

Artful Innovation™: Participant Brief



Artful Innovation™ 2017 is a 5-day intensive course that will support small creative technology businesses in the interrogation of their practice and the development of a robust business case for investment. The term was coined to describe the fusion of arts and technology in a process of taking ideas into marketplace reality.

"This nexus of art and technology is how Britain will pay her way in the 21st Century."

Matt Hancock, Minister for Digital and Culture, 9 Sept 2016



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**ARTS COUNCIL
ENGLAND**

**UWE
Bristol** | University
of the
West of
England

When

Artful Innovation™ 2017 will take place from Saturday 18 to Wednesday 22 Feb 2017.

More about the programme

The programme will provide participants with the opportunity to develop new frameworks to pressure-test their thinking. It will take ideas from product/ service concept to building a value proposition with real marketplace traction, to being able to fund future development. Its interactive design will support and challenge participants to build business fitness into their ambitions.

Participants will come with ideas or existing concepts that they want to develop and be willing to enter into a journey of learning, sharing, building and evaluating, to create a robust framework that they can deploy to build on their ambitions after the programme has concluded.

The programme is co-designed and delivered by Watershed and consultant Stephen Gatfield (biography below). We will bring together a group of tutors and mentors ranging from leading international experts to entrepreneurs who have developed their businesses through Watershed programmes. Suggested tutors include Greg Taylor (Elmwood Studios), Tracey Fellows (The Future Laboratory), Jonathan May (Hubbub), Rohan Gunatillake (buddhify), James Touzel (TLT Solicitors), Paul Archer (Daredevil Project) and Alex Fleetwood (Sensible Object). A framework for the Programme is included below.

Who should participate

We are looking for participants with a can-do, collaborative attitude, who have one or more great ideas in development. The course is specifically designed for companies with a mix of creativity and technology in their ideas.

The course is designed to support those who have formed, or are ready to form a company. The course supports teams, rather than individuals. This is a task-based programme, so participants will be expected to attend in teams of 2-3 people, to undertake active learning with colleagues.

Where

Artful Innovation™ will take place across a range of venues in and around Bristol. Each venue will be carefully chosen to enable different types of thinking.

About Watershed and Consultant Stephen Gatfield

Watershed is an art + technology producer, sharing, developing and showcasing exemplary cultural ideas and talent. Curating ideas, spaces and talent, Watershed enables artistic visions and creative collaborations to flourish. Watershed is rooted in Bristol but places no boundaries on its imagination or desire to connect with artists and audiences in the wider world.

<http://www.watershed.co.uk>

Stephen Gatfield is a highly experienced senior management executive with many years in running global agency networks. His extensive involvement in emerging media during his time running corporate development at IPG led him to become an active angel investor in behavioral analytics, mobile, online video and social media ventures and most recently IoT. Stephen serves on the boards of Open Slate, Sum.tv, Sensible Object and Believe Entertainment. He has extensive experience of building successful business ventures across the digital spectrum. He is an adviser to Bristol University on the development of their new Centre for Innovation and a director of the Watershed Arts Trust. He is a graduate of Bristol University, IMD and an alumni of The MIT Martin School for Entrepreneurship

Stephen was Chief Operating Officer of Leo Burnett Worldwide from 2000-2003 and spent 18 years at Burnetts in a number of key roles including 4 years as Regional CEO for Asia Pacific. Stephen joined Interpublic Group in 2004 as EVP for Strategy & Innovation and was responsible for the expansion of IPG's international footprint in India and Brazil. Stephen was asked by IPG to lead the turnaround of Lowe Worldwide in 2006 and turned a multi-million dollar loss-making network into a profitable and growing business. Lowe Worldwide was acknowledged by Ad Age as their turnaround agency of the year in 2009 and is now Unilever's largest global agency partner and a top tier creative award-winning business. Under his leadership agencies that have won many Gold Lions and 2 Cannes Grand Prix.

What's on offer?

Participation in Artful Innovation™ offers:

- A subsidised place on the course for you and your team*
- Lunch each day and one Salon Dinner event
- Opportunity to focus intensively on the development of your company
- Structured process featuring talks, workshops and development time
- Travel and accommodation bursaries are available for teams travelling from outside the Bristol city region whose business is not in profit.

** The cost of supporting a team on the course is £3250, of which £3000 is funded.*

What do we expect from participating teams?

