



CULTURAL
ENTREPRENEURSHIP
TALKS

KIKI KONFERENCIJA
KREATIVNIH
INDUSTRIJA

12 MAY 2015, LAUBA, ZAGREB

Arts Sustainability through Cultural Entrepreneurship

culent@zagreb

12 May 2015, Lauba

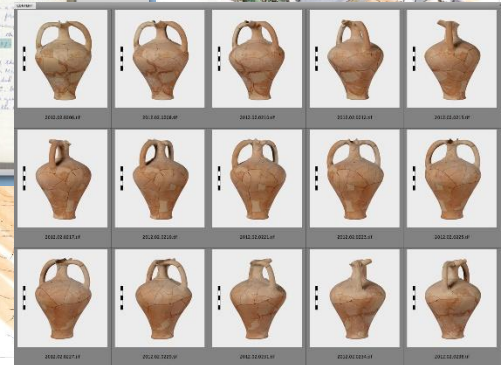
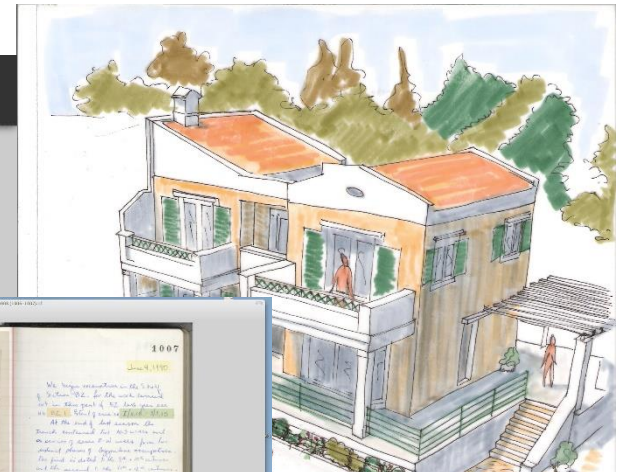
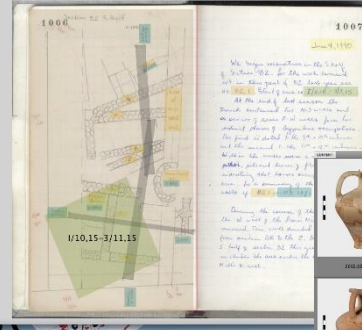
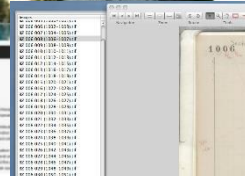
Maria-Louiza Laopodi



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CULTURAL ENTREPRENEURSHIP NEWS

Dedicated News and Information Sources



HOME

ABOUT

DEFINITIONS

STARTUPS

PROJECTS

TRAINING

INFO SOURCES

INTERVIEWS

EVENTS

Upcoming Cultural Entrepreneurship Talk in Zagreb, Croatia

MAY 5 Posted by [mlaopodi](#)

Cultural Entrepreneurship Talks | CULENT@ZAGREB is organized in collaboration with [KIKI Creative Industries Conference 2015](#)

I am pleased to announce the 1st Cultural Entrepreneurship Talk | culent@zagreb next Tuesday 12 May 2015 at 19-22.00.

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Cultural Entrepreneurship Talks CULENT@[CITY=Athens, Corfu, Zagreb, Madrid...]





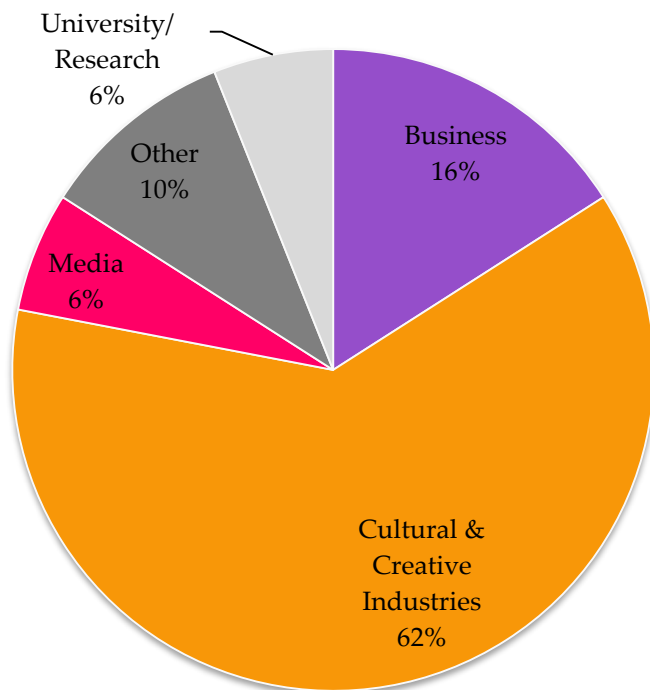
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Cultural Entrepreneurship Talks



- **6 events from April to November 2014**
- **5 different [free] spaces**
- **285 participants**
- **28 speakers**
- **11 supporters/sponsors**
- **5 volunteers**
- **Many international collaborations!**



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Opportunities/obstacles/challenges for cultural entrepreneurs in Greece

Obstacles/challenges:

- Negative preconception
- Government ownership
- Not enough open data
- Not enough trust from the traditional business sector

