



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

**Theme: 2.4
Business Models,
Systems and
Partnerships**

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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 LEARNIG ACTIVITIES

5.1. Case-study Analysis

Watch the videos [Le papilon - Intro EN.mp4](#), [Strategic partnership - EN.mp4](#) and [Art and added value EN](#)

Discuss and reply to the following questions:

- How was “La Papillon” created?
- Which are the key activities of “Le Papillon”?
- What is the value proposition of “Le Papillon”?
- Describe the key partners of the gallery.
- Is “Le Papillon” sustainable as a business model and why?

5.2. Reflective Essay

Consider the partnerships and stakeholders of “Le Papillon” Art Gallery. How important are they for the sustainability of the gallery? Why is the cultural product of the gallery unique? Is this a typical business model for a CCI-enterprise?

2 Topics and Assignments for Individual Projects

- (i) A Business-Plan Project – for the Themes in Unit 2.

The common task for the course participants is be to turn their creative project into a business.

Assignment: Describe the business model of your business idea i.e. how you intend to generate value. What are the value proposition, key activates, resources, partners and customer relations? How would you sustain the relations with your customers?

3 Project Tasks (related to the theme)

The trainees are requested to complete a step/task in the elaboration of their creative or business project (based on Section 7).

In this way and at the end of the training and after passing through both Units and Themes, they shall have elaborated their own CCI initiative/project that contains the (1) creative part – essence and (2) business part – turning the creation into a venture for the market.

Tasks:

1. Describe your venture's business model as to the *business model canvass*.
2. Define the partnerships that are indispensable to make your venture sustainable in the short and long run.

4 Acknowledgements

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