

Terms of collaboration in the Creative Link programme

First meeting

The first meeting with your main coaches will be used to better understand your situation, your goals, and questions – and to develop a strategy. If after this first meeting, you or we think some other programme of the Creative Hub (e.g. Created Committed) would be better suited for you or if we think your project does not have the potential (yet) to be put on the market, you or we can decide not to proceed with the process of coaching and go our separate ways.

Main coaches and other experts

Each participant of CL will receive two main coaches, one with expertise in the area of business administration, the other in design. Your main coaches are responsible for managing the process of your personal coaching journey. With them you will plan, who else you should see. However, to the main coaches you go back from time to time to reflect how things are going, and whether you are still on track (overall its 5 – 10 coachings). The assistant of the Creative Hub will make the connections to the other experts just in time.

What you can expect

Our experts will coach you as best as they can and – if possible – even give you advice, on whom to contact (distributors, manufacturers, etc.). However, you yourself will have to make the actual “steps”. If necessary, a coach can accompany you to an important meeting with a manufacturer, buyer or retailer; however, this is the famous exception to the rule. Also: Since the world of design is broad and the trades connected to it are manifold, our experts can’t possibly know all there is to know. However, much of their expertise can be applied to many different situations.

What we expect

Given our investment in your project, we expect that you are and stay equally committed as our experts. There are many things in creative entrepreneurship that cannot be calculated in advance and there are also risks involved. We are there to discuss with you opportunities and risks and to support your decision-making but without you giving it a real push from your side nothing will happen. (See also “First meeting”.)

Seed Money

If you participate in CL you are **not** automatically eligible to apply for seed money. There are certain conditions connected to it:

- First of all, seed money intends to support the initial steps of growing a sustainable viable business (such as the production of a small batch to test the market or the manufacturing of a prototype to find an investor). The Creative Hub (CH) does not support single events, since it is not like other institutions in Switzerland a cultural sponsor such as the different Design Awards.
- The eligibility for seed money is the result of the coaching process. There needs to be a realistic budget, product, or sales strategy of how you want to generate revenue with your project.

- Seed money is a short-term loan of money and is refundable. This means it has to be paid back. However, the terms of payback can be negotiated.
- Seed money is comparable to a micro credit of around CHF 3'000-6'000. However, no interest rates are charged. So seed money is a start-up aid. If more funding is needed, we will help with the search.

Website

We will put your project on our website with the most basic information. There will be a status update for each project from time to time (e.g. whether it's in the funding stage, the search for a distributor, etc.) We will actively promote the projects via the website.

Tracking

We will track, how the projects and your business progresses during the coaching and how it develops afterwards because we want to provide examples of good and successful practice for the public and for policy makers. So you will also contribute to later projects of many other Swiss designers.

I hereby accept these terms of collaboration.

Name:

Place and date:

Signature: