



**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 Behaviour

Theme 1.3. Cultural Policies and Institutions. Intellectual Property

Theme 1.4. New Media, Creative Technologies and Digital Environment

### **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: Towards value: Economic, Market and Cultural valuation of products and services in the CCI

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

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## *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. The survival rates of the CCI enterprises are
  - Comparable to that of the ICT enterprises
  - Lower than the rates of the accommodation and food enterprises
  - Higher than the rates of the production enterprises
  - Unknown
3. Before 2020 the highest growth rate in CCIs was experienced in
  - Scandinavian countries
  - Western Europe
  - Central and Eastern Europe
  - Middle East
4. Since 2020 we experience the increased consumption of
  - TV and Video production
  - Digital content
  - Books and printed materials
  - Public funds in CCS
5. 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

## 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 experience economy?

Reply: An economy where the where the goods and services are associated with the effect they can have on people' lives and where experiences become the ultimate supply. CCIs and CCS belong to the experience economy.

3. 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

4. List three crowd sourcing platforms where CCI projects can gather funding.

Reply: WhyDonate, FundedByMe, FundingCircle, Ulule

5. Describe the origin of the phenomenon "Angel Investors".

Reply: The name "angel" was first used to describe the affluent persons who supported the productions of the Broadway Theatre in the twentieth century.