



Presentation

Toolkit and Materials

After exploring this toolkit, we invite you to visit our official website

creativelab.com

for additional resources and to setup an online account in order to host a CTL in your community.





Toolkit and Materials

**Methodology program to implement a Creative Tech
Lab (CTL)**

(For Public and Private Sector)



Baseline Knowledge

1. **Creative Economy** : The creative economy encompasses the set of activities that transform ideas into cultural and creative goods and services whose value is or could be protected by intellectual property rights.
2. **Bootcamp** : A bootcamp is an intense and focused training program aimed at teaching specific skills in a short time.
3. **Prototype** : A prototype is a preliminary model or sample of a product, system, or concept created to test and validate ideas, design elements, and functionality before full-scale production or development.
4. **Startups** : Startups are newly established, often technology-driven companies or businesses with innovative ideas and a scalable business model, typically seeking rapid growth and aiming to disrupt existing markets or create new ones.
5. **Gender diversity** : Gender diversity means having a variety of gender identities and expressions, promoting inclusivity and equal opportunities for everyone.





Context and Description

The cultural and creative industries (CCIs) have been an important long-standing contributor to national and global economies but consist mainly of small and informal businesses. The pandemic Covid-19 increased vulnerabilities for creative entrepreneurs, especially women whose burden of care and other responsibilities grew; and accelerated digital adoption among consumers. However, many creatives struggle to use digital tools effectively, lacking knowledge and adaptation skills. Bridging these gaps requires interventions to engage creatives in developing digital innovations to recover from the crisis and leverage digital opportunities.





Context and Description

The IDB's Creative Tech Lab (CTL) is seeking to close the gaps and to support creative firms in realizing the full potential of digital technology for the creative industries. The CTL is a methodology for an open collaboration tool that brings together diverse individuals interested in designing the future of the creative industries. It exposes creative entrepreneurs to digital technologies available for generating and improving sustainable revenue flows.





Context and Description

Considering the relative success of the previous pilots in Jamaica (2019), Haiti (2020), Trinidad & Tobago (2021), the IDB and Banj work together to offer a unique methodology that addresses lessons from past and build the capacity of public and private institutions to expand their reach and support innovation and entrepreneurship in the creative sector. The methodology expand the use and adoption of digital technology by the creative industries by promoting profitable business models that utilize innovations and technologies that result in added value and increased competitiveness of creative entrepreneurs.





Context and Description

The IDB has decided to make this methodology available to anyone in the creative economy sector wishing to host a CTL, so that they have access to the necessary knowledge to effectively connect creators and developers and thus accelerate the development of the creative economy. To help you with the process of implementing a CTL, the IDB worked with Banj, an entrepreneurship hub in Haiti to create this toolkit, a self-learning guide that provides all the essential information needed to successfully host the CTL in your country/region.





Context and Description

You can use this toolkit to:

- Identify key elements that can help you plan the administrative and logistics process.
- Engage new partners
- Select developers and creatives
- Organize your bootcamp
- Keep track of each activity
- Mobilize the ecosystem





Sections

To ensure that you capture every detail of each step in hosting your own CTL, this toolkit is divided into eight specific sections:

1. [Overview of the Creative Tech Lab](#)
2. [Planning and preparation](#)
3. [Operations](#)
4. [Gender Inclusion](#)
5. [Selection process](#)
6. [Bootcamp](#)
7. [Reporting](#)
8. [Incubation](#)





1 Overview of the Creative Tech Lab (CTL)





Overview of the Creative Tech Lab (CTL)

- Description of CTL
- Origins of CTL
- CTL in Jamaica
- CTL in Haiti
- CTL in Trinidad & Tobago
- Lessons learned from Past CTLs
- CTL 2.0 : Pilot program in Honduras & Jamaica
 - CTL 2.0 : Pilot program lessons learned



Description of CTL



The CTL is a methodology for an open collaboration tool that brings together diverse individuals interested in designing the future of the creative industries. It exposes creative entrepreneurs to digital technologies available for generating and improving sustainable revenue flows.

Description of CTL



The CTL supports innovation and entrepreneurship ecosystems by

- Getting the right people together (such as artists, technologists, entrepreneurs, investors, policymakers, influencers and civic leaders).
- Creating an innovative tools allow people to collaborate, experiment, and prototype innovative solutions.

Description of CTL



The CTL supports innovation and entrepreneurship ecosystems by

- Identifying and proposing solutions to problems faced by the creative industries.
- Enhancing the growth of creative enterprises (i.e., creating new, innovative outputs and improving productivity and growth amongst creative entrepreneurs and creative firms).
- To discover more about CTL: [Click here](#)

Origins of CTL



These stimulating initiatives built on the experience of the Open Music Initiative's 2017 Summer Lab where three Caribbean artists visited the MIT Media Lab in Boston to contribute to and explore the application of blockchain technology to the music industry.

Click here to watch the Open Music Initiative summer lab 2017:

"New Technologies and the Creative Industries: The Caribbean Experience at the Open Music Initiative Summer Lab 2017"



CTL in Jamaica (2019)

This was the first CTL that the IDB's Competitiveness, Technology, and Innovation Division (CTI) piloted and involved 20 competitively selected persons and 12 speakers from Bahamas, Jamaica, Suriname, and Guyana. For the first time in the Caribbean, developers (i.e., coders and web designers) teamed up with creative artists (in this case, musicians) to partake in an engaging four-session design sprint aimed at addressing musicians' compensation and monetization of intellectual property.

Recap video Link : [Click here](#)





CTL in Jamaica (2019)

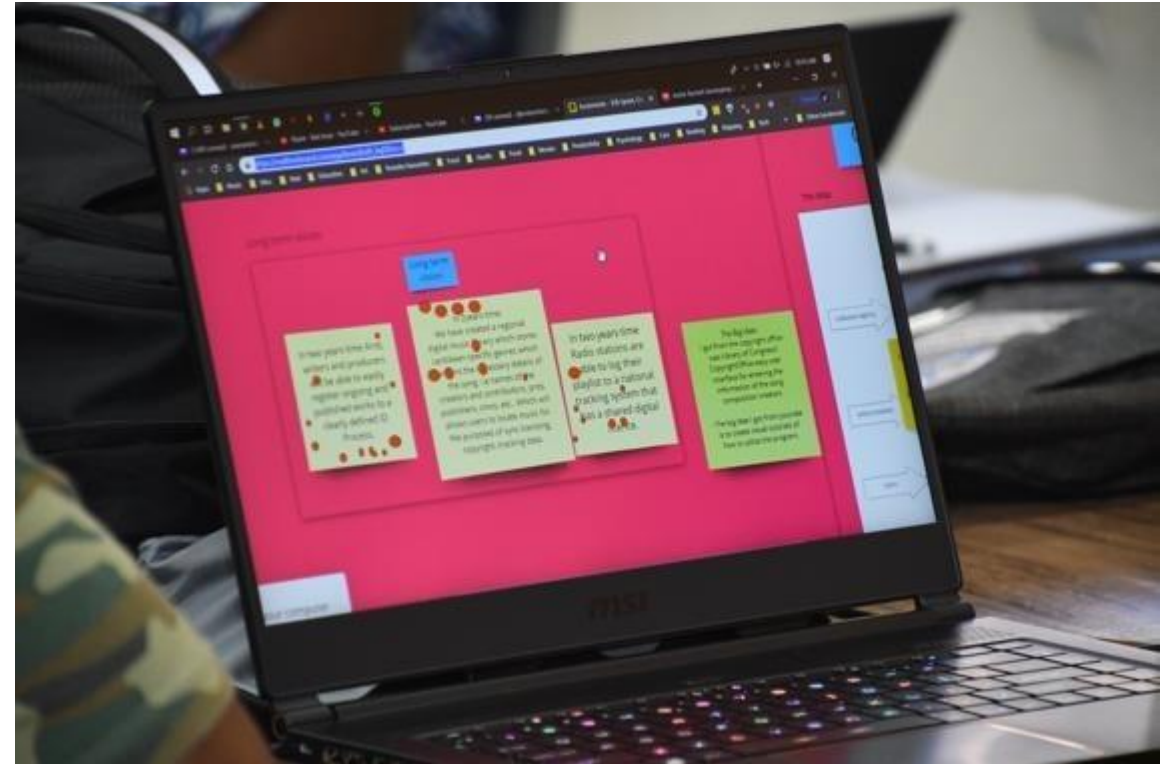
Three innovative prototypes emerged in this edition, each addressing a different problem:

- **Airplay Dashboard:** an application that allows artists to keep track of the performance of their songs based on airplay data.
- **Notification Experience:** an application that coordinates the agree/dispute process around song splits.
- **Show My Splits:** a mobile application designed to help collaborators easily manage the setup of new song splits.





CTL in Jamaica (2019)





CTL in Haiti (2020)

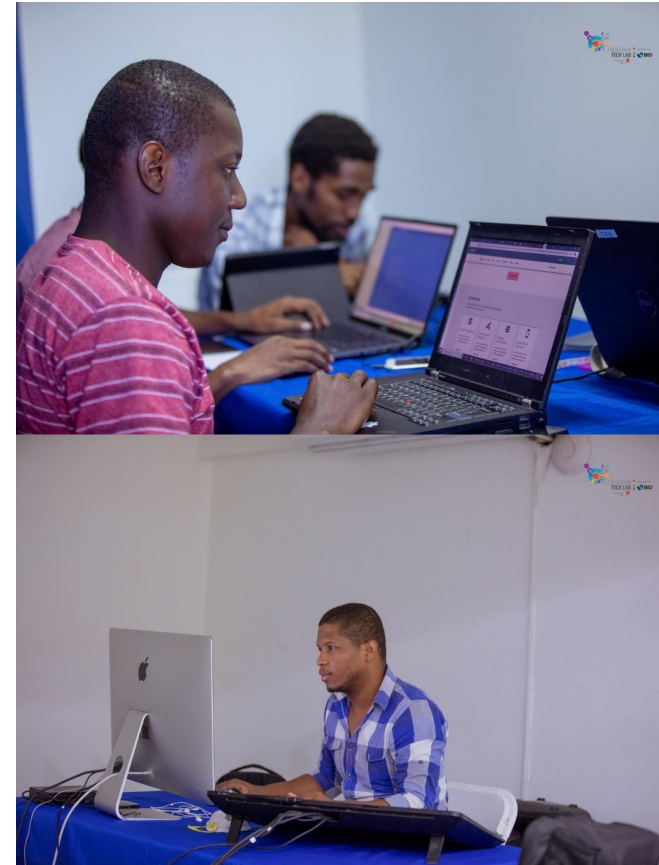
It involved approximately 100 hours of online information sessions (regarding design thinking, data science, and augmented reality, among others) and prototype-building days. It included partners such as Facebook, Google, Local Government, and the American Chamber of Commerce (which financed a 3-month incubation for the 4 finalist teams). Following 227 applications, 30 finalists were selected, and four prototypes were built.

Recap video Link : [Click here](#)





CTL in Haiti (2020)





CTL in Trinidad & Tobago (2021)

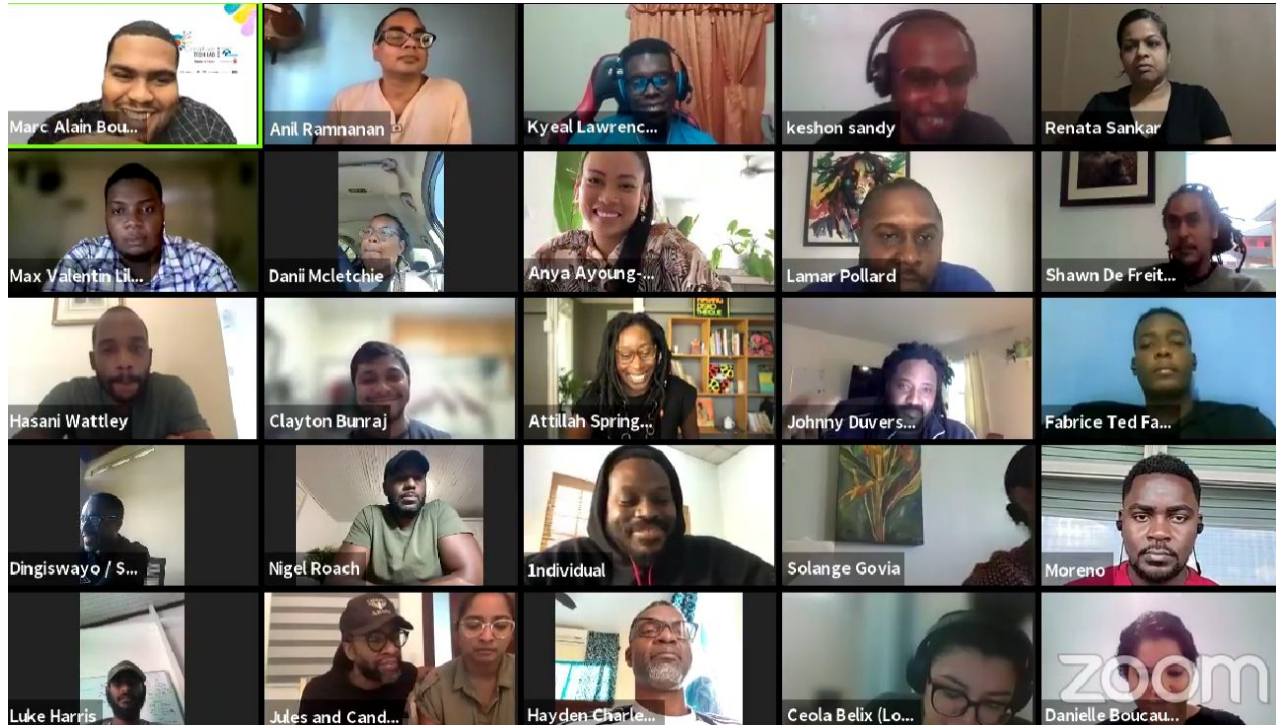
This CTL aimed to connect creatives and developers and stimulate innovation and creativity that would lead to the co-creation of innovative online carnival experiences that support the digital economy of Trinidad and Tobago. It included partners such as LoopTT, Facebook, and Cariri's Idea Advisory Services (IAS) program, and it was led by Cariri and the IDB Lab.

