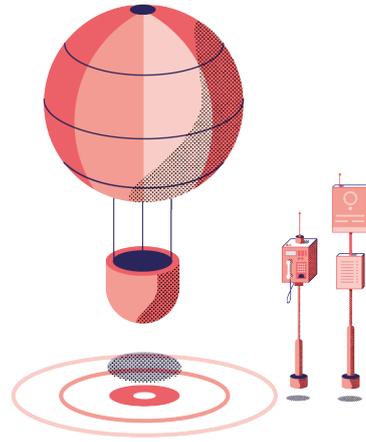




The Creative Tour - A success in the remake



On the 2nd of May, The Creative Tour is coming back to start a new search for people who are aspiring in developing and shaping their creative ideas for a smarter society. In Sweden, the first tour initiated back in 2016 in what was then called Barcamper. Over the course of that week, 82 entrepreneurs were given the opportunity to present their ideas to business coaches and international investors and 55% of the participants were women.

-It was intense, challenging and in the end very successful. It's unbelievable what potential there is in Skåne. We're looking forward to carrying through a new tour and utilise the experience garnered from the first to improve the concept and become even better, says project manager Lars Mattiasson, who manages The Creative Tour and the area of SMEs at Future By Lund.

With a solid team of both local and international investors and business coaches, we'll be visiting different places in Skåne to invite startups, entrepreneurs and businesses to present their idea over a cup of coffee. A selection of these participants will also be enrolled in a mentor program, called The Creative Bootcamp, where they'll receive individual help to accelerate their ideas with the support of experienced business developers and investors. The end goal is the development of ideas and companies, finding the right financing options and removing the thresholds for creating good meetings.

Former tour participant Sofie Woge with a degree in industrial design at Lund university, fashioned her degree project at NASA in Houston. Her idea involved a robotic glove with a built-in resistance and the ability to strengthen the muscles for people with weak hands.

The Creative Tour was the first real environment where I pondered the idea of starting a company. It was important for my self-confidence and from the tour I went from conceptualising to concrete

action, says Sofia Woge.

Sofie has consequently started the company Tendo and is now working full-time with a team of three people at Odense Robotics. They've also garnered international investments in the multimillion-class and received the Odense Entrepreneurship Award at Odense Entrepreneur Festival of 2017.

The first landing site will be at Skånemotors premises on the 2nd of May. It totally fits the bill and it's perfect that we'll be able to work together to create exciting meetings and energy. We all want Skåne take off to new heights, says the founder of Skånemotor and known entrepreneur Johan Wester.

The Creative Tour has a strong international focus and ties to international networks. It will also collaborate with Businessinlund.se; a new marketing platform in English, which Lunds municipal department of trade and industry will be launching to spread knowledge about Lund and to attract more international enterprises and talents to the city.

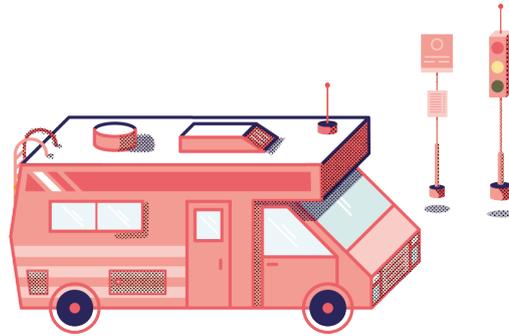
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Facts & Background



The first tour was carried through in 2016 and was then named Barcamper. During the week the tour traveled the region, it gave 82 entrepreneurs the chance to present their ideas to the Barcamper crew. In summary, 20 solid ideas and concepts took it to the final weeks of the accelerator. The Creative Tour/Barcamper in 2016 visited six places i Skåne and had a participation rate of 55% women.

This years tour is conducted with the support of Lund municipality and Vinnova through Future by Lund and SOM (Smarta Offentliga Miljöer). The project is also works in conjunction with actors in the region who offers support activities for entrepreneurs, local and international investors and with researchers from Lund University, Sten K Johnson Centre for Entrepreneurship.

Barcamper was initiated by Gianluca Dettori at the Italian venture capital company DPixel in Milano. Since its founding in 2012, the Barcamper has traveled to 200 different places, met 3400 entrepreneurs and evaluated more than 2000 business ideas. The people who's gone through the Barcamper process amounts to 360. We've also concluded that 300 new jobs were generated and 130 million SEK had been invested in 51 companies between the years of 2012 and 2015. The foundation Barcamper Ventures was founded that today manages 300 million SEK.

Lund municipality, through the department of business and trade, handles a range of initiatives for increased sustainability and growth together with different partners. Among these are Future by Lund, an innovation platform that includes Lund University and an additional 30 partners from business and public sectors, e.g. Region Skåne, Vinnova, Eon, Kraftringen, Siemens, Schneider Electric, Midroc, Skanska, Akademiska Hus, Ideon, Scandinavian Science Village, Trans Europé Halles and more, who are operating both locally and internationally. Within the scope of the innovation projects you'll find Smarta Offentliga Miljöer

(SOM)(eng. Smart Public Spaces) with a focus on digitalisation, test bed and an open sensory infrastructure network. The project works with a 20-something partners such as Telia, Sensative, Ericsson, ABB, Sensefarm, Trivector, Malmö Stad and Lund University.

The scope within the growth of business and trade in Lund also includes the International Citizen Hub that works with talent development and the new english marketing platform Businesslund.se that is directed towards driving international enterprises and talents towards lund. At Businesslund.se we want to raise awareness around the possibilities and stories about innovations and entrepreneurs in Lund.

www.futurebylund.se
www.internationalcitizenhub.com
www.businessinlund.se
www.thecreativetour.se
www.barcamper.se

In the convergence between ideas and driver for action we create the future of Lund. Being yourself and developing together with others. Lund - the city of ideas - inhabits 115 000 citizens and is Sweden's twelfth biggest city. As an employer, the municipality currently has around 9 000 co-workers.

