

# CASH FLOW

## OVERVIEW

Domus Academy and The Coca-Cola Company are proud to launch:

### Entrepreneurship through Design

*How experimental entrepreneurship can innovate through design concepts and methodologies*

Master in Business Design - September 2015

Candidates must select a young and inspiring company – based in their home country – that they consider truly innovative. It could be a shrewd business that embodies design in order to create a sustainable and basic solution for an important social cause; or small entrepreneurs that re-design local products in an innovative, yet thoughtful way; or young designers that experiment with new applications of innovative materials or/and technologies. Candidates shall define the context of this innovative start-up and explain the criteria that motivated their choice. The project consists of an analysis of the innovative content of the new company, product, or brand in line to the Business Design and “Entrepreneurship through Design” spirit aiming at demonstrating and present both the creative and business values in a clear and meaningful way.

IN PARTNERSHIP WITH

*The Coca-Cola Company*

COSTS YEAR O

START UP

\$32,118

MARKETING

1,849

TOTAL REQU

\$561,49

## AUDIENCE

The competition addresses fresh graduates and young professionals coming from design and creativity related faculties, economic and human sciences, who wish to learn how to combine creativity, business and entrepreneurial mindset through a multidisciplinary approach.

## JURY

Projects will be evaluated and selected by the Faculty of the Master in Business Design, Domus Academy.

## REQUIRED MATERIALS

- **Written description of the project: maximum 3 A4 pages or a 10-slides Power-Point presentation (including images);**
- **Detailed curriculum vitae**
- **Motivation statement**
- **Copy of Degree Certificate**
- **Academic Transcripts**
- **Domus Academy Application Form\***

The candidates are asked to send their materials in one sole file in .PDF format.

Any further attached material will be considered a plus and will be evaluated by the jury.

\* **Application fee is waived for competition participants.**

## PRIZES

- One scholarship covering **70%** of the total tuition fee of the Master Program.
- One scholarship covering **50%** of the total tuition fee of the Master Program.
- One scholarship covering **30%** of the total tuition fee of the Master Program.

Prizes will be calculated on the standard tuition fee amounting to €25.490 (for non-EU passport holders - matriculation fee is not included) and €16.990 (for EU passport holders - matriculation fee is not included).

## SCHEDULE

The works must be delivered to Domus Academy by and no later than **April 20th 2015**.

Candidates will be informed about the results of the competition by e-mail on **May 11th 2015**.

## ENTRY DELIVERY

Projects in digital format must be uploaded to the following address:

**[www.competition.domusacademy.com](http://www.competition.domusacademy.com)**

or sent by e-mail to:

**[competitions@domusacademy.it](mailto:competitions@domusacademy.it)**

Paper works must be sent to:

Domus Academy

Entrepreneurship through Design

Master Program in Business Design

Via Carlo Darwin, 20 - 20143 Milan, Italy

When you submit your project, you will receive a confirmation within 48 hours that your submission was received. If you do not receive a confirmation, let us know at: [competitions@domusacademy.it](mailto:competitions@domusacademy.it)

## MASTER PROGRAM DESCRIPTION

Business Design is the concept of generating new business and innovation through design.

The program is an educational project aimed at training students to think creatively and learn how to develop their own innovative and original ideas.

The teaching activity is a mix of lectures and workshops, focusing on design languages, methodologies applied to business and entrepreneurship.

Students are encouraged to work in teams on briefs committed by companies.

The academic program is based on close relationship with companies, consulting firms or design studios, broadening the topic of design research, brand or product innovation, social business and experimental entrepreneurship.

Students will have the chance to do an intra-curricular internship.

## ELIGIBILITY

Candidates holding a first-level academic diploma or BA degree, or about to graduate within the academic year 2014/15 and with a knowledge of the English language (IELTS 5.0 academic or equivalent certificate minimum).

## GENERAL TERMS AND CONDITIONS

- Every moral or authorship right as to the project remains property of the author.
- The projects sent to Domus Academy will not be returned.
- All the material must be the result of an unpublished work developed by the candidate, not to be used in other previous occasions.
- Domus Academy is entitled not to award the scholarship if the projects are deemed not to meet the suitable standards defined by the jury. The jury will judge at its own discretion and its decision is final.
- The scholarship presented in this public announcement cannot be combined with other economic reductions offered by Domus Academy.
- The scholarship will be deducted from the balance of the tuition fee.
- The assigned scholarship which will not be confirmed could be transferred to the next candidate in the ranking list.
- Participants that will be selected accept that part of their work will be published on Websites and/or Social Media channels of the institutions involved.

**INFORMATION**

[competitions@domusacademy.it](mailto:competitions@domusacademy.it)

