



**TARTU CENTRE  
FOR CREATIVE  
INDUSTRIES**

Tartu Loomemajandus-  
keskus

**COLOUR  
YOUR  
IDEAS**

# Tartu Centre for Creative Industries

## Tartu CCI

Incubation services:

Competition to enter the incubator, 2 calls per year

- pre-incubation 3 months
- incubation 2+1+1 years
- post-incubation (mentoring)

Services connected to infrastructure: low rent & telecommunication and other services.

Consulting and networking: business consulting, trainings, etc.

## Tartu CCI 2009-2013

- Over 200 people in pre-incubation, 98 business plans, 80 new companies.
- 41 companies in incubation, over 60 jobs.
- 100% of new companies still active after 3,5 years.
- Companies at TCCI = 5% of all companies established in Tartu
- 2011-2012 owners of 80% of companies at TCCI are women and 90% of owners are under 40.

## Tartu CCI (3) Tips and Tools

- (1) Creating an Entrepreneurial Culture
  - building an eco-system (exterior)
  - creating an atmosphere (interior)
- (2) Entrepreneur Selection Process
  - entrance criteria
  - pre-incubation period, entrepreneurial support
  - business plan, access to capital
- (3) Marketing and Public Relations
  - raise visibility
  - find right clients