

TRACCE – SUCCESS STORIES

TRAINER

Questions for CCE (Cultural & Creativity Entrepreneurial) trainers (Moritz Hoffmann, Germany):

- **What was your biggest challenge as a CCE trainer and how did you handle it?**

(In Europe) Changing the mindset of creatives/artists. Moving from a "we will get funded by a public fund (or similar)" to "creating a sustainable business". Trying to solve it with pointing out the general economic situation (and decreasing public funds) and/or targeting the huge effort it needs to always apply for new fundings.

- **What do you think: What is the secret to successfully training CC Entrepreneurs?**

Speaking "their" language.

- **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 to learn as soon as possible with regards to: How to spot opportunities & identify (business) ideas**

Follow your creative mind.

- **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?**

Sit down and do your boring homework. Check out where to find (easy accessible) help.

- **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?**

Think this through seriously and get support.

- **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?**

Networking is key.

- **What methodologies of innovative approaches do you use to train CC entrepreneurs?**

Business Model Canvas, SCE Innovation Approach, Real Time Innovation