

CASH FLOW

OVERVIEW

Domus Academy and The Coca-Cola Company are proud to launch:

Entrepreneurship through Design

How experimental entrepreneurship can innovate through design concepts and methodologies

MASTER IN BUSINESS DESIGN - JANUARY 2017 INTAKE

Candidates are asked to identify new business opportunities leveraging the current Coca-Cola brand values. The new business proposal will reach outside of the food and drink industry segments. Winning proposals will be visionary yet feasible, innovative yet implementable with today's technologies and current infrastructures.

The new venture could consist in a product, a service, an ecosystem, an experience, etc. It could be done as a co-branding or partnership with another brand. In that case, particular attention and sensibility will have to be paid to the strategic branding aspects in order not to dilute the image and reputation of the Coca-Cola brand. Candidates will clearly highlight the rationale of the new proposal and how it is building on the existing brand DNA and vision; the balance between creative and business aspects and finally the benefits for consumers, Coca-Cola and the potential partner.

IN PARTNERSHIP WITH

The Coca-Cola Company

COSTS YEAR O

START UP

\$32,118

MARKETING

1,849

REQUIRE

\$561,49

AUDIENCE

The competition addresses fresh graduates and young professionals coming from design and creativity related faculties, economic and human sciences, who wish to learn how to combine creativity, business and entrepreneurial mindset through a multidisciplinary approach.

JURY

Projects will be evaluated and selected by the Faculty of the Master in Business Design, Domus Academy.

REQUIRED MATERIALS

- **Written description of the project: maximum 3 A4 pages or a 10-slides Power-Point presentation (including images);**
- **Detailed curriculum vitae**
- **Motivation statement**
- **Copy of Degree Certificate**
- **Academic Transcripts**
- **Domus Academy Application Form***

The candidates are asked to send their materials in one sole file in .PDF format.

Any further attached material will be considered a plus and will be evaluated by the jury.

* **Application fee is waived for competition participants.**

PRIZES

- One scholarship covering **60%** of the total tuition fee of the Master Program
- One scholarship covering **50%** of the total tuition fee of the Master Program
- One scholarship covering **40%** of the total tuition fee of the Master Program
- Two special mentions covering **20%** of the total tuition fee of the Master Program

Prizes will be calculated on the standard tuition fee amounting to €28.600 (for non-EU passport holders - matriculation fee is not included) and €16.990 (for EU passport holders - matriculation fee is not included).

SCHEDULE

The works must be delivered to Domus Academy by and no later than **September 9th 2016**.

Candidates will be informed about the results of the competition by e-mail on **September 27th 2016**.

ENTRY DELIVERY

Projects in digital format must be uploaded to the following address:

www.competition.domusacademy.com

or sent by e-mail to:

competitions@domusacademy.it

Paper works must be sent to:

Domus Academy

Entrepreneurship through Design

Master Program in Business Design

Via Carlo Darwin, 20 - 20143 Milan, Italy

When you submit your project, you will receive a confirmation within 48 hours that your submission was received. If you do not receive a confirmation, let us know at: **competitions@domusacademy.it**

MASTER PROGRAM DESCRIPTION

Innovate. Oversee. Strategize. The Master in Business Design program creates new connections between the worlds of business and design. You'll work on projects relating to the business of design - and the design of business. Enlightening and interdisciplinary, the program focuses on how to apply design methodology, sensitivity, and culture to any business. You'll study design-driven company management as you learn to draft plans for business development, branding, marketing, and communication - for product lines, startups, and established businesses.

ELIGIBILITY

Candidates holding a first-level academic diploma or BA degree, or about to graduate within the academic year 2015/16 and with a knowledge of the English language (IELTS 5.0 academic or equivalent certificate minimum).

GENERAL TERMS AND CONDITIONS

- Every moral or authorship right as to the project remains property of the author.
- The projects sent to Domus Academy will not be returned.
- All the material must be the result of an unpublished work developed by the candidate, not to be used in other previous occasions.
- Domus Academy is entitled not to award the scholarship if the projects are deemed not to meet the suitable standards defined by the jury. The jury will judge at its own discretion and its decision is final.
- The scholarship presented in this public announcement cannot be combined with other economic reductions offered by Domus Academy.
- The scholarship will be deducted from the balance of the tuition fee.
- The assigned scholarship which will not be confirmed could be transferred to the next candidate in the ranking list.
- Participants that will be selected accept that part of their work will be published on Websites and/or Social Media channels of the institutions involved.

INFORMATION

competitions@domusacademy.it

