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## **Entrepreneurship and Creativity – When One Plus One is More than Two** a meetup co-organized by CreatINNES, MOME, and CEU's InnovationsLab

*Come and join us*

for an event focusing on the interrelation of entrepreneurship  
and creativity!

Besides a fireside chat with renowned international business developer, innovation & tech transfer expert, and former head of finances at the Fraunhofer Institute for Computer Graphics [Wolfgang Kniejski](#), the event will feature four talks on four specific facets of the linkage between entrepreneurship and creativity by distinguished experts of the field. The talks will be interlaced with a couple of free-style discussion sessions devoted to the issues raised in the fireside chat and the four talks, meant to catalyze the active involvement of the audience in the discussion. The event is a collaboration between (i) [CreatINNES](#), an international initiative for the improvement of business skills in the Cultural and Creative Industries, (ii) [Central European University's Innovations Lab](#), and (iii) the [Moholy-Nagy University of Art and Design Budapest](#) (MOME).

**Date:** October 2<sup>nd</sup>, 2019, 10.00 a.m. - 12.30 p.m.

**Venue:** Room 101 in the Nádor 15 Building of the Central European University  
(Address: 1051 Hungary, Budapest, Nádor u. 15).

### **Agenda:**

10.00-10.10: Opening and brief introduction of the co-organizers

10.10-10.45: “Entrepreneurship and Creativity – When One Plus One is More than Two” – fireside chat with **Wolfgang Kniejski**

[Wolfgang Kniejski](#) is a serial entrepreneur, senior business developer and innovation management expert focusing on technology transfer and SME development; formerly head of finances at the Fraunhofer Institute for Computer Graphics. The fireside chat will cover topics such as (i) the role of entrepreneurship for the success of startups and freelancers in the Cultural and Creative Industries, (ii) why creativity is important and beneficial for startup entrepreneurs, and (iii) how to finance entrepreneurship in the Cultural and Creative Industries.

The chat will be moderated by [Barnabas Malnay](#), managing director at business development and media production services company Teleberry and partner at the hardware and IoT focused seed fund SmartWare.tech.

10.45-11.05: “Creating Economic Opportunity for the Creative Industries” – Introduction of [Central European University's Innovations Lab](#) by **Andrea Kozma**, joined on stage by iLab teams (i) **Emőke Krigler-Tóth** of Joyrider, **Michael Bist** of TheTailorNetwork, and **Ákos Csertán** of Frontira



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[Andrea Kozma](#) is director at [Central European University's Innovations Lab](#), a startup incubator enabling early-stage teams to create a great business all the way from idea to commercial viability.

[Emőke Krigler-Tóth](#) is managing director at [Joyrider](#), a creative industry startup developing premium serialized visual narratives for multiple platforms.

[Michael Bist](#) is founder and CEO at [TheTailorNetwork](#), a company that sells tailor-made suits in a unique, socially empowering business model.

Besides being an instructor and researcher at the [Moholy-Nagy University of Art and Design Budapest](#) (MOME), [Ákos Csértán](#) is co-founder and design strategist at strategic design consultancy [Frontira](#).

11.05-11.25: Open Discussion on the topics previously introduced

11.25-11.40: “Visual Branding and Corporate Identity”, by **Petyo Budakov**

[Petyo Budakov](#) is a managing director at ad agency and graphic design studio Budakov Films; visiting professor at Dekra Hochschule für Medien (University of Applied Sciences), Berlin, Germany. Experienced DAAD researcher into Blended learning and E-learning.

11.40-11.55: “Planning, Managing, and Visualizing the Entrepreneurial Journey”, by **Dimitar Smiljanovski**

[Dimitar Smiljanovski](#) is project officer at the Macedonian Enterprise Development Foundation (MEDF), supporting small enterprises with financial services and entrepreneurship development programs.

11.55-12.10: “Growth Hacking” by **Barnabas Malnay**

[Barnabas Malnay](#) is managing director at business development and media production services company Teleberry and partner at the hardware and IoT focused seed fund SmartWare.tech.

12.10-12.30: Open Discussion on the topics previously introduced