

Creative Bridge Guidelines Document

Creative Bridge Selection Criteria

Creative Bridge applications will be judged against the following criteria:

- Is the candidate currently, or aspiring to work within one of the nine recognised DCMS creative industries sectors (Advertising and marketing; Architecture; Crafts; Design (product, graphic and fashion design); Film, TV, video, radio and photography; IT, software and computer services; Publishing; Museums, galleries and libraries; Music, performing and visual arts)?
- Do they want to understand best practice in the digital startup world?
- Are they interested in developing a commercial/income generating online product?
- Do they align with one (or more) of the Creative Informatics Cluster core challenges:
 - How can Data Driven Innovation support access and engagement to new audiences and markets?
 - How can Data Driven Innovation support the development of new modalities of experience?
 - How can Data Driven Innovation unlock hidden value in archives and data sets?
 - How can Data Driven Innovation reveal new business models for the creative industries?

Eligibility

Creative Bridge participants must:

1. Be from and/or be wanting to create a business with genuine impact for the Creative Industries. However, we welcome ideas that also have the potential to benefit other sectors and/or generate sustainable commercial income from being applied to other contexts.
2. Be based in and/or be undertaking work that has impact for the creative industries within Edinburgh or the Edinburgh and South East Scotland Region.
3. Commit to attending Creative Bridge sessions in Edinburgh

4. Commit to providing accurate information about business income, spend on research and development (R&D), etc. as per the requirements of the application form. This includes providing accurate information regarding State Aid that is required to ensure Creative Informatics meet essential reporting and due diligence requirements.

Frequently Asked Questions

When does the course take place?

Creative Bridge takes place over 10 mornings - the next course (Cohort #3) will start on Thursday 16 January and end on Thursday 19 March 2020, with each session taking place from 10am-1pm. Applications close on Monday 2 December at midnight and successful applicants will be notified by Monday 16 December.

Should I apply?

Yes please! We're looking for applicants from across the Creative Industries who are: keen to learn about start up best practice; interested in developing a commercial / income-generating online product; and who want to have a genuine impact on the Creative Industries.

Do I need to live in Edinburgh or South East Scotland to participate?

Not necessarily, but you'll need to demonstrate that your business / idea will have an impact on the Edinburgh and South East Scotland region. You will also need to attend Creative Bridge sessions in Edinburgh.

How much does it cost?

If you're accepted onto Creative Bridge, it won't cost you anything. That's because the course is fully funded for successful applicants by the Creative Industries Clusters Programme, managed by the Arts & Humanities Research Council as part of the Industrial Strategy. This covers the total course cost of £5000 per participant.

What do you work on in the course?

Every cohort is divided into groups in the first session, and each group will decide on a simulated business idea to work on throughout the course. You'll work through the steps of building this idea and learn the skills required to apply these skills to your own projects.

What do you not work on in the course?

If you want to learn the ins-and-outs of setting up a new business and how to manage running it day-to-day, this is probably not the course for you.

Why should I work on a simulated business idea when I already have my own business?

Creative Bridge is about learning the processes of creative entrepreneurship and start-up best practice. By working on a simulated project together in groups, you'll get to know and test out these principles in a no-stakes environment, so you'll be better acquainted with them when you come to apply them to your own business.

Is there homework?

At the end of every session, we'll be asking everyone to apply that week's learnings to their own businesses. At the next session, 2-3 people will then informally present the work they've done since the previous week.

How many people will be on the course?

There will be a maximum of 25 people in each Creative Bridge cohort.

What key things will I have learned by the end of the course?

Participants will take away an array of learnings from Creative Bridge, but we think the key outcomes will be building a business model (via a Lean Canvas) to understand your business internally; having a greater understanding of who your customers / audience are, and how you can best reach them; and a pitch deck to show your business to the world.

I don't have an idea for a product, can I apply?

Absolutely - one of the key topics we'll go through is how good ideas come about. It may be that you're experiencing the pain points that lead to great products without even realising it.

What happens with any IP generated on the course?

You retain your IP. CodeBase/Creative Informatics won't claim ownership of any IP generated on Creative Bridge.

Does it involve coding?

No! While we will be talking about building businesses around online products, we won't be delving into the technical side.

Will I be fed?

We will provide you with coffee, tea, cake and fruit to keep you going, but no such thing as a free lunch. We'll make sure there are veggie, vegan, and gluten free options available too.

Can travel costs be covered?

We don't cover travel costs as standard. However, if you'd like to attend but think that travel to central Edinburgh would make the course prohibitively expensive, please get in touch via creativeinformatics@ed.ac.uk before you apply.

Where will the course be held?

For Creative Bridge Cohort #3, sessions will primarily be held at CodeBase, 38 Castle Terrace, Edinburgh, EH3 9DZ, with a few guest locations to be confirmed.

How do I apply?

You can apply online - [here's the application form](#). If you're unable to fill out our online application form for any reason, get in touch at creativeinformatics@ed.ac.uk. Applications for Cohort #3 close on Monday 2 December at midnight.

I can't attend from January to March. When will the next Creative Bridge course run after that?

The next Creative Bridge cohort (#4) will run from April to June 2020. Creative Bridge will run a few times a year until 2021, and we'll announce future dates soon.