



Creative Enterprise Programme – Submit before 30 March 2018

CREATIVE ENTERPRISE PROGRAMME



17-19 April 2018, Philippine Trade Training Center
Roxas Blvd, cor Sen. Gil Puyat Ave, Pasay, Metro Manila, Philippines



The Creative Enterprise Programme is for entrepreneurs who have a strong business idea but are yet to set up, who are in the early stages of establishing a business (0-3 years), or who have a creative business which hasn't matured and significant change is planned. The focus is on the creative industries such as advertising, architecture, arts & culture, craft, design, fashion, gaming, music, publishing, technology, TV and film.

All participants get a certificate of completion from British Council, PTTC, and Nesta.

Before you apply, please go through the simple self-assessment checklist.

Personal Readiness

- I can commit 3 full days to attend the workshop
- I am willing to share my knowledge and experience with my peers
- I am willing to support my peers in developing their businesses
- I am willing to work in a team with people I don't know
- I am open learning and to challenge my business idea

Business Readiness

- My business idea is well-formed or my business is less than 3 years old
- My business is in the creative and/or cultural sector
- I am highly motivated to improve my business
- I am willing to explore all aspects of my business
- I have no/limited experience of business skills and support
- I own/control the IP in my company

Personal Aptitude

- I enjoy hearing different perspectives and am respectful of others' opinions even if I don't agree with them
- I can contribute to conversations in an honest and non-judgemental way
- I enjoy networking and being part of a team
- I conduct myself professionally
- I can manage my time effectively



Application Form

About You

Name

Address

Country

Mobile number

Email address

Age 18-29 | 30-39 | 40-49 | 50+

How do you rate your English language skills?

- Spoken basic working knowledge fluent
- Written basic working knowledge fluent

Any other languages?

Education

Do you have a disability that you would like to tell us about or is there any extra help you would require if you received a place on the programme?

About Your Creative Business or Business Idea

Name of business or business idea

If any, please share links that relate to your business (i.e. websites, social media)

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Please describe your business or business idea (150 words maximum)

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Think about who are your customers, what is unique about what you do, what is the benefit and how is it delivered?

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What is the number one customer benefit? (150 words maximum)

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What are the key challenges that you are facing now? (150 words maximum)

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What do you love about your business or business idea? (150 words maximum)

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How long have you been working on your business or business idea?

Who else is involved in the business or business idea, as an interested party or partner, and what is their role?.....

If any, how much money has your business made in the past 6 months?

The most successful entrepreneurs have taken risks and failed. What risks have you taken and what did you learn from taking risk?

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Where would you like your business to be to be in 5 years?

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What might stop you from achieving your goals?

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Your Expectations of the Creative Enterprise Programme

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What do you expect to get out of this programme?

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If your application is successful, what could you teach the other participants?

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Please submit all applications to britishcouncil@britishcouncil.org.ph on or before 30 March 2018. Indicate “**Creative Enterprise Application**” as email subject. We will notify you of your acceptance within 2-3 working days.

Workshop fee: P10,000 – Includes materials and snacks for 3 days

Early bird fee: P8,000 (20% discount) - Pay on or before 6 April