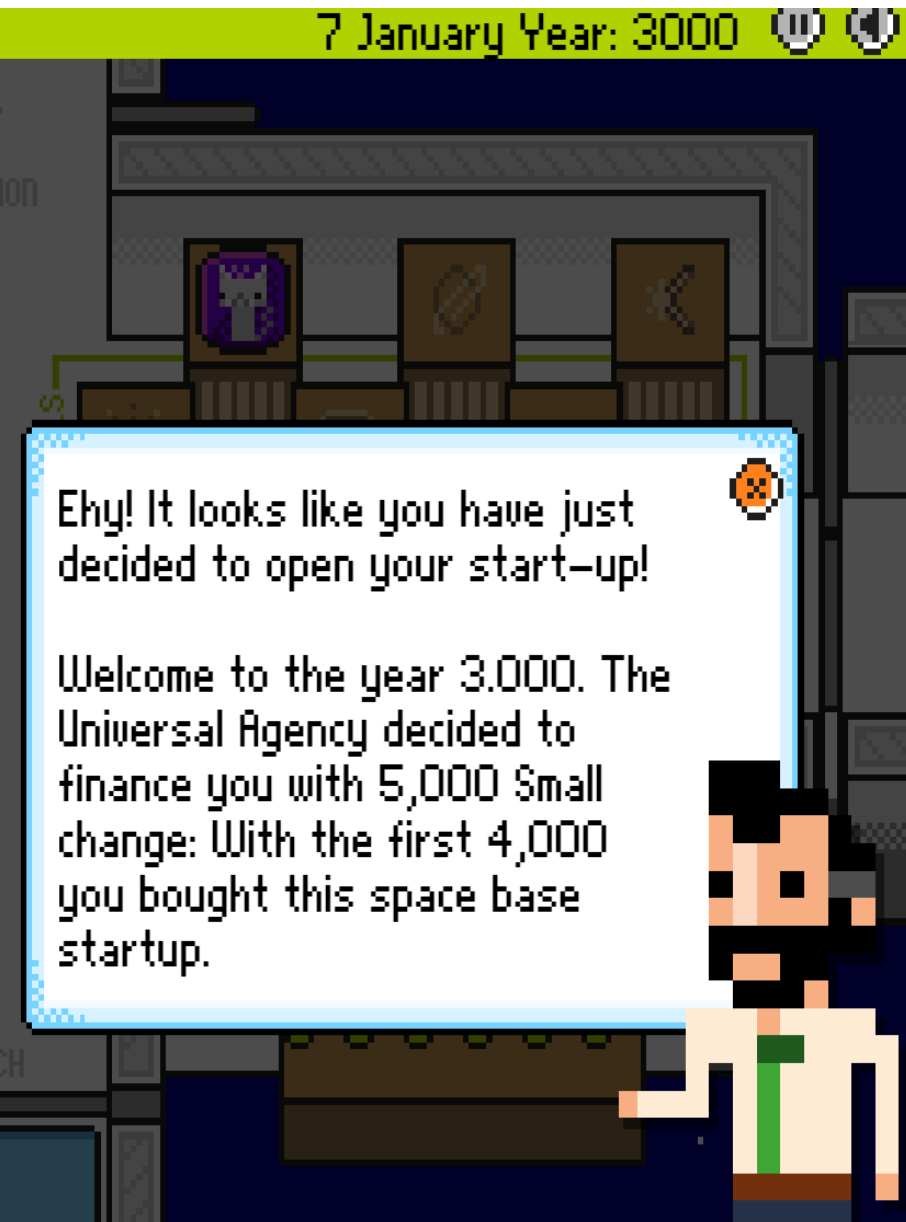


**SPEED UP**  
4th Interregional Thematic Seminar  
Antwerp, 20 March 2018

## SPEED UP

4th Interregional Thematic Seminar  
Antwerp, 20 March 2018



**Being entrepreneurs?**

**... a child's game!**

Nico Cerri  
Operations Manager  
Polo Tecnologico Lucchese

## SPEED UP

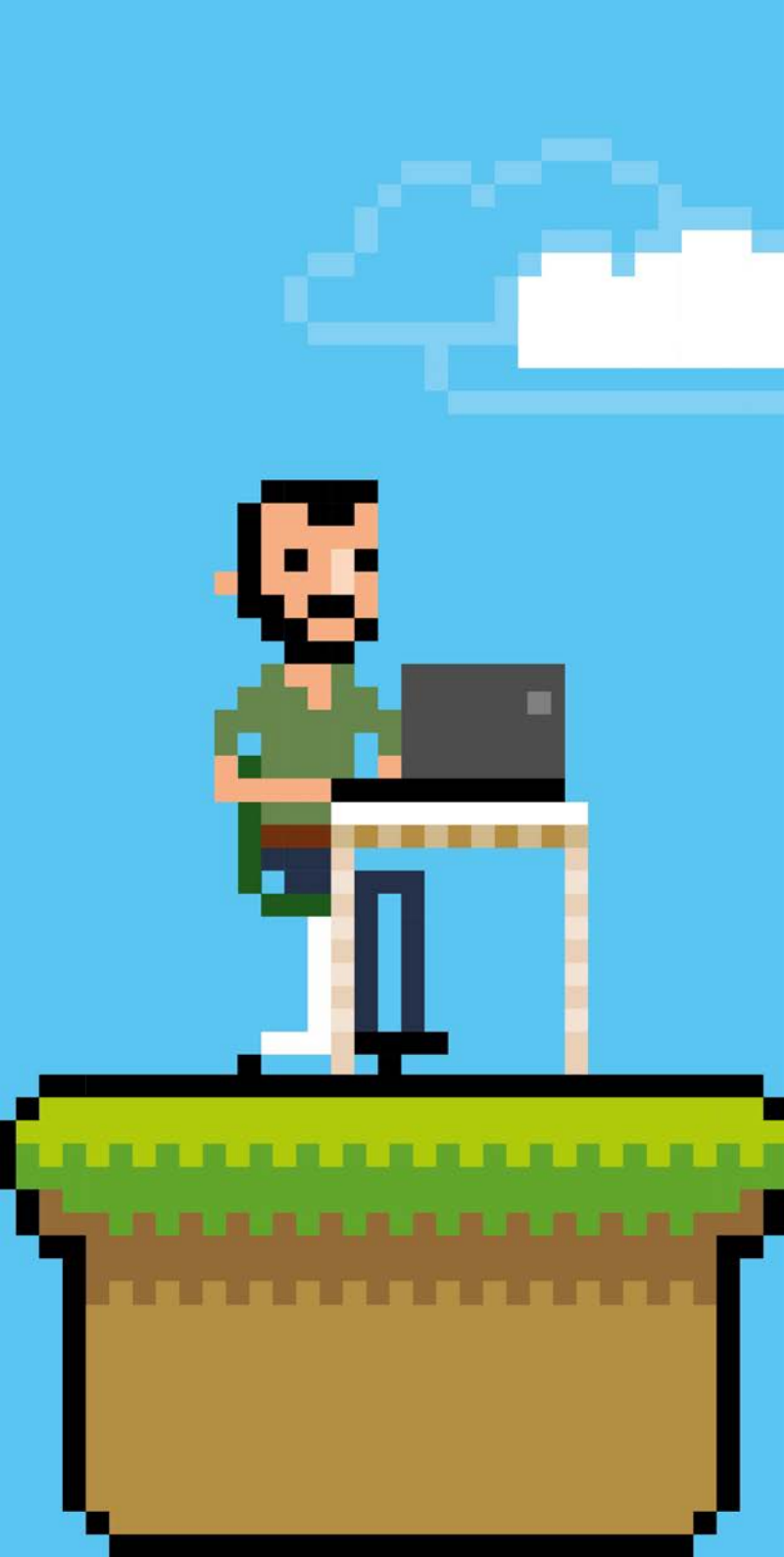