Recap video Link : [Click here](#)



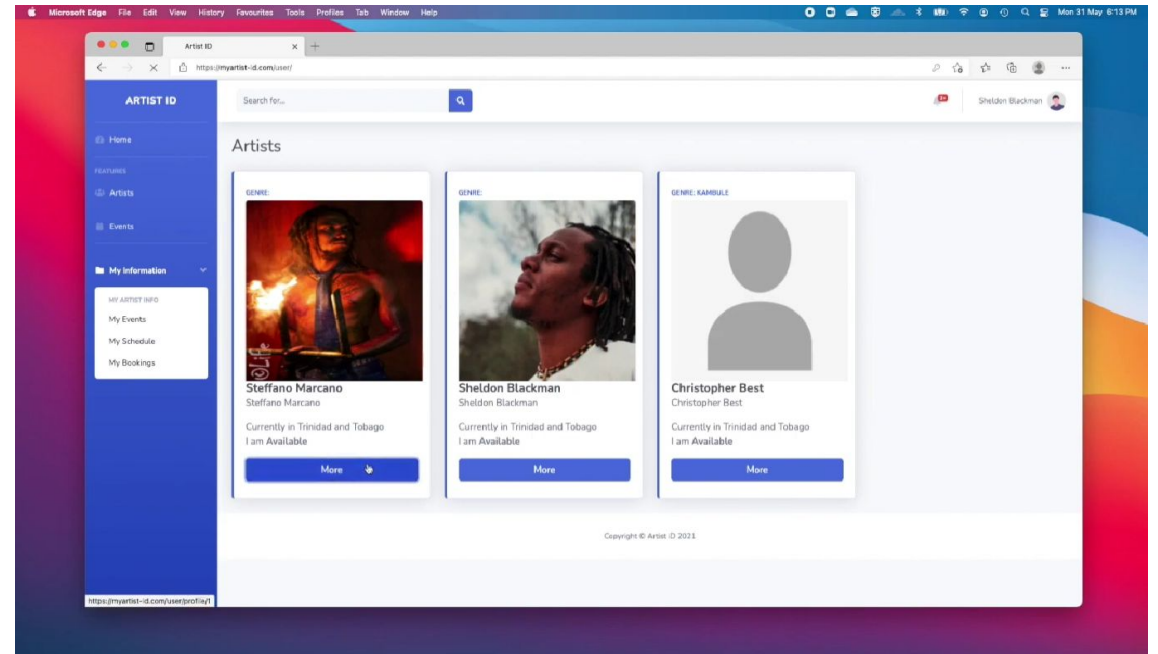


CTL in Trinidad & Tobago (2021)





CTL in Trinidad & Tobago (2021)



Lessons learned from Past CTLs



Keep the bootcamps engagement high!

Always make sure that bootcamps are hosted by highly motivational and passionate individuals/teams that can motivate all participants.



Lessons learned from Past CTLs



Explore more relevant topics

Create frameworks for the selection of topics or crowdsourcing to identify the needs of the Creative Sector in each region before engaging with a CTL bootcamp.



Lessons learned from Past CTLs



Selection of participants by reference and open application

Referrals favor seniors in the ecosystem, missing potential rising stars. Open Selection encourages self-identification but may miss seniors, business owners, or known creatives who lack time/confidence to apply. Indeed, host institution should select participants according to both formats.



Lessons learned from Past CTLs



Need more integrated ecosystem participation

Host institutions need to have an ecosystem approach and show convening power and incentives to leverage CTL as a tool to engage the entire creative ecosystem when organizing a bootcamp in their locality. That includes Government, Funding, Universities, Entrepreneurs and Corporates.



Lessons learned from Past CTLs



Lack of Support for Startups

- ❑ Include strong business trainings and go to market testing in the bootcamp programs.
- ❑ Identify incubator partners from the beginning to provide follow up support after the bootcamps.
- ❑ Make sure funding opportunities are accessible after the lab.





CTL 2.0 : Jamaica & Honduras

The CTL 2.0 is a new methodology that aims to incorporate the lessons learned from past CTLs and best practices that can make CTL more innovative. It aims to enable organizers to embed programs in local and regional ecosystems, sustain initiatives from bootcamps as outputs across editions, and facilitate gender inclusion.

To test this approach, the IDB decided to organize a pilot program in Honduras and Jamaica, led by Banj, incorporating lessons learned from previous evaluations, including support for incubation, acceleration, and gender mainstreaming. To achieve the goal of this edition, Banj strategically partnered with two key organizations: Kingston Creative in Jamaica and UTH Avanza in Honduras.

Recap Video : [Here!](#)





CTL 2.0 : Pilot program in Jamaica & Honduras

Launched on September 25, 2023, the program had a diverse cohort, including 12 participants from Honduras (25% female) and 10 from Jamaica (60% female). The training sessions, featuring 19 speakers, covered various sectors such as the Jamaican creative ecosystem, intellectual property in the arts, cryptocurrencies, innovative product development, technology marketing strategies, and tips for success in the CTL project. Seven projects were submitted, with five selected for further development.

The Build Days, mentoring sessions, and project pitching culminated in a hybrid closing ceremony on October 20, 2023. The initiative reached 1,838,134 people through social networks, with a 76% average satisfaction rate among participants. Notably, participants secured positions in pitch programs, illustrating the tangible impact of acquired skills in various sectors.





CTL 2.0 : Pilot program lessons learned

During the CTL 2.0 pilot in Jamaica and Honduras, we learned 5 key lessons from the experience:

1. Holistic time management for CTL success:

- Coordinating schedules was challenging and highlighted the need for effective time management.
- Individual availability and different schedules need to be considered for future CTLs.
- Clear breaks and transitions are critical to an effective and enjoyable learning environment.
- Proactive time management anticipates and prepares for cultural and scheduling differences.





CTL 2.0 : Pilot program lessons learned

2. Adapting to post-COVID realities:

- The pandemic highlighted the need for technological solutions.
- Flexibility and more time are essential post-COVID for participant engagement.
- Adapting to changing contexts and allowing participants to balance their responsibilities is critical.

3. Resource allocation for campaign improvement:

- Strengthening resource allocation for promotion improves participant diversity.
- Broad partnerships with media, institutions and stakeholders are essential to mobilize the ecosystem.





CTL 2.0 : Pilot program lessons learned

4. Foster effective communication: A Unified Language Approach:

- Organizing the CTL in both English and Spanish created networking and team-building challenges.
- The language barrier hindered collaboration and the effective exchange of ideas.
- Suggests a shift to a unified language approach for future CTLs.
- Conducting the program in a single language streamlines communication, improves team dynamics, and fosters inclusivity.

5. Cultural Insight as a Pillar for Successful CTL Launch:

- Two different cultures highlighted the importance of conducting a cultural study before launching a CTL.
- Understanding the cultural landscape is critical to designing a culturally sensitive and relevant program.





CTL 2.0 : Pilot program lessons learned

6. Importance of Copyright

- The importance of copyright awareness for smooth collaboration.
- The need for clear communication prior to the bootcamp to ensure a focused post-bootcamp phase.
- The importance of a common understanding of intellectual property rights among participants.

7. Managing Hybrid Activities

- The challenge of balancing online and onsite participant engagement in a hybrid format.
- The need of specific strategies such as transparent communication, balanced interaction, and appropriate use of technology.
- The importance of addressing potential differences between physical and virtual participants.





CTL 2.0 : Pilot program lessons learned

8. Testing requirements and guidelines for online platforms:

- Online platforms can fail during sessions for technical reasons.
- The need for rigorous testing and guidelines before implementing activities through digital platforms.
- The need to establish a clear guidelines for the use of digital platforms to ensure common understanding and minimize the risk of failure.





