

SUMMER SCHOOL

23 August – 31 August 2026 (8 nights)

Creative Startup: From Idea to Implementation

*Super intensive Summer School
Project based, skills focused programme*

DATE AND CLASSES

Day 0: Sunday (23th of August 2026) 1

Day 1: Monday (24th of August 2026) 2

Creative Startup Thinking

9:00-13:00 Theory

- What is a startup? Types and characteristics
- Creative industries and startups
- Introduction to design thinking
- International and local case studies

Day 2: Tuesday (25th of August 2026) 3

Users and Value Proposition

9:00-13:00 Theory

- Target groups and user needs
- Personas and customer journeys
- Value proposition design

Day 3: Wednesday (26th of August 2026) 4

Business Planning and Market Analysis

9:00-13:00 Theory

- Business models in creative industries
- Business Model Canvas
- Market and competitor analysis

Day 4: Thursday (27th of August 2026) 5

Implementation and Branding

9:00-13:00 Theory

- Prototype and MVP concepts
- Branding basics and storytelling
- Sustainable and ethical entrepreneurship

Day 5: Friday (28th of August 2026) 6

Business Presentation and Communication

9:00-13:00 Theory

- Types and structure of business pitches
- Presentation techniques
- Investor and stakeholder mindset

Day 6: Saturday (29th of August 2026) 7

Final Presentations

9:00-13:00 Theory

- Team startup project presentations
- Professional jury feedback
- Reflection and evaluation
- Portfolio finalisation

Day 7: Sunday (30th of August 2026) 8

Real World Experience and Inspiration, Company and site visits:

Guest talks and real startup cases

Flipper Museum – creative experience based business model

Day 8: Monday (31th of August 2026)

PROGRAMS

Arrival in Hungary Welcome ceremony
– CEU

13:00-14:00 - Lunch

14:00-19:00 Practice/ Workshops

- Team formation
- Problem identification
- Idea generation techniques
- First concept outlines

13:00-14:00 - Lunch

14:00-19:00 Practice/ Workshops

- Persona creation
- Problem–solution mapping
- Concept development and validation

13:00-14:00 - Lunch

14:00-19:00 Practice/ Workshops

- Building the business model
- SWOT analysis
- Market positioning

13:00-14:00 - Lunch

14:00-19:00 Practice/ Workshops

- Prototype planning
- Brand concept and visual basics
- Project refinement

13:00-14:00 - Lunch

14:00-19:00 Practice/ Workshops

- Pitch deck creation
- Rehearsal presentations
- Feedback and improvement

13:00-14:00 - Lunch

Closing Ceremony



Lunch

Unicum Factory Visit with Tasting

tradition, branding and innovation

Travelling home from Budapest