

MUSEUM-FI (“MUSEUM - Future Internet”)

Event’s Explanation and Agenda

DATE	21st of March
TITLE	MUSEUM-FI: creative business for museums
AIM	<p>The aim of this challenge is to find new interesting solutions and services which will be used by museums or cultural institutions. The challenge is open to every companies and developers from all European countries, in the Trentino Hub coverage area, which will attend the event at Trentino Sviluppo in Rovereto (Trento), Italy.</p>
INTRODUCTION	<p>Museums and cultural institutions are hungry for creative, ICT and mobile solutions.</p> <p>Innovative entrepreneurs are ready to offer smart services and solutions.</p> <p>We are happy to let these two worlds meet.</p> <p>The target of this challenge is to find new interesting solutions and services which will be used by museums or cultural institutions.</p> <p>The product and services offered by the entrepreneurs, can be at a starting point, ready to test or tailor made in accordance to the museum’s needs.</p> <p>We think that supply should be tested before meeting the demand and that’s why we planned a one day "speed date" in order to meet supply and demand; museums and entrepreneurs.</p>
HOW DOES IT WORK?	<p>A full day hackathon’s style where start ups and companies will meet all the participant museums, eager to hear the many possible services and solutions for their needs.</p> <p>Once the right idea finds the right museum, we’ll have a match! And that’s the starting point.</p> <p>QUESTION: Who is the winner? The company or the museum?</p> <p>ANSWER: Both!</p> <p>WHY? The Company will have the money to realize the service, the product or the testing and the museum will have the</p>

	<p>opportunity to prove the most suitable solution for its needs.</p>
<p>ASSENT / ENDORSEMENT</p>	<p>Autonomous Province of Trento (to be formally approved) Municipality of Rovereto (to be formally approved) Municipality of Trento (to be formally approved)</p>
<p>STORY BOARD</p>	<p>09.00 Greetings and explanation of the Challenge’s goal and rules</p> <p>09.30 Smart Cities: Concept, positive and negative case histories.</p> <p>10.30 – 13.00 // 14.15 – end of session B2B Museums representatives will sit in the 20 tables prepared for them and the entrepreneurs will rotate in order to present to them, their ideas and listen to their needs. 4 minutes to present the idea 4 minutes to listen to the museum’s needs 2 minutes to rotate and change table. 10 minutes per meeting. As said before the B2B competition might be interrupted a few times in order to repeat the rules, giving some new hints, talking about the pitching. At the end of the day the museums should have chosen the right company with whom cooperate. In case of different declarations of interest from different museums the entrepreneurs will have to chose only one institution to work with. After that decision there will be a match and the new “partnership” will have 7 days (more or less) to write and submit the proposal for the Creative Ring Challenge in order to participate and win the 25k€ and, eventually, the extra and final 25k € After the 10 days the jury will meet to listen to the final projects in a pitch session where the 5 best will win.</p>