Opportunities:

- Small competition
- Space to develop new models
- Amazing apps and online tools



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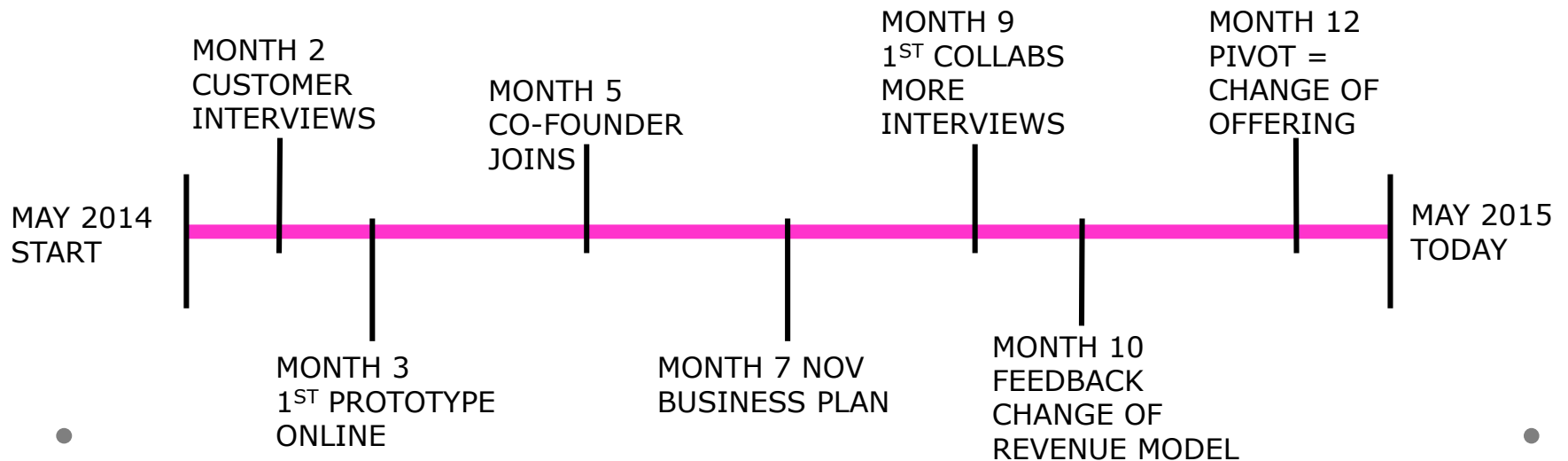
CULTINET Facilitating Arts Collaborations



Maria-Louiza
Founder
Cultural Management



Anna
Co-founder
Economics & Marketing





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CULTINET Facilitating Arts Collaborations



CultiNet

Connecting Managers and Artists

Cultinet is a matchmaking platform connecting Managers and Visual Artists and those who commission arts projects like Event Organizers and Cultural Institutions.

How it works

1 Create your Profile

Are you a visual artist, an arts manager or a curator? Tell us what you do.

2 Make a Request

Tell us what kind of a collaborator you are looking for. A painter? A fundraising manager? A mixed media artist?

3 Choose your Best Match

We match you with all the people that suit you based on your request.



72%

George
Cultural Manager

Skills:

Public Relations/Media
Fundraising



69%

Valia
Arts Manager

Skills:

Sales
Exhibitions



62%

Aletta
Arts Manager

Skills:

Exhibitions
Fundraising



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CULTINET

Facilitating Arts Collaborations

Pitching at the Creative
Business Cup 2014



1st Prize at the #2 Match &
Develop NBG competition





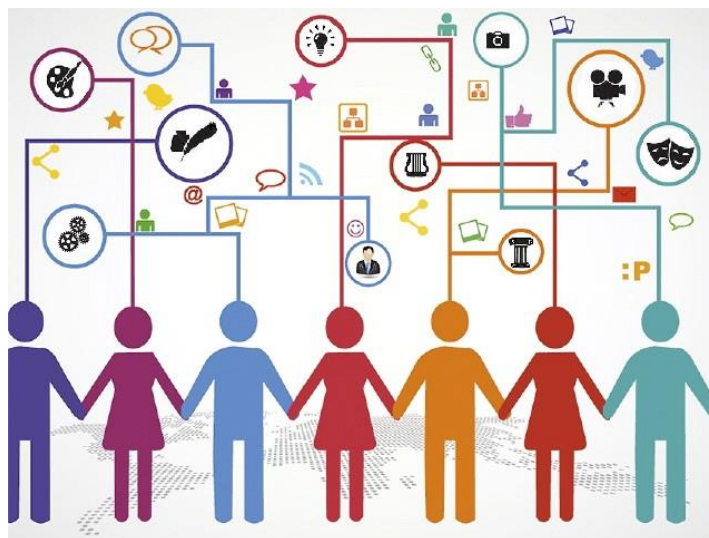
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Future of collaborations



**Arts/Cultural experience + Business values
=
INNOVATION for the SUSTAONABILITY of the ARTS**



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Cultural Entrepreneurship++

- It's not for everyone
- Difference between 'earning revenue' and 'making profit'
- A lot of work on changing mentalities
- The market is ready for those who dare



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Thank you!

Maria-Louiza Laopodi
Cultural Business Development

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