2

Planning and Preparation





Planning and Preparation

- Exploring themes for your CTL
- Choosing a bootcamp format
 - In Person
 - Virtual
 - Hybrid
- Team Building
- Mobilizing the ecosystem
- Securing vendors
- Communication and Marketing
- Tools template
 - Timeline
 - Agenda of bootcamp
 - Brand Tools
 - Budget





Exploring themes for your CTL

The goal of the CTL is to bring creatives and developers together. Creatives and developers need to be brought together for a cause. You need a theme.

You can choose a specific industry, sector, technology or community to choose the right theme for your CTL. Industry-specific solutions are designed for a specific industry; sector-specific approaches take a broader perspective and encompass multiple industries within a specific sector; technology-specific tools are tailored to specific technology areas; and community-specific initiatives address the unique needs of specific groups based on shared characteristics or interests.

For example, in CTL Jamaica, we had the music industry, which is a specific industry. In the Trinidad and Tobago edition, we had carnival as a sector-specific.





Exploring themes for your CTL

- A. Industry specific: Here are 9 industries identified by Discovery Creatives careers (<https://discovercreative.careers/about/>) as core to the creative economy:
- Music, performing arts, like acting, and visual arts, like painting
 - Crafts, such as weaving, furniture-making and jewellery-making
 - Film, TV, animation, visual effects, video, radio and photography
 - Video games, virtual reality, and extended reality
 - Museums, galleries and heritage, such as stately homes and cathedrals
 - Publishing and libraries
 - Design, including product design, graphic design and fashion
 - Architecture
 - Advertising and marketing



Exploring themes for your CTL

- B. Sector specific: Ex. Carnival, Tourism, Urban development etc.**
- C. Technology specific: Ex. Artificial Intelligence, Information technology, Entertainment, Blockchain, Fintech etc.**
- D. Community specific: Ex. Cross regional, Creative association, Municipality, Developer club etc.**

The choice of your theme must be researched to make sure that it is addressing a relevant problem in the ecosystem where you are implementing your CTL.



Exploring themes for your CTL

After carefully selecting a theme that aligns with your expectations, the next step is to seamlessly integrate this theme into your own CTL. This involves a series of strategic actions:

1. Make sure that the team consist of experts, facilitators, and organizers who possess the necessary skills and knowledge related to the chosen theme.
2. Ensure that the team are not only experienced but also passionate about the cause, as their enthusiasm will be contagious and motivating.
3. Establish connections with organizations, community groups, and individuals who are actively engaged in addressing the same issue.



Exploring themes for your CTL

Other strategic actions:

1. Create a comprehensive list of topics to be covered during networking and training sessions that are closely related to the selected theme.
2. Give participants comprehensive and relevant insights, equipping them with the knowledge and skills required to make a meaningful impact in the specific area of focus.
3. Encourage them to actively engage in the program by providing opportunities for hands-on learning, group projects, and mentorship.
4. Emphasize the real-world application of their knowledge and skills to create tangible solutions within the chosen theme.



Choosing a format

A CTL can be held In Person, Virtual or Hybrid bootcamp

- **In person bootcamp require all the attendees to be located in a physical venue at the time of the bootcamp**
- **Virtual bootcamp are those in which everyone attends online**
- **Hybrid bootcamp integrates in-person and online elements, offering some program components physically and others virtually.**

You must identify the format of the bootcamp to facilitate planning of the different activities, as well as the mode of communication.



In-Person Format

If you choose an in-person format, you must carefully consider the following requirements:

- **Secure space/venue that can bring people together:**
 - ❑ **Plenary room (for opening and closing ceremony)**
 - ❑ **Breakout rooms (for teams)**
- **Access to a sound system including a screen to allow participants to pitch their prototype**
- **Access to food for the entire session including**
 - ❑ **Kick-off event**
 - ❑ **Trainings**
 - ❑ **Breakout rooms**
 - ❑ **Official events**
- **Access to a parking for participants**
- **Secure photographers and videographers**



In-Person Format

Choosing in person format could provide these following advantages and disadvantages :

- **Advantages**
 - Provides face-to-face interactions and relationship-building opportunities.
 - Participants are physically present, leading to higher engagement.
 - Real-time feedback on presentations and prototypes.
 - Promotes team bonding and a lively event atmosphere.

- **Disadvantages**
 - Limited to participants who can travel to the event location.
 - Requires expenses for venue, catering, and travel.
 - Coordination of physical logistics can be complex.
 - Health and Safety Concerns: Particularly relevant during pandemics or health crises.



Virtual Format

If you choose a virtual format, you must carefully consider the following requirements:

- Access to a communication platform that enables users to connect via video, audio, telephone and chat (ex. zoom, meet, teams ...)
- For each activity, invitation must be sent through the same platform
- Have a technician ready to manage the zoom
- If you need translation, it is recommendable to use zoom as it allowed to
- Participants must have access to internet
- Participants must have access to a laptop with the latest technology
- Participants must have access to the communication platform



Virtual format

Choosing virtual format could provide these following advantages and disadvantages :

- **Advantages**

- Participants can join from anywhere in the world, increasing diversity and inclusivity.
- Lower expenses for venue, catering, and travel.
- Allows for scheduling flexibility, accommodating various time zones.
- Reduces carbon footprint associated with travel.

- **Disadvantages**

- May lack the personal connections and spontaneous interactions of in-person events.
- Dependence on technology can lead to technical glitches and connectivity issues.
- Participants might experience screen fatigue and reduced engagement over time.



Hybrid Format

If you choose a hybrid format, you must carefully consider the following requirements:

- Secure space/venue that can bring people together (developers, creatives)
- Access to a communication platform that enables users to connect via video, audio, telephone and chat (ex. zoom, meet, teams ...)
- For each activity, invitation must be sent through the same platform
- Have a technician ready to manage the zoom
- If you need translation, it is recommendable to use zoom as it allowed to



Hybrid Format

If you choose a hybrid format, you must carefully consider these other requirements:

- Participants must have access to the communication platform
- Use a unique setup for final presentation
- Host can provide Food and coffee break
- Have access to Breakout rooms
- Rooms have to be equipped with a large screen and communication system to allow participants to stay connected
- Participants must have access to a laptop/pc with the last recent technology



Hybrid Format

Choosing hybrid format could provide these following advantages :

- **Synergy of formats:** The hybrid format maximizes the benefits of both virtual and face-to-face components, creating a synergistic learning environment that accommodates diverse preferences.
- **Participant Flexibility:** Participants enjoy the flexibility to choose their preferred mode of engagement, fostering inclusivity and accommodating various scheduling constraints.
- **Inclusive Interactions:** By engaging remote participants while maintaining critical in-person interactions, the hybrid approach ensures broader reach without sacrificing the richness of face-to-face engagement.
- **Cost Efficiency:** A hybrid format often results in lower overall costs than a fully in-person event, making it a cost-effective solution without compromising program quality.



Hybrid Format

Choosing hybrid format could provide these following challenges :

- Demands meticulous planning for seamless integration, considering logistics, scheduling, and resource allocation.
- Requires careful consideration to strike the right technological balance, addressing disparities in technology usage among participants.
- Disparities in technology access may hinder full engagement, necessitating proactive measures for equitable participation.
- Implementing robust communication plans, technological support, and accessibility measures is essential to overcome challenges and enhance overall success.
- Maintaining consistent engagement between virtual and in-person participants can be challenging, impacting overall involvement.



Hybrid Format

Choosing hybrid format could provide these following challenges :

- Poor internet connectivity, software malfunctions, or equipment failures can disrupt integration, causing delays and frustration.
- Preserving interactivity poses a challenge, with virtual participants potentially feeling isolated compared to in-person counterparts.
- Tailoring content for both formats requires careful consideration to ensure equal engagement and effectiveness.
- Managing the security of online interactions becomes crucial, especially with sensitive information, requiring data privacy measures.
- Coordinating logistics becomes intricate, aligning the needs of virtual and in-person participants adds complexity.
- Varying familiarity with virtual tools among participants necessitates adequate training and support



Team Building

In the dynamic landscape of the Creative Technology Lab (CTL), success depends on the strength and cohesiveness of the teams that drive its diverse initiatives.

Recognizing the critical role of team building, we emphasize the importance of building diverse and capable teams to effectively navigate the complexities of the program.

We'll introduce some basic teams and describe some key profiles you should consider. While this is not an exhaustive list, teams and profile members can be tailored depending on the topics of the CTL and its context.

Team Building



- **Coordination Team**
- **Gender Inclusion Team**
- **Marketing and Communication Team**
- **Finance Team**
- **Reporting Team**
- **Logistic Team**
- **Learning and Community Engagement Team**
- **Team key Profile Member**





Coordination Team

The CTL 2.0 Coordination Team is a key leadership force charged with orchestrating the entire program. Their responsibility is to carefully oversee the execution of the program to ensure a seamless and successful operation. Comprising key profiles such as Project Manager, Design Thinking Methodology Expert, Facilitator, and Technical Coordinator, this dynamic team brings together a diverse set of skills and expertise essential to steering the CTL 2.0 towards its goals. Their collaborative efforts contribute to the overall effectiveness of the program and embody the essence of coordination and leadership in the dynamic field of creative technology.



Coordination Team

The coordination team must:

- Shape and refine the CTL 2.0 program strategy in line with issues and goals.
- Provide strategic leadership that fosters collaboration and a high-performance culture.
- Serve as the central coordination point for seamless collaboration across teams.
- Develop and maintain strong relationships with partners and stakeholders.
- Strategically allocate resources to support program activities.
- Develop and manage a comprehensive implementation schedule in coordination with stakeholders.



Coordination Team

The coordination team must:

- Promptly address challenges and adjust strategies for overall program success.
- Collect and analyze data for program evaluation to refine strategies for effectiveness.
- Produce comprehensive reports on program progress, outcomes, and impact.
- Drive program innovation by researching emerging trends and technologies.
- Ensure clear and effective communication with team members and stakeholders.
- Foster a culture of continuous improvement by refining strategies based on feedback and industry trends.



Gender Inclusion Team

The CTL 2.0 Gender Inclusion Team plays a pivotal role in ensuring a diverse and inclusive environment within CTL 2.0. With gender inclusion specialists, diversity advocates, and communications liaisons, this team works together to foster an atmosphere that values and embraces diverse perspectives, ensuring a program that is accessible and enriching for all.

The Gender Inclusion Team must :

- Advocate for gender inclusion within the CTL initiative.
- Advocate for the principles of diversity and inclusion.
- Serve as the communications liaison for gender inclusion efforts.
- Collaborate with other teams to ensure gender equity is integrated into all aspects of the program.
- Provide guidance on creating an inclusive environment for individuals of all genders.



Gender Inclusion Team

The Gender Inclusion Team must :

- Conduct regular assessments to measure the effectiveness of gender inclusion initiatives.
- Stay informed about best practices and evolving conversations related to gender inclusion.
- Implement strategies to address gender-related challenges and foster a supportive environment.
- Collaborate with stakeholders to gather feedback and insights on gender-related aspects of the program.
- Contribute to the continuous improvement of gender inclusion strategies within CTL.



Marketing and Communication Team

The Marketing and Communications team serves as the voice and face of the program and includes professionals such as the Communications Manager, Content Creator, Social Media Specialist, Graphic Designer, and Public Relations Officer. This team strategically crafts and disseminates messages, leveraging creativity and communications expertise to amplify the impact and reach of CTL 2.0.

The marketing and communication team must:

- Manage internal and external communications for CTL.
- Create engaging content for multiple platforms.
- Oversee social media presence and engagement.
- Design visually appealing graphics to promote the program.
- Manage public relations efforts to increase program visibility.



Marketing and Communication Team

The marketing and communication team must:

- **Develop a cohesive messaging strategy that aligns with program goals.**
- **Generate compelling content tailored to various audiences.**
- **Ensure visual appeal with well-designed graphics for promotions.**
- **Oversee social media platforms to increase program visibility.**
- **Implement strategies to increase engagement and interaction.**
- **Manage external communications to increase program visibility.**
- **Foster positive stakeholder relationships through effective PR.**
- **Effectively promote CTL events to maximize attendance.**



Finance Team

The finance team, led by the Finance Manager, works with a Budget Analyst and a Grants and Funding Coordinator. Their careful financial management ensures effective resource allocation, sustainability, and strategic funding, contributing to the overall success and stability of CTL 2.0. The Finance Team must :

- Manage the financial aspects of the program.
- Conduct budget analysis for effective resource allocation.
- Coordinate grants and fundraising activities.
- Ensure compliance with financial regulations and reporting requirements.
- Track and monitor expenses to stay within budget.
- Provide financial insight and recommendations to inform strategic decisions.
- Collaborate with other teams to align financial goals with program objectives.
- Implement cost-effective measures to optimize resource utilization.



Reporting Team

The reporting team, led by the Reporting Manager, includes skilled professionals such as the Data Analyst and Evaluation Specialist. They collect and analyze data to produce critical reports on program progress, outcomes, and impact, which are essential for continuous improvement and stakeholder communication. The reporting team must:

- **Oversee data collection and analysis for program evaluation.**
- **Manage reporting of program progress, outcomes, and impact.**
- **Evaluate the effectiveness of the CTL initiative.**
- **Ensure accurate and timely reporting to stakeholders and partners.**
- **Identify key performance indicators and develop metrics for evaluation.**
- **Implement continuous improvement strategies based on evaluation findings.**
- **Communicate findings and recommendations for program improvement.**



Logistic Team

The logistics team plays a pivotal role in the CTL program, led by a virtual event coordinator and supported by an online platform manager, hybrid experience facilitator, IT specialist, software developers, technical support, and an in-person activities manager. This diverse team is dedicated to maximizing accessibility and impact across program formats, ensuring a seamless and engaging experience for participants, whether in person or virtually.

Logistic Team



The logistic Team must :

- **Manage the seamless delivery of CTL program activities.**
- **Oversee the coordination of virtual and in-person experiences.**
- **Maximize accessibility and impact across multiple program formats.**
- **Ensure an engaging and cohesive participant experience.**
- **Provide technical support and foster innovation.**
- **Implement effective event logistics and coordination strategies.**
- **Facilitate the smooth operation of digital components for both online and in-person activities.**
- **Assign responsibilities and roles to optimize team performance.**

Learning and Community Engagement Team



The Learning and Community Engagement team, which may include professionals such as a training coordinator, education specialist, learning experience designer, community outreach coordinator, partnership liaison, and stakeholder engagement specialist, functions as a dynamic unit. This cohesive team actively leads educational components, designs impactful learning experiences, fosters community collaboration, builds partnerships, and ensures the seamless integration of CTL 2.0 into the broader ecosystem.

