



CULTURE LAUNCH GAME

Get ready for the Launch (Game)!



European Union
European Regional
Development Fund



ECOC-SME

Interreg Europe



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Context

- The cultural and creative industry (CCI) plays an essential but often overlooked part in startup promotion
- Looking for Best practices from the Frisian ecosystem
- Founded in Friesland : Startup Ecosystem
- How to help pre starters in developing their cultural business.
- Launch Game: that focusses on the development of (Tech) Startup
- Transform it to a Culture Launch Game!

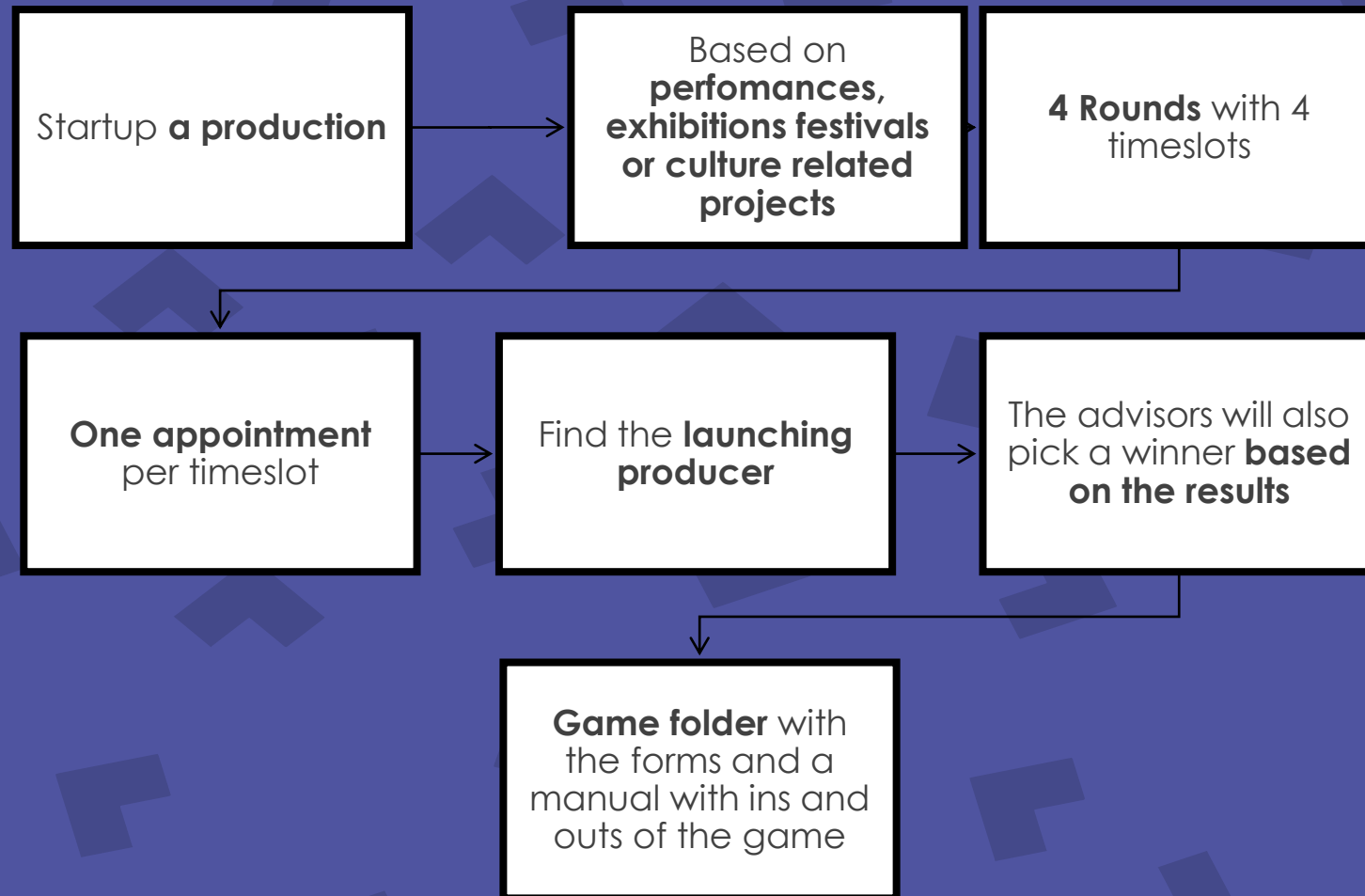
Where does the Culture Launch Game Help With?

- Helps ambitious people to better understand how it works to become a Cultural entrepreneur
- It focusses on the early stages of starting up your production/company
- Focusses on the Business side (things that need to get done!)
- Less on the creative side (guess why 😊)



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About the Culture Launch Game



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Rounds

ROUND 1	8 minutes	8 minutes	8 minutes	8 minutes
ROUND 2	6 minutes	6 minutes	6 minutes	6 minutes
ROUND 3	4 minutes	4 minutes	4 minutes	4 minutes
ROUND 4	4 minutes	4 minutes	4 minutes	4 minutes

Advisors

Chamber of Commerce

Financial advisor

Municipality

Networker

Subsidy advisor

Project manager

HRM advisor

Launching producer

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Advisor roles



Subscribe as a Foundation, private company or LTD

Chamber of Commerce

Notification or apply for a permit to organize an event

Municipality

Applying for a subsidy/grant

Subsidy advisor

Advise on working with volunteers

HRM advisor

Helps with type of production product or event

Production specialist

Helps with public Funding

Financial advisor

Helps with connections

Networker

Writes project plans

Project manager

Launches your production

Launching producer

The perfect Launch

ROUND 1	Production specialist	Chamber of commerce	Networker	Project manager
ROUND 2	Subsidy	Networker	Financial advisor	Production specialist
ROUND 3	Networker	Municipality	HRM advisor	Subsidy advisor
ROUND 4	Networker	Subsidy Advisor	Financial advisor	Launching producer

Some key figures

- The launch game has been played 12 times in Friesland during the last 2 years
- Each game is played by approximately 7-10 groups of 3-5 people
- The game length is between 2,5 – 3 hours
- The game starts with an introduction of a theme, i.e. a technology, an event, a certain sector
- After the introduction, the participants have 15-20 minutes to think of a name and a entrepreneurial idea based on the technology or the event, then the game starts
- We have seen 5-10 players back in the incubator with real questions about their real business idea
- We have welcomed 2 start-ups in the ecosystem with their real plan
- The game does not intend to substitute the real business plan, it's a game
- The purpose of the game is to gain awareness about the ecosystem around start-ups and to demonstrate how advisors can help you in your start-up process
- COVID-19 has ruined the track record, we are trying to make this digital



CULTURE LAUNCH GAME

Enjoy your Launch!

L. Drogendijk

Director Inqubator Leeuwarden



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