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### **Polo Tecnologico Lucchese**

It was created to facilitate technology transfer and the development of innovative activities in strategic sectors.

Two buildings as a  
an hub for sharing knowledge  
between companies, universities,  
institutions.





## SPEED UP

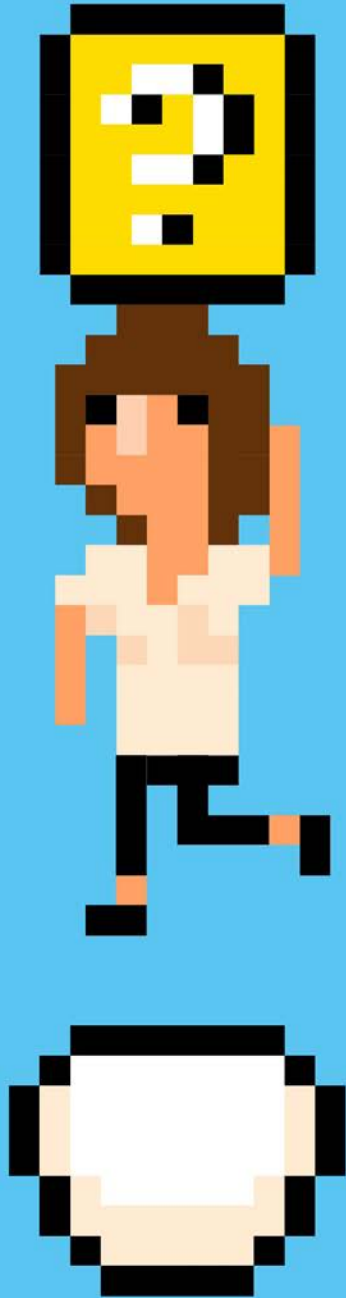
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## Polo Tecnologico Lucchese

