CREATIVE ENTREPRENEURSHIP

A project of bringing technology and humanities together

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• Entrepreneurship is not about money, it's about great ideas
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• Innovation and creativity is the same
"The act of engaging in activities in a spirit of playfulness and exploration is termed **hacking**. Hacking entails some form of excellence, for example exploring the limits of what is possible." (Wikipedia)
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Picasso: Bull's Head, 1947 (bicycle saddle and handle bar)
• **Problem**: two mega trends
  
  • miniaturisation
  
  • convergence
• **Solution**: touch screen with software keyboard
"Part of what made the Macintosh great was that the people working on it were musicians and poets and artists and zoologists and historians who also happened to be the best computer scientists in the world."

Steve Jobs 1996
BRAUNSCHWEIG
JOINT EFFORTS

• Lightning talks
• Networking events
• Joint projects
• Co-working space
• Advice and funding for entrepreneurs
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