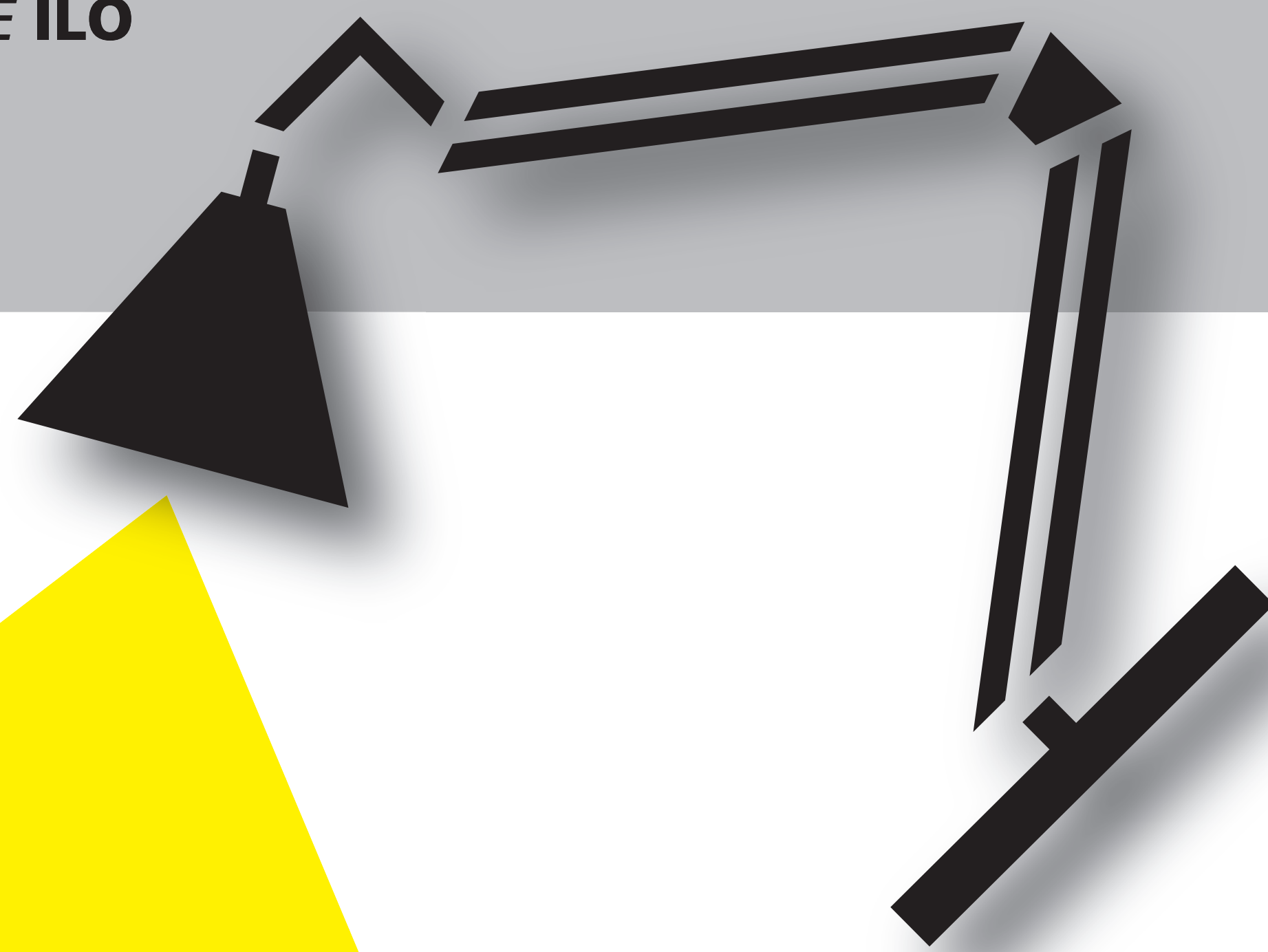




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UNIVERSITÀ DI MACERATA

l'umanesimo che innova

AREA RICERCA E INTERNAZIONALIZZAZIONE
/ ufficio VALORIZZAZIONE DELLA RICERCA
- **INDUSTRIAL LIAISON OFFICE ILO**



Avere un'idea
È UN' OTTIMA COSA.

Ma è ancora meglio
SAPERE COME
PORTARLA AVANTI.

-Henry Ford

A humanistic laboratory for creativity and innovation / LUCI

LUCI is a humanistic laboratory for creativity and innovation.

LUCI - promote an innovative and entrepreneurial attitude among young people, to support the creation of **innovative business initiatives**, Social Science and Humanities driven.

GOALS

1. To promote the culture of innovation

Innovative training programme to promote and support creativity and innovation attitude among students, phd students, graduates in the humanities and SS.

2. To support a virtual community

Web site and social media platform to create and

reinforce an effective network among participants, to promote knowledge sharing, ensure a permanent link with the business community

3 To promote a "real" laboratory

Physical space to support contamination and spillover effects, and to create visibility towards citizens and the business community.

THE INNOVATIVE TRAINING PROGRAMME

The role of start up firms in the global arena

How to develop an innovative business idea

What is a business plan?

How to finance a start-up

Stories of young entrepreneurs: best practice and good lessons

How to start a global enterprise start? Legal aspects
Web marketing and other promotional and interactional tools

The necessary beauty: the role of the Humanities from the Renaissance to modernity digital human sciences

Entrepreneurship and web communication: the case of Shakespeare

INFO

AREA RICERCA E INTERNAZIONALIZZAZIONE
UFFICIO VALORIZZAZIONE DELLA RICERCA ILO (INDUSTRIAL LIAISON OFFICE)
VIA PESCHERIA VECCHIA 62100 MACERATA T. (+39) 0733 258.2480 ricerca.ilo@unimc.it