Learning and Community Engagement Team



The learning and community engagement Team must :

- **Manage the educational aspects of CTL 2.0.**
- **Design and deliver effective learning experiences.**
- **Foster community collaboration.**
- **Build and maintain partnerships.**
- **Ensure seamless integration with the broader ecosystem.**
- **Coordinate training initiatives.**
- **Enhance the overall learning experience for CTL participants.**
- **Engage stakeholders to ensure overall program success.**



Team Key Profile Member

We encourage you to build diverse teams for greater productivity and innovation. However, depending on your expertise, the themes of the edition or level of delivery (hybrid, online, or in-person), you can run a CTL pilot program with a single team that includes different profiles, such as :

- A project manager
- A design-thinking methodology expert
- A moderator
- A graphic designer
- A technician
- A communications manager
- A content creator
- A reporting manager



Team Key Profile Member Project Manager

The project manager is the driving force behind successful execution of the CTL program.

The project manager should:

- **Have a knowledge of the topic of the challenge**
- **Care about the creative industry**
- **Demonstrated experience in project management, including planning, execution, and delivery of projects on time and within budget.**
- **Proficient in project management software and tools.**
- **Have strong organizational skills and the ability to multitask effectively.**
- **Have excellent communication and leadership skills.**
- **Have excellent communication and team management abilities.**



Team Key Profile Member

Design-thinking methodology expert

The design-thinking methodology expert is the driving force behind the effective application of design-thinking principles and strategies.

The design-thinking methodology expert should:

- Have a knowledge of the topic of the challenge
- Care about the creative industry
- Possess deep expertise in design-thinking methodologies, with a proven track record of applying them to real-world challenges.
- Be able to facilitate design-thinking workshops and guide participants through the ideation and prototyping process effectively.
- Be familiar with industry-specific design-thinking trends and best practices is a plus.



Team Key Profile Member Moderator

The moderator is a central element and defines the energy of the entire bootcamp.

The moderator keeps participants motivated through over 70-100 hours of work in 2 months.

The moderator should:

- **Have a knowledge of the topic of the challenge**
- **Care about the creative industry**
- **Be able to relate with developers' workstyle**
- **Have high energy**
- **Be able to keep a good online presence**



Team Key Profile Member Moderator

The moderator should :

- **Have the capacity to use Zoom or any other online webinar tool**
- **Be able to actively engage with participants via WhatsApp group or any other messenger app.**
- **Understand the bootcamp methodology and be able to communicate it easily.**
- **Be able to speak the language of the participants**
- **Have experience in building online communities**



Team Key Profile Member Graphic Designer

Using the brand guidelines as a tool, the Graphic Designer will be responsible for creating content designs that promote the CTL program.

The Graphic Designer should :

- Proficient in graphic design software such as Adobe Creative Suite.
- Have a strong portfolio showcasing previous work in graphic design.
- Be able to create visually appealing and brand-consistent materials.
- Have the sense of details and the ability to work under tight deadlines.



Team Key Profile Member Technician

The Technician is the technical backbone of the CTL operation. He or she ensures that all the technology tools used to implement the CTL program are working properly.

The Technician should:

- **Have technical expertise in online webinar tools (e.g., Zoom, Webex, Microsoft Teams).**
- **Have troubleshooting skills to resolve technical issues in real-time.**
- **Be familiar with streaming and recording tools for webinars.**
- **Have excellent communication skills to guide participants through technical challenges.**



Team Key Profile Member Communication Manager

The Communications Manager will shape the public image and narrative of the CTL to keep the ecosystem on track with what is happening in the CTL program.

The communication manager should:

- Prove experience in crafting and implementing communication strategies.
- Have strong writing and editing skills for social media, press releases, and promotional materials.
- Be able to manage social media accounts and track engagement metrics.
- Have creative thinking to develop engaging marketing campaigns.



Team Key Profile Member Content Creator

The Content Creator weaves compelling stories and messages for our audience.

The Content Creator should:

- **Have exceptional writing and storytelling skills.**
- **Have experience in producing various types of content, such as blog posts, videos, podcasts, or infographics.**
- **Have knowledge of SEO and content marketing strategies.**
- **Be able to tailor content to the target audience.**



Team Key Profile Member Reporting Manager

The reporting manager is a data-savvy professional skilled in generating insightful reports and recommendations through data analysis.

The reporting manager should:

- Proficient in data analysis tools and reporting software.
- Have strong analytical and data interpretation skills.
- Have ability to generate insightful reports and recommendations.
- Have knowledge of survey design and data collection methodologies.



Mobilizing the ecosystem

Mobilizing the ecosystem is a crucial step to the success of your CTL. This step allow you to:

- Connect with potential partners
- Identifying speakers
- Engaging with developers and creatives
- Identifying members of jury
- Finding more resources
- Understanding the whole ecosystem
- Promote your bootcamp



Mobilizing the ecosystem

Identifying the best partners can enhance the CTL experience. Partners can be identified in the following areas:

- Incubators (You should have at least one incubator as a partner to succeed in a CTL 2.0 edition)
- Creative businesses
- Universities focus on tech and the creative sector (could provides talents)
- Public Sector (Ex : ICT Ministries, etc)
- Tech companies
- Media

This step is crucial for the execution of your CTL, which involves raising awareness, capacity for execution and post-CTL support for the projects/startups that will be created.



Mobilizing the ecosystem

Partnerships are the lifeblood of CTL, contributing to its overall effectiveness in several crucial ways:

- Incubators play a vital role in nurturing startups beyond the bootcamp, offering guidance and resources for sustainable growth.
- Access to universities is invaluable as it provides a fresh pool of talented individuals in the tech and creative sectors, contributing to the program's long-term sustainability.
- Collaboration with tech companies and creative businesses enriches the program by bringing in experienced professionals who can mentor and guide participants.
- Media partnerships amplify the reach and impact of your CTL, from marketing campaigns to highlighting successes.
- Public sector and other partners can provide essential financial support, ensuring the program's feasibility, while also contributing valuable speakers and expertise.



Mobilizing the ecosystem

You must have a plan for the identification of speakers/mentors/jury members within the ecosystem.

You will need them :

- **During your bootcamp launching as speakers; experienced people with high knowledge of the sectors**
- **During the training series for the developers and creatives; to increase their knowledge**
- **As mentor; they can be available for the participants for questions or provide other knowledge resources**
- **As jury members, they will help you select the cohort participants and the projects to be presented at the closing ceremony.**



Securing vendors

If you plan to have a hybrid or in-person event, you must consider these points:

- A multimedia team including photographer and videographer
- Printing of branding materials
- Printing of t-shirts for participants
- A broadcasting company if needed



Communication and Marketing

Building communication tools and creating contents

It is important to make CTL appealing to creatives. The branding of CTL is an expression of creativity in the choices of colors and consistency in the content creation, especially as the tool is being considered for scaling. A branding guideline was created so a graphic designer can adjust with minimal efforts.

Brand guideline link : [Download here](#)



Communication and Marketing

Being active on social media

Posting content about the CTL edition you are hosting on social media is critical from the time the program is announced until after the Closing Ceremony event. To facilitate this process, all CTL social media content should be submitted using the form provided at least one week prior to the desired posting date. The CTL platform manager will then handle the posting at the appropriate time.



