

Questions for successful CCE (Cultural & Creativity Entrepreneurs) (Irene Iliadou, NOESIS, Greece)

· In 2-3 lines, briefly describe your business.

I am a freelance Museologist. I manage teams (artists and scientist) in order to create exhibitions, projects and educational programs for museums and cultural institutes based on technology, art and science.

· How did you become a CC Entrepreneur? Was there some kind of impulse / magic moment where you decided to become a CCE?

Back in 2012 I started working at the Science Center of Thessaloniki as a member of the Research and Innovation Department. I got inspired by the children and the young people and their open minds that they were willing to learn. Having an MBA degree already I studied museology and I decided to create my own business in order to create innovative and inspirational projects because there was a lack of that kind of business in my town.

· What was your biggest challenge as CCE and how did you handle it?

Combining different kinds of cultures, art and science fields in my team was the biggest challenge in my business because artists are always so passionate and impulsive, and scientists are strict and want everything to be based on numbers. For me the art of communication and diplomacy plays the biggest role to manage the teams and have a magic result appreciated by the audience.

· What do you think: What is the secret to your success?

Creativity and flexibility. Also, the ability to come up with new ideas and novel approaches to problems. Even if you fail you have the success of creating something new.

· What is the most essential knowledge or know-how for CCE? What do you recommend other CCEs or ongoing CCEs to learn as soon as possible with regards to:

- **1st Sprint – Opportunities & Idea Identification:** Always be informed on the new trends of your field!
- **2nd Sprint – Start-up:** Get an online seminar session!
- **3rd Sprint – Scale and Exit:** Make synergies and collaborations!
- **4th Sprint – Case Studies:** Choose what's best for you!