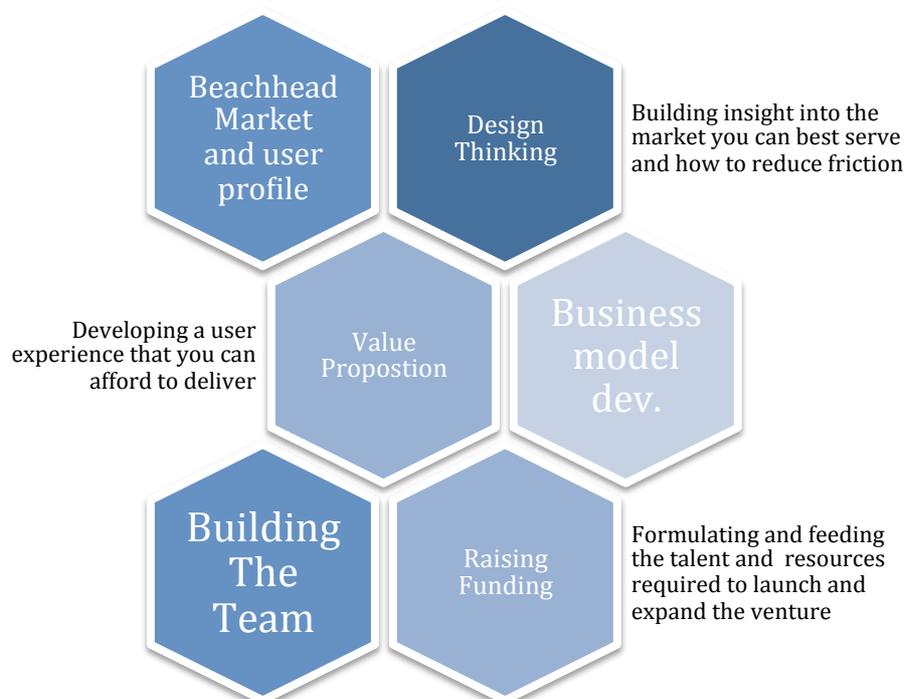
- A contribution of £250 per team towards course fees*
- Full participation in all activities, by all team members
- A willingness to contribute, share and be open to new ideas and approaches
- Participation in a short evaluation process after the course concludes
- Report on impact of the programme annually for 3 years

By the end of the programme participants will have:

- A clear sense of what is important to get right as they approach their venture

- A robust understanding of how to define and prioritise their key target markets for launch and development
- A strategic approach to multi-sided platform market development that requires alignment of stakeholder interests
- A framework for compelling value proposition development that ties to driving engagement and advocacy amongst users
- An opportunity to test hypotheses and approaches in an informed and supportive learning environment
- An appreciation of how to build and align a management team that can succeed
- A clear grasp of the diversity of funding sources for new ventures and how to successfully secure different streams of funding
- Have developed a peer community of companies in a similar position for ongoing support

Programme Framework:



Timetable

Open for applications: 24 Oct 2016

Application deadline: 10am, Monday 05 Dec 2016

If your application is successful, you will hear by: Tuesday 13 Dec 2016

Interviews: 23 or 24 Jan 2017

Course: 18-22 Feb 2017

Eligibility

We will consider applications from:

- Companies or freelance teams who use a mix of creativity and technology in their work;
- Companies or freelance teams nominated by a hub partner;
- Applicants must apply with a team.

Applicants must meet all of the above criteria to be eligible for inclusion on the course. No other applications will be considered. If you are unsure whether your team is eligible to apply, please contact Jo Lansdowne (contact details below).

We welcome applications from people of all backgrounds and Deaf or disabled practitioners.

Assessment Criteria

- Does the company put forward a strong case as to why this course is relevant at this time?
- Will the course develop the company in the medium to long term?
- Is the proposed team a strong combination of people and skills?
- Does the company advocate an open and generous approach?
- Is it likely that participation in Artful Innovation™ will have impact beyond the timescale of the course?

How to apply

Expressions of Interest for inclusion on the course will be accepted from companies who have been nominated by a partner hub, these are:

- Fusebox, Brighton <http://fuseboxbtn.tumblr.com/>
- Makerversity, London <http://makerversity.org/>
- Mad Lab, Manchester <https://madlab.org.uk/>
- Creative Cardiff <http://www.creativecardiff.org.uk/>
- Near Now, Nottingham <https://nearnow.org.uk/>
- Glasgow School of Art <http://www.gsa.ac.uk/>
- Pervasive Media Studio Bristol <http://www.watershed.co.uk/studio/>

To apply, please complete and submit an online Expression of Interest form by visiting: <https://watershedbristol.typeform.com/to/ScW7Le>

The deadline for submissions is: 10am, Monday 05 December 2016

We realise that completion of text-based forms doesn't necessarily suit everyone. If you would like to submit an application in a different format, please contact Jo Lansdowne to discuss possibilities.

Talk to us

If you have any questions or things you would like to discuss, please contact Watershed's Creative Programme Manager Jo Lansdowne at jo.lansdowne@watershed.co.uk.