Tools

- Timeline Template describing tasks for your CTL : *To avoid time management pressures during the boot camp, and to have enough time to mobilize the ecosystem and launch a major marketing campaign, make sure you plan enough time for each task ahead of time.*
 - ◆ Download here: [Timeline for CTL](#)

- Bootcamp agenda : *When designing the boot camp agenda, prioritize the availability of participants and stakeholders, favoring weekends and limiting daily activities to a maximum of 3 hours.*
 - ◆ Download here: [Pilot program agenda](#)



Tools

- Brand tool : *To manage time better, plan and create all artworks in advance—such as those for the dream team, training sessions, networking, judges, and info sessions. Finish them once the date and guests are confirmed.*
 - ◆ Download here: [Brand tool](#)

- Budget template : *Contact all the potential vendors, pay attention to every detail, and make sure that your budget is as realistic as it can be.*
 - ◆ Download here: [Budget](#)



3 Operations





Operations

- Creating your account on www.creativelab.com
- Creating your landing page
- Documentation
- Access to the Google Drive





Creating an account on the official website of CTL www.creativetlab.com

The website provide features to allow each CTL host to have their own landing pages with a description of the CTL challenge and pertinent information and the possibility to receive for creative and developers interested in joining.

If you want to join us by hosting a CTL, you have to go on our website :
creativetlab.com



How to create an account www.creativetlab.com

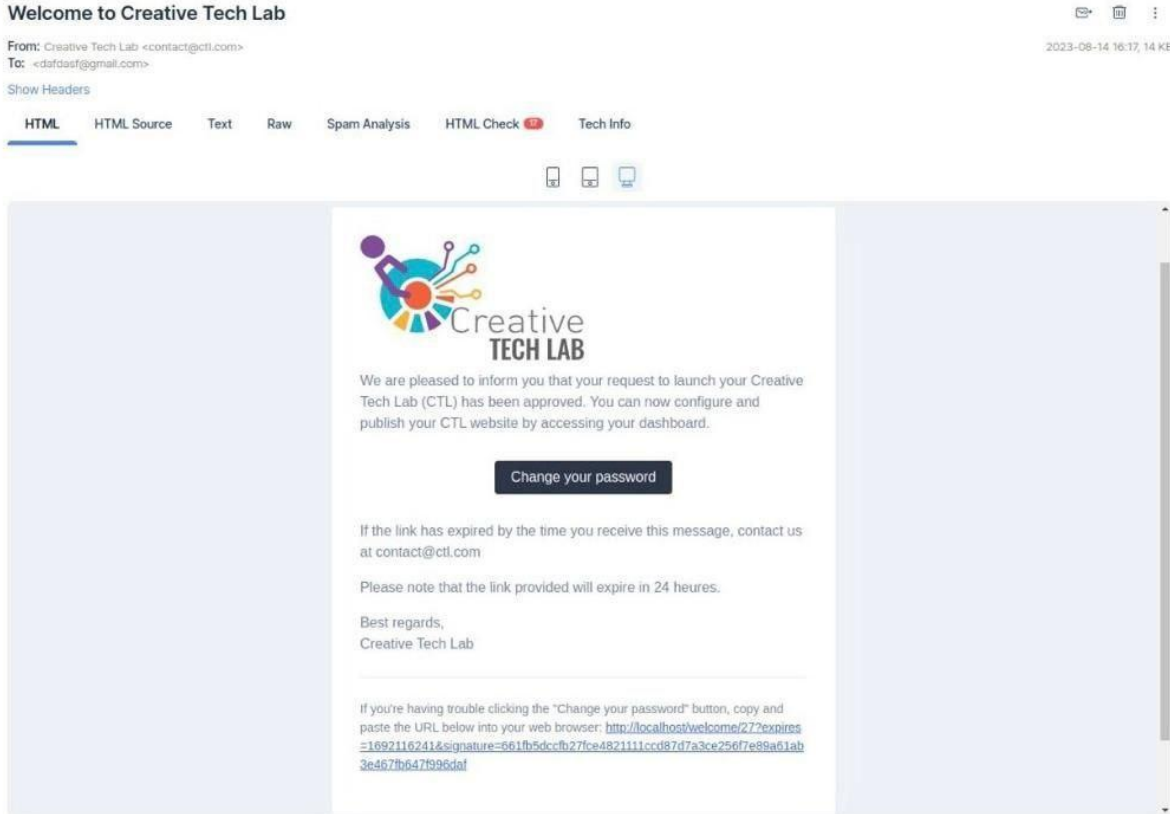


The screenshot shows the CreativeTech Lab website. The header includes the logo and navigation links: HOME, OUTCOMES, TOOLKIT, COMMUNITY, NEWS, and LEARNING MATERIALS. The main heading reads "Launch your own CTL cohort". Below this is a contact form with four input fields: Full Name *, Email *, Phone *, and Institution name *. A vertical scrollbar is visible on the right side of the page, and a purple circular button with an upward arrow is located at the bottom right of the form area.

To create your account on www.creativetlab.com, simply navigate to the “Toolkit” section on the website and scroll down to access the “Contact Us” form, which you'll need to complete.



How to create an account www.creativetechlab.com

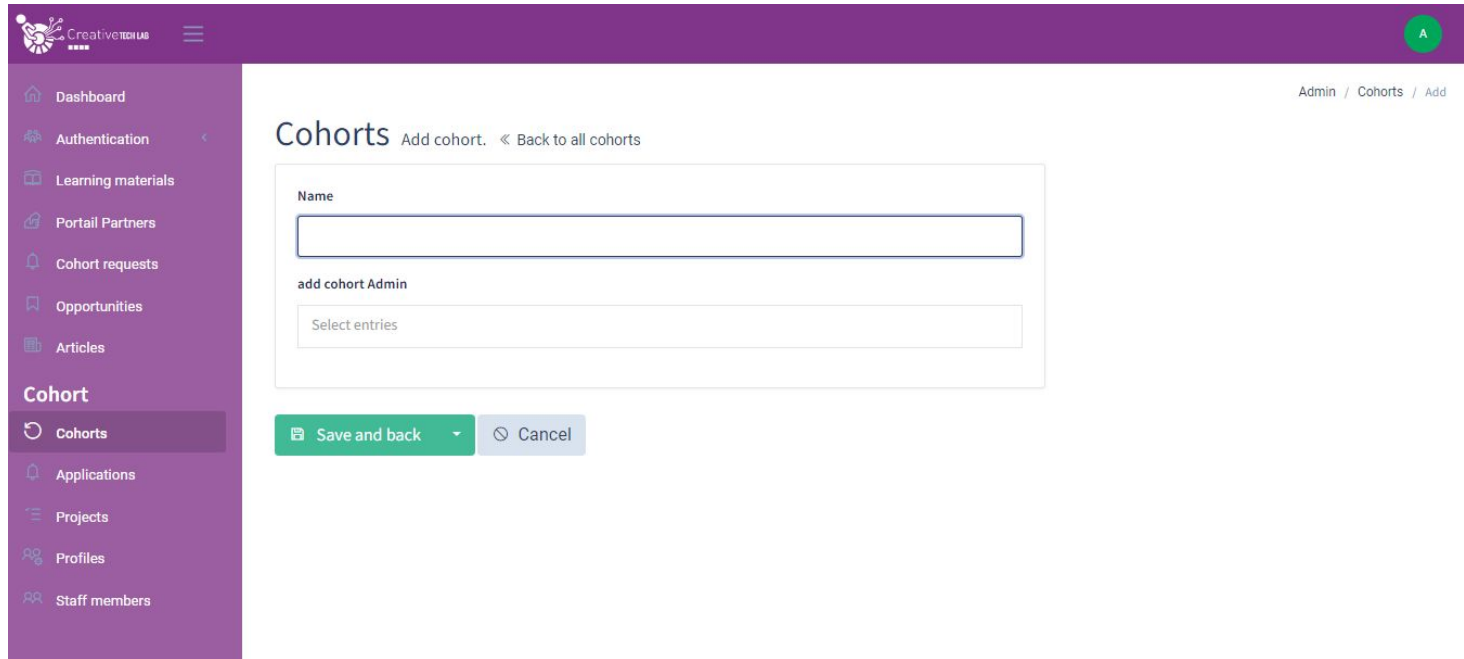


Once you've submitted the form, our platform management team will promptly review it for compliance with the requirements. You will then receive a confirmation email.



