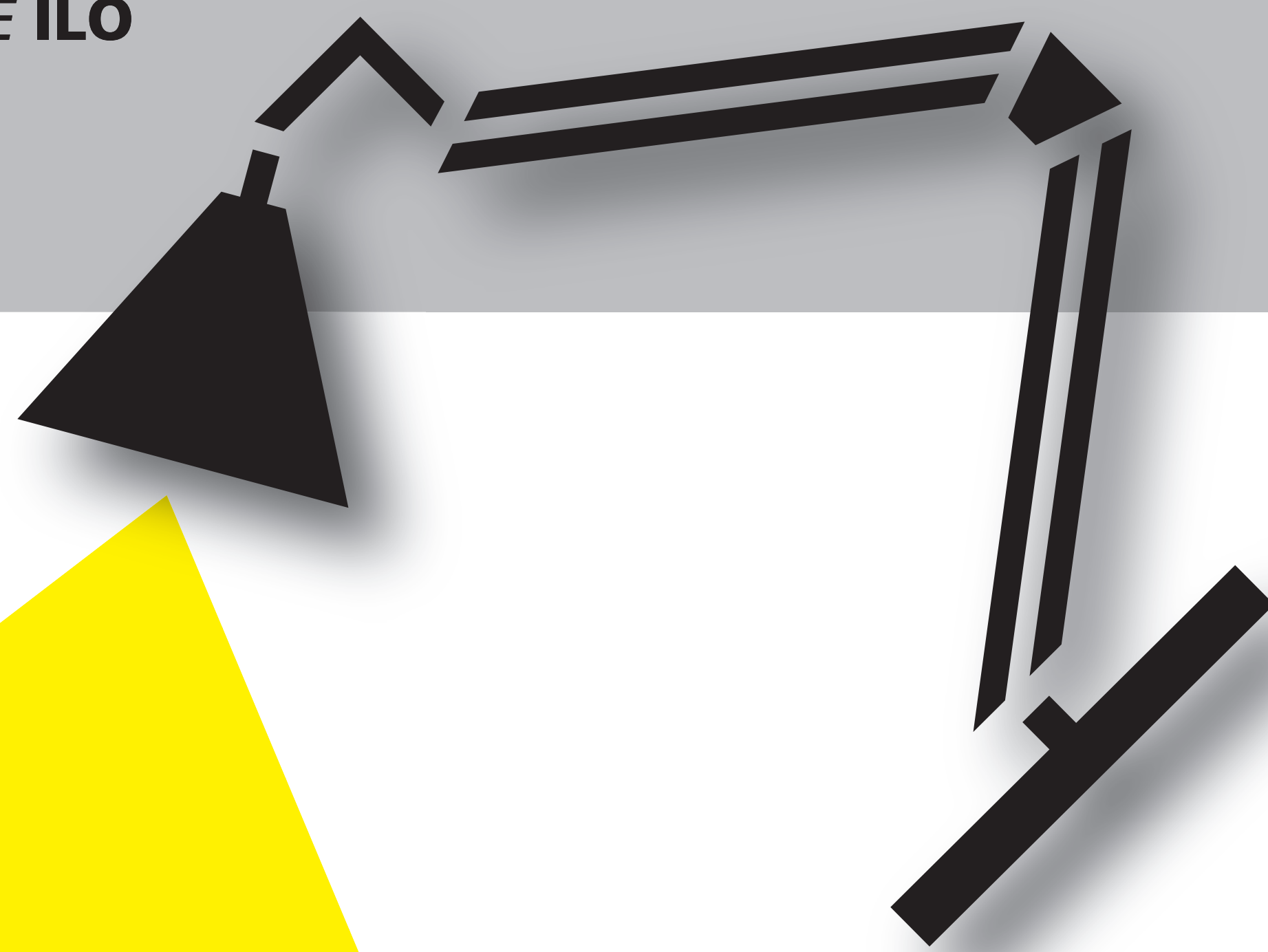




**unimc**  
UNIVERSITÀ DI MACERATA

**l'umanesimo che innova**

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



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**Avere un'idea**  
**È UN' OTTIMA COSA.**

*Ma è ancora meglio*  
**SAPERE COME**  
**PORTARLA AVANTI.**

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*-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

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