Incubator – innovative startups  
Accelerator – innovative SME&M  
Coworking

### Areas of Interest

IT - Information Technologies  
Sustainable Building Techniques  
Green Energy Technologies



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## Polo Tecnologico Lucchese

### *INNOVATION HUB*

- Industrial and commercial networking
  - Access to a network of investors
  - Technology transfer activities,
  - Events management

### *SCOUTING & PRE-INCUBATION SERVICES*

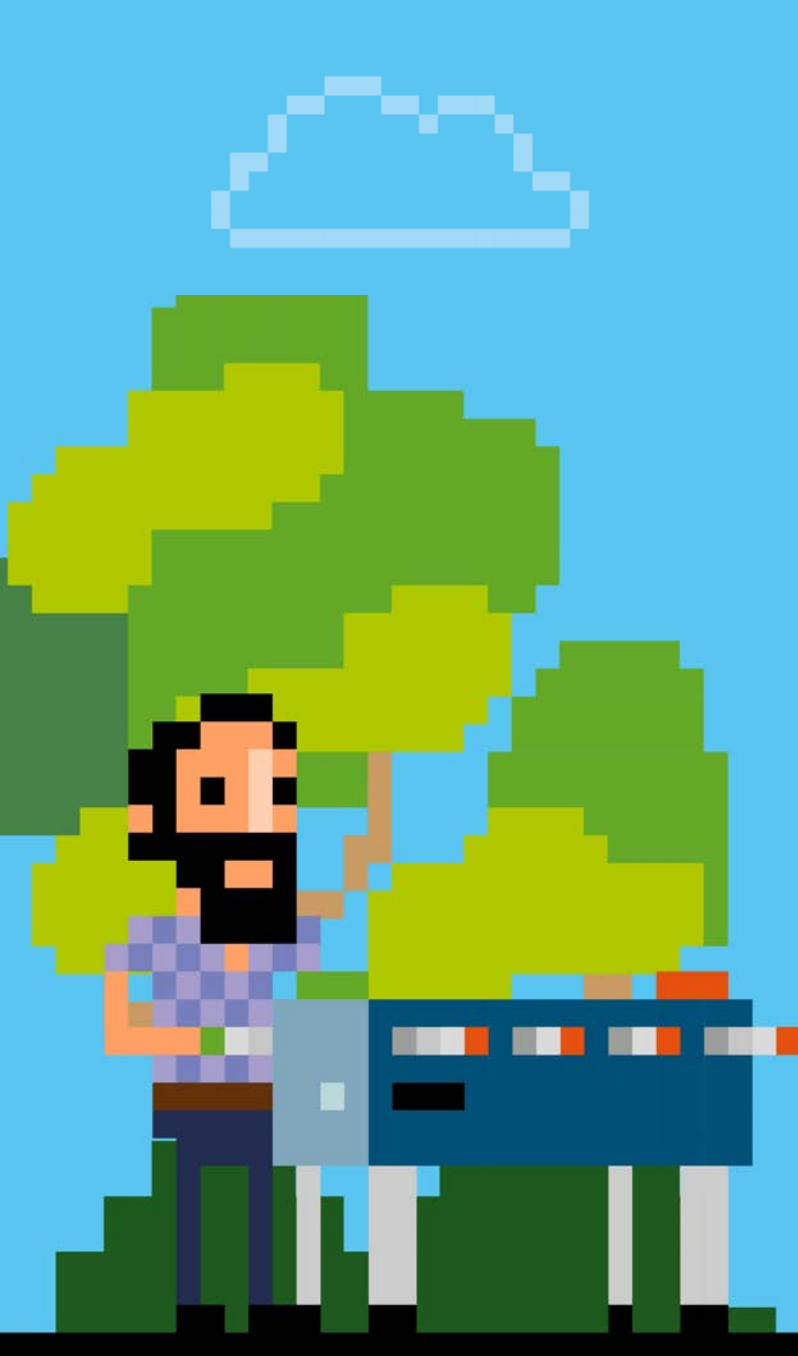
Scouting Team

Events & Projects (Creathon, Lucca Start and Up, Project RETIC)

Business planning free advising

Training courses for young and aspiring entrepreneurs and ...

