company achieve financial sustainability?

Reply: When the break-even point is larger than zero

4. What is crowd-funding?

Reply: Funding of a venture or project by gathering small amounts of money from a large number of people, usually via the Internet

5. Please give an example of overhead expenses.

Reply: rent of premises, telecommunications and Internet fees, accounting services, etc.