



DOMUS ACADEMY MILANO

The place seems perfect  
and there is plenty of  
space to start a  
conversation and work  
all together

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# ***INNOVATING BY CROWDFUNDING PRACTICE***

Academic Master's Programme and Double Award Master's Programme in  
**BUSINESS DESIGN**

FEBRUARY 2023 INTAKE

## INTRO

“As the Statue of Liberty was shipped from France, efforts to raise funds for its pedestal stalled. But thanks to a newspaper campaign and the small donations of hundreds of residents, the base was eventually built”.

(BBC News, 2013)

Crowdfunding is a way of raising money to finance projects and businesses. It enables fundraisers to collect money from a large number of people via online platforms. Crowdfunding is most often used by startup companies or growing businesses as a way of accessing alternative funds. It is an innovative way of sourcing funding for new projects, businesses or ideas (European Commission, 2022). It can also be a way of cultivating a community around your offering.

By using the power of the online community, you can also gain useful market insights and access to new customers.

## REFERENCES

*BBC News (2013). The Statue of Liberty and America's crowdfunding pioneer.*

Available at: <https://www.bbc.com/news/magazine-21932675>

(Accessed: July 6, 2022)

*European Commission. Crowdfunding explained.*

Available at: [https://ec.europa.eu/growth/access-finance/guide-crowdfunding/what-crowdfunding/crowdfunding-explained\\_en](https://ec.europa.eu/growth/access-finance/guide-crowdfunding/what-crowdfunding/crowdfunding-explained_en)

(Accessed: July 6, 2022)

## BRIEF

Do you know the most important crowdfunding platforms? What are the projects that have been successful in recent years?

Most of these platforms help bring creative projects to life by strengthening the links between makers and their communities. Think of a crowdfunding project that has been successful in the past 5 years and explain why it was successful. Explain its value proposition, which market and target it refers to and how it has differentiated itself on the market.

## AUDIENCE

The competition is open to candidates who have a first-level academic degree and/or strong background and experience in the field of Business Design who wish to take their careers to the next level.

Candidates with a background in other related disciplines and wider experience may also participate.

## JURY

Projects will be selected and evaluated by the Faculty of the Programme and the Admission Jury.

## PRIZES

- **5 scholarships** covering from **3,000€** to **7,500€** of the total tuition fee of the Academic Master's Programme.
- **5 scholarships** covering from **3,000€** to **9,000€** of the total tuition fee of the Double Award Master's Programme.

Prizes will be calculated on the standard tuition fee.

Winners will be selected through a merit-based ranking.

## SCHOLARSHIP AMOUNTS

ACADEMIC MASTER'S PROGRAMME:			
3,000€	4,500€	6,000€	7,500€

DOUBLE AWARD MASTER'S PROGRAMME:				
3,000€	4,500€	6,000€	7,500€	9,000€

## REQUIRED MATERIALS

The competition proposal should be presented in a digital project presentation, A4 format, landscape, 300 d.p.i., maximum 15 slides.

In the project, candidates should:

- select and present a crowdfunding project. Explain the criteria that motivated the choice
- explain why the project obtained excellent results (project/platform)
- illustrate its creative and business values in a clear and meaningful presentation

**The competition proposal must be accompanied by the following supplemental materials:**

- Portfolio of projects
- Curriculum vitae/resume
- Motivational letter
- Domus Academy Competition Application Form
- Copy of Bachelor's Degree or Academic Diploma (in English) or official certificate of expected graduation issued by your institution if not graduated yet

- Copy of Bachelor's Degree or Academic Diploma's official transcript/mark sheet (in English) or most updated official transcript/mark sheet if not graduated yet
- Copy of passport
- English language certificate
- Documentation regarding further courses or seminars attended (if available)
- 2 reference letters (only for Double Award Master's Programmes candidates)

*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.*

## SCHEDULE

The works must be delivered to Domus Academy by and no later than **October 7<sup>th</sup>**.

Candidates will be informed about the results of the competition by e-mail within **November 2<sup>nd</sup>**.

## ENTRY DELIVERY

All the required materials in digital format should be uploaded to this page:

[competition.domusacademy.com](https://competition.domusacademy.com)

An e-mail of confirmation will be sent to candidates within 48 hours from the receipt of their materials.

In case candidates do not receive any confirmation, they have to write to: [competitions@domusacademy.it](mailto:competitions@domusacademy.it)

## PROGRAMME DESCRIPTION

The Master's Programme in Business Design creates new connections between the worlds of business and design.

Students will work on projects relating to the business of design and the design of business. Enlightening and interdisciplinary, the Master's Programme focuses on how to apply design methodology, sensitivity, and culture to any business.

Students will study design-driven company management as they learn to draft plans for business development, branding, marketing, and communication for product lines, startups and established businesses.

## ELIGIBILITY

Candidates already holding a first-level Academic Diploma or Bachelor's Degree, or who are about to graduate within the Master's Programme beginning, and, in any case, within the Academic Year 2022 - 2023 (prior check with Admission Office).

Bachelor's Degree or Academic Diploma not lower than 2:2 (British undergraduate degree classification) for Double Award Master's Programmes candidates.

Students holding a Bachelor Degree lower than 2:2 will be asked to take an admission interview and they must prove also one year of professional experience.

English language requirement:

- IELTS 5.0 for Academic Master's Programmes
- IELTS 5.5 both overall and in every single part for Double Award Master's Programmes

Participants not holding the official entry requirements may be evaluated for the Diploma Programme and, at the end of the course, will receive a Domus Academy Diploma, prior check with Admissions office before applying.

Please write to: [competitions@domusacademy.it](mailto:competitions@domusacademy.it)

## 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.
- If a candidate declines a scholarship offer, the scholarship will be transferred to the next candidate on the list.
- Selected candidates accept that part of their work can be published on Websites and/or Social Media channel.



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