**.... STUDENTS!!!**



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**... so what to do in order ...**

*... to keep their attention up during the lessons?*

*... to help them to remember (for more than five minutes after the lesson end) the main subjects explained*

*... to help them to easily get a proper focus on being an entrepreneur ...*

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**... oh! it may be a videogame...**

*... to keep their attention up during the lessons?*

***Engagement***

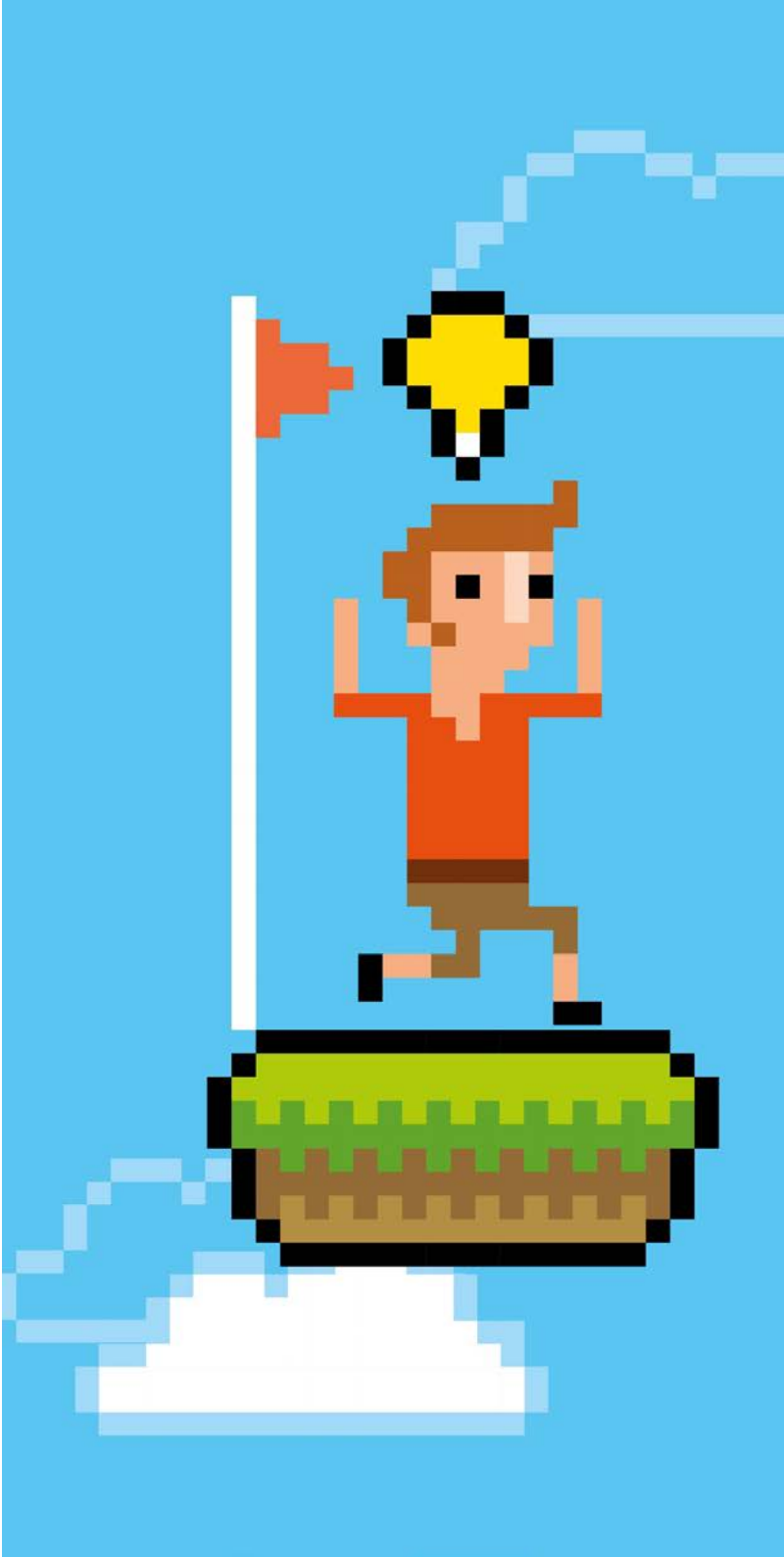
*to help them to remember (for more than five minutes after the lessons end) the main topics of the lesson*

***Retention/ Loyalty***

*... to help them to easily get a proper focus on being an entrepreneur ...*

***Practicing like a young entrepreneur***





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**... yes! it will be a videogame...**

First of all: it must be developed by a start-up.

It must respect the following requirements

*... be really funny,  
a real videogame to be  
played as such*

*... be based on the  
business model canvas*

*... be focused on the  
entrepreneurial thinking*





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**About “Start and Up”**

4 areas  
 production/market/sales/r&d  
 + budget

time is a resource

... and yes, the company failure is a possibility.

And now, let's play!

...

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[www.startandup.eu](http://www.startandup.eu)

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**Thanks for your attention!**

