



Unit 1:

Management and Entrepreneurship in CCI

Theme 1.1.

Understanding CCIs. Cross Sectoral Collaborations.

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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. 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. 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 Case Studies



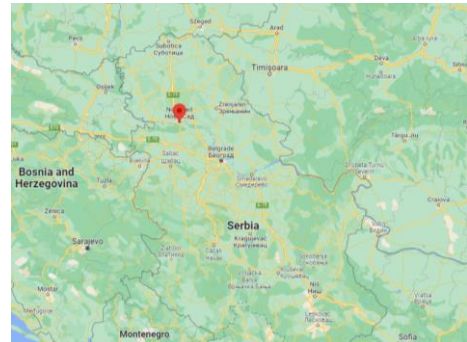
3lateral/ EPIC

<https://www.3lateral.com/about-us.html>

 **Country/region of operation:** *Novi Sad, Serbia*

 **CCI area:** *Gaming*

 **Description**



From the company website: „3Lateral” develops innovative technologies that enable digitization of human appearance and motion at an unprecedented level of realism. 3Lateral has been recognized as a pioneer in the gaming industry and has a long list of successful AAA gaming projects. Our technology is applicable in many other industries like AI, biometrics, robotics, automotive and research. In order to digitize an appearance and motion of a human being, we produce an end to end solution- from electronics and hardware for 3D and 4D scanning, IT infrastructure solutions, databases, pipeline, processing algorithms and real time engine solutions.

3Lateral is a part of Epic Games Inc. For over 25 years, Epic Games has been making award-winning games and game engine technologies that empower others to make visually stunning games and 3D content that brings the environment to life like never before. Epic’s award-winning Unreal Engine technology not only provides game developers the ability to build high-fidelity, interactive experiences for PC, console, mobile, and VR, it is also a tool being embraced by content creators across a variety of industries such as media and entertainment, automotive, and architectural design.

3Lateral’s Novi Sad-based team develops digital human technologies for Unreal Engine. With joined forces and following a clear vision, we believe we will make a

positive impact on technology, education, wellbeing and knowledge sharing in our team and wider community as well.“

3lateral is based in Novi Sad, Serbia, but operates internationally, working for clients from all over the world. That is why the company became visible and interesting to the company Epic Games Inc., which it then became a part of.

3lateral is mostly engaged in film and video games production, but has taken part in several scientific projects and projects dealing with cultural heritage.

It is a very successful, financially stable company. Key success factor is the focus on the best artistic talent through recruiting and providing excellent working conditions. This talent is then nurtured through numerous trainings in house and abroad.

The key challenge in the future development of the company is again the sufficient supply of relevantly trained talent. That is why the company entered into a partnership with the University of Arts in Belgrade where a new study programme is being open that will train talent for the needs of this and other similar companies.