How to create your landing page

www.creativelab.com



The screenshot shows the 'Creativemius' Admin interface. The left sidebar contains navigation items: Dashboard, Authentication, Learning materials, Portail Partners, Cohort requests, Opportunities, Articles, Cohort (highlighted), Applications, Projects, Profiles, and Staff members. The main content area is titled 'Cohorts' and includes a breadcrumb trail 'Admin / Cohorts / Add'. Below the title is a form with the following fields: 'Name' (a text input field), 'add cohort Admin' (a dropdown menu currently showing 'Select entries'), and two buttons at the bottom: 'Save and back' (green) and 'Cancel' (grey).

Upon receipt of the confirmation email, you will be required to complete a follow-up form. This form is a crucial step in the process, as it enables you to create your personalized landing page and establish your cohort.



Documentation



It is important that all participants including developers and creatives have an overall idea of the creative industry. They must have basic knowledge of digital technologies and technical terms that will be discussed throughout the program. Therefore, after being selected, each participant will be obliged to document themselves. A link leading to explicit documents and videos will be available to allow them to have what is strictly necessary for the future. This documentation phase aims to prepare each participant to better tackle this great adventure that awaits them.

Here is the documentation link : [Documentation](#)





Access to the Google Drive

Get access to the drive here: [Click here](#)





4 Gender Inclusion





Gender Inclusion

- **Description**
- **Key recommendations**
- **Being Gender Inclusive in :**
 - **Selection process**
 - **Networking**
 - **Bootcamp**
 - **Data collection**





Description

Gender inclusion refers to the commitment and effort to ensure that individuals of all gender identities, including women, are actively and effectively engaged in the Creative Tech Lab (CTL) program. It means creating an environment where everyone, regardless of their gender, feels welcome, respected, and empowered to participate fully in the program. To facilitate Gender Inclusion, please refer to the key recommendations available in the next slide.





Key recommendations

To make sure that the CTL is inclusive, host institution should :

- Organize information sessions for underrepresented communities, including women.
- Feature inclusive visuals and language in communication materials.
- Be aware of cultural nuances to avoid exclusionary language or imagery.
- Provide resources and training tailored to the unique needs of diverse groups.
- Invite minority focus VCs, Creatives or Developers as speakers.
- Include feedback surveys at the beginning, middle and end of the program.
- Collect data as disaggregated as possible based on gender, ethnicities, countries etc.
- Connect participants from all CTLs including alumni.
- Encourage shy participants to speak during the lab.
- Check on every participants at all stages of the bootcamps.





Being Gender Inclusive in

In each part of the program, you can make sure that the program is very inclusive:

- **Selection Process**
 - You must organize information sessions specifically targeting underrepresented groups to signal that CTL is a welcoming space for them and bring role model speakers they can relate to.
- **Networking**
 - You must use random or controlled breakout networking sessions where people who are more comfortable in smaller groups can connect or not stay only with people that look at them.





Being Gender Inclusive in

- **Bootcamp**
 - You must focus on the needs of the participants themselves to have them share what their gaps are. Women should be able to share what their needs are when they are selected.
- **Data collection**
 - You must collect data as disaggregated as possible so that CTL can compare samples based on gender, ethnicities, countries etc.





5 Selection Process





Selection Process

- **Call for participants**
 - Eligibility criteria
 - Application form
- **Communication campaigns**
 - Branding & Social Media
 - Info sessions
- **Jury**
- **Criteria Selection**
- **Scorecard**
- **Final Selection**





Call for participants

In this step, you should develop a process for selecting participants to implement a CTL. Keep in mind that :

- Creatives and Developers must fulfill the eligibility criteria.
- Age or gender does not matter.
- Youths and women must encourage to apply.
- Participants are creatives and developers.
- Eligibility Criteria can be Referrals and public process : *Consider selecting 50% of participants through open calls and the other half through referrals. Open calls attract young, talented and motivated individuals, while referrals provide access to experienced senior creative professionals based on our experience.*





Eligibility criteria

Based on our experience, we suggest you to use these eligibility criteria to inspire you to create your own to select participants :

- Be available online and in person when needed to work and participate in all activities of the program
- Online link to a personal website or CV outlining work
- At least two years of experience in software development (for developers)
- At least one year experience doing creative work (for creatives)
- Developers and creatives should submit a project idea they would be interested in collaborating with each other to make happen
- Must have experience working with languages such as Java, PHP, Python, R or Ruby
- Developers and creatives should apply as individuals (not in groups)
- Online link(s) to previous projects created or worked on





Application form

To align with the specified themes and eligibility criteria, you'll need to create a tailored application process on the CTL website. This entails developing two distinct application forms: one designed for technologists and another tailored for creatives. These specialized forms will ensure that applicants can accurately and efficiently convey their qualifications and interests based on their respective backgrounds and expertise.

Design application forms in the official language of the target audience. Avoid using a second language in any application feature. Ensure that forms are clearly differentiated for technologists and creatives to avoid confusion.

Example of application form for technologists :

[Application Form for Technologists](#)

Example of application for creative :

[Application Form for Creative](#)





Communication Campaign - Branding & Social Media

To ensure widespread awareness of the program, a comprehensive promotional strategy is essential. This includes the development of visually appealing artwork to kick off the application process, the creation of engaging promotional videos, and the scheduling of informative info sessions to invite and engage the entire ecosystem in program participation.

Leveraging social media as a primary dissemination channel is pivotal for community mobilization. In this regard, adhering to the brand guidelines is crucial for maintaining a cohesive visual identity. Furthermore, the creation of a media toolkit is imperative for streamlining these efforts. This toolkit should encompass essential elements such as press release, deadline, target audience, methodology, eligibility criteria, selection criteria, terms and conditions, etc.

Allow an average of two months for a successful campaign to engage media and institutions, giving participants time to learn about CTL and apply.





From Expert
Bring experts in the fields
to better explain what
opportunity the CTL can
offer



From Partners
Bringing partners at the
beginning can be a great
way to build trust to the
initiatives



From Data
You need to have
information about the
whole ecosystems in order
to identify the best actors.

Info Session



The lineup of info session or events will announce and promote the opening of applications for developers and creatives interested in coming together to create solutions that could help create a sustainable experience.

Example of Info Session : [Unleashing Your Inner Tech and Creative Genius](#)
[Apply for the Creative Tech Lab](#)

Info Session

- Host can organize multiple info session whether to explain what a CTL is.
- Host can organize session to show the potential and ask partners to join.
- Host can also use this session to address issues they want to show.
- These sessions can be held online or in a physical address but recommended to stream online to attend a bigger audience.



Jury

- After receiving applications, a jury must be created to evaluate them. The jury should be consisted of experts from three categories:
- **Experienced Creatives:** Individuals with a strong