

TRACCE – SUCCESS STORIES

ENTREPRENEURS

Questions for successful CCE (Cultural & Creativity Entrepreneurs): Korbinian Slavic,
Founder of [ipipapa](https://www.ipipapa.com)

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

ipipapa supplements original sheet music with a universally readable phonetic transcription. We offer audio material and further assistance to help you sing in any language you want, with ease. Whether it's French chansons, classical songs in Mandarin, Italian operas or Ukrainian folk songs – with the help of our international and transdisciplinary team, you will soon be singing with the same confidence you have in your native language.

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

The idea for ipipapa has actually been evolving for quite a while. I had the initial idea when I was singing in several professional and non-professional choirs. We were always spending a lot of time to perfect our pronunciation in all the foreign languages we were singing in. It's quite complex, if you also take into account the different dialects and historical components of language. I just thought there must be a solution to this which enables us to have more time for really practicing and singing. I wanted to bring together my two main interests: music and phonetics. And I had quite a lot of freedom in my Master's program to build a transcription software that meets the needs I realized that many more singers have. This positive resonance really kept me going.

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

Our biggest challenge at the moment is that we don't have a lot of experience in Sales and Marketing processes. Plus: it's not really our cup of tea. So that's actually one of the first positions we want to employ someone for. There are many fields where we want to (and need to) include external staff. Ideally these specialised people can identify themselves with our vision and are able to fit our requirements of quality.

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

I am not sure if we can talk of "success" already. But I am proud of the grit we showed and are still showing within the journey of ipipapa. Even when we were standing on the verge of the abyss. We often faced situations in which people were saying „this won't work". But we

kept going and proved them wrong. Some people have left the project along the way, but we are always a team that is motivated to keep going.

- **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:**

What does "scaling up and exiting" mean for a project or start-up within the Cultural & Creative Industries Sector

- **What do you recommend other Cultural & Creative Entrepreneurs or the ones to be learn as soon as possible with regards to: How to spot opportunities & identify (business) ideas?**

Start collecting ideas! Talk about them, try them out, leave them behind and discover new ones. At some point there will be a good AND feasible idea amongst them that is worth to be followed up on.

- **What do you recommend other Cultural & Creative Entrepreneurs or the ones to be to learn as soon as possible with regards to: Initiating a project or founding a start-up within the Cultural & Creative Industries Sector**

Use supportive programs – and find the very few ones that can also pay your rent. Otherwise you have to rely on Crowdfunding and that's just quite exhausting over the time.

- **What do you recommend other Cultural & Creative Entrepreneurs or the ones to be to learn as soon as possible with regards to: Scaling up and exiting in the Cultural & Creative Industries Sector**

Use technology and automatization. That really helped us make our idea grow. If you don't have tech knowledge yourself, get the people in who have it.

- **What do you recommend other Cultural & Creative Entrepreneurs or the ones to be to learn as soon as possible with regards to: Learning from other successful Cultural & Creative Entrepreneurs?**

First of all: do your own thing. Follow your idea without comparing it to others too much. Otherwise you might end up copying someone else's idea. But: your network is key. Try to find people that know things you don't. Step out of your Cultural & Creative bubble and engage with people who are experts in the specific topics that you need help with right now. Last but not least: don't always bother the same people to help you, especially in an early stage where you can't pay for their work and assistance. Use your whole network and ask for help.