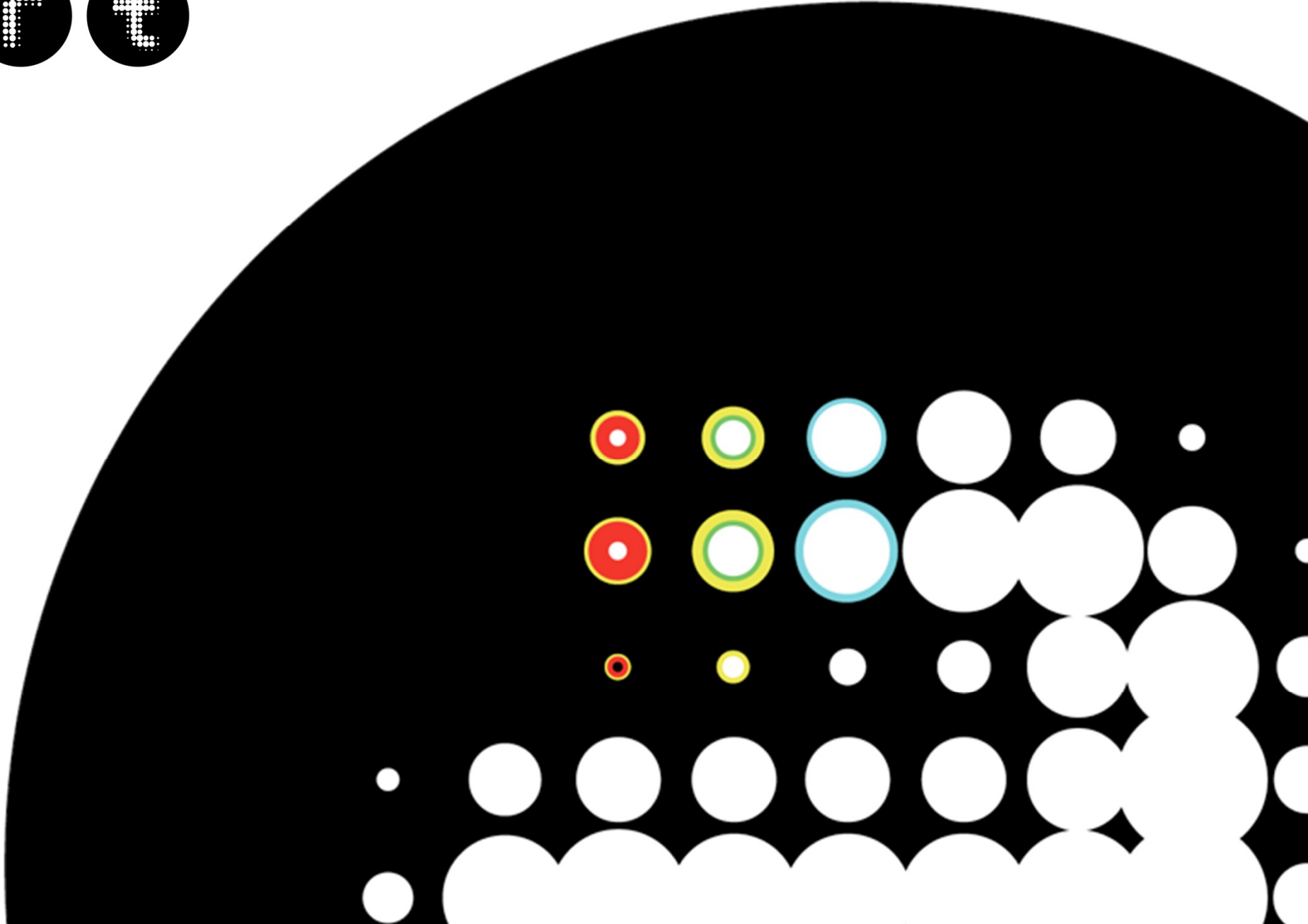
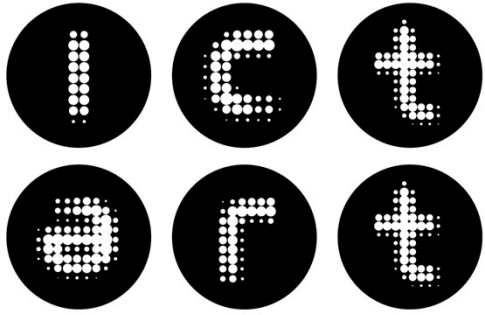
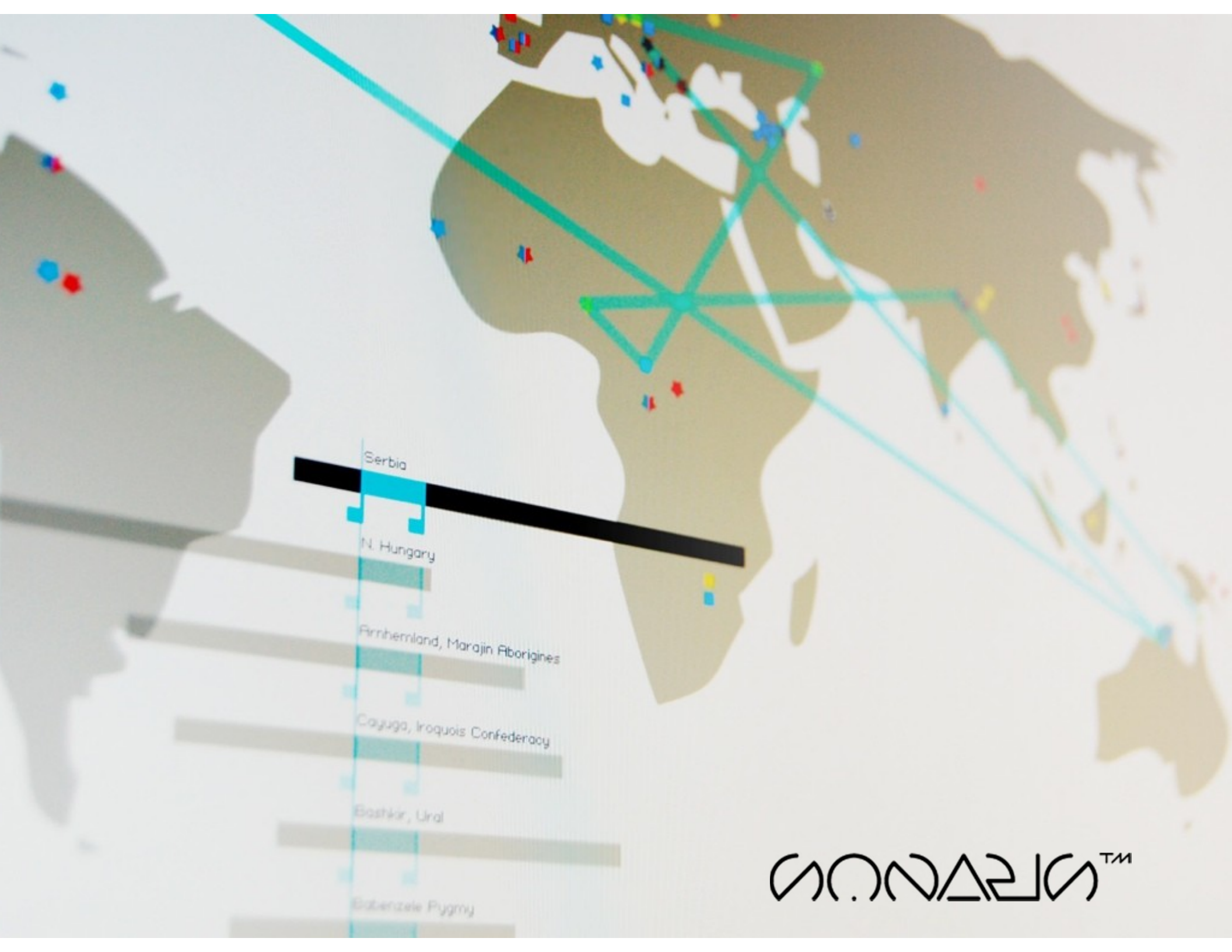




STROMATOLITE

MICHELA MAGAS, FOUNDER AND CEO





Serbia

N. Hungary

Finnhemland, Marajin Aborigines

Cayuga, Iroquois Confederacy

Bashkir, Ural

Eatenzele Pygmy

SONARIS™



WWW.MUSICTECHFEST.ORG

1 => 2 => 3 => 4 => 5 => 6

SUPPORTING THE ENTIRE CREATIVE INDUSTRIES VALUE CHAIN

1 => 2 => 3 => 4 => 5 => 6

1 QUALITY
STAKEHOLDERS

1 => 2 => 3 => 4 => 5 => 6



**SEEDING
IDEAS**

1 => 2 => 3 => 4 => 5 => 6

2 SEEDING IDEAS

1 => 2 => 3 => 4 => 5 => 6

QuickTime™ and a
Photo - JPEG decompressor
are needed to see this picture.

INCUBATING IDEAS

1 => 2 => 3 => 4 => 5 => 6

3 INCUBATING IDEAS

1 => 2 => 3 => 4 => 5 => 6



**MATCHMAKING
POTENTIAL PARTNERS**

1 => 2 => 3 => 4 => 5 => 6

4 MATCHMAKING POTENTIAL PARTNERS

1 => 2 => 3 => 4 => 5 => 6

May

Classical music goes open source

Musopen and Open Goldberg Variations release recordings to the public domain



Share the Best of Kickstarter 2012

 Share

 Tweet

ENABLING FUNDING CHANNELS

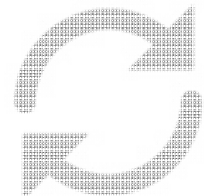
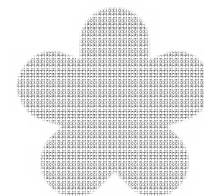
1 => 2 => 3 => 4 => 5 => 6

5 ENABLING FUNDING CHANNELS

1 => 2 => 3 => 4 => 5 => 6



PROVIDING A
TOOLKIT



1 => 2 => 3 => 4 => 5 => 6

6 PROVIDING A TOOLKIT

1* => 2 => 3 => 4 => 5 => 6

THE NEM BRAND:
SPEAKING THE LANGUAGE
OF THE CREATIVE
INDUSTRIES**

1* => 2 => 3 => 4 => 5 => 6

CURRENT PROPOSALS FOR THE NEM BRAND.



1* => 2 => 3 => 4 => 5 => 6

DOES IT WORK AS A PHOTOCOPY OR BLACK AND WHITE PRINT?



1* => 2 => 3 => 4 => 5 => 6

DOES IT WORK ON A BLACK OR WHITE BACKGROUND?



1* => 2 => 3 => 4 => 5 => 6

WHICH OTHER BRANDS USE THIS VISUAL LANGUAGE?



1* => 2 => 3 => 4 => 5 => 6

WHICH BRANDS IS IT VISUALLY ASSOCIATED WITH?



1* => 2 => 3 => 4 => 5 => 6

EXAMPLES OF LOGOS BASED ON A CLEAR CONCEPT



1* => 2 => 3 => 4 => 5 => 6

EXAMPLES OF BRANDS WHICH CARRY A NARRATIVE



1* => 2 => 3 => 4 => 5 => 6

e.g. THE AVIOCATS BRAND



1* => 2 => 3 => 4 => 5 => 6

e.g. PROFESSIONAL REBRANDING OF CX.com



BEFORE

AFTER

1 => 2 => 3 => 4 => 5* => 6

*

**SUPPORT THE CREATIVE
SMEs IN THE RIGHT WAY
WITHIN H2020**

1 => 2 => 3 => 4 => 5* => 6

*

AGILE STRUCTURES

=>PROJECT TEAMS NEED TO BE VERSATILE IN
A

RAPIDLY CHANGING MARKET

=>EACH CREATIVE PROJECT REQUIRES
DIFFERENT

SPECIALIST CREATIVE TEAMS

=>CREATIVE SMEs RELY ON A LARGE NUMBER
OF FREELANCE EXPERT CONTRACTORS

1 => 2 => 3 => 4 => 5* => 6

*

SHORTER DEVELOPMENT CYCLES

=>THE MARKET DICTATES RAPID DEPLOYMENT
OF INNOVATIVE TOOLS

=>CREATIVE SMEs TYPICALLY THRIVE ON
3-9 MONTH PROJECTS

=>CREATIVE PROJECTS TYPICALLY CARRY
LESS

RISK IN EARLY STAGES OF DEPLOYMENT

1 => 2 => 3 => 4 => 5* => 6

TIMELY FUNDING SCHEMES

=> PROMPT FUNDING IS NEEDED TO MEET MARKET NEEDS AND KEEP AHEAD OF COMPETITION

=> DELAYS IN FUNDING PAYMENTS DESTROY THE

EU CREATIVE SME COMPETITIVE ADVANTAGE

=> WHEN TIME TO MARKET IS VITAL SMEs RESORT

TO ALTERNATIVE METHODS (e.g. CROWDFUNDING)

1 => 2 => 3 => 4 => 5 => 6

SUPPORTING THE ENTIRE CREATIVE INDUSTRIES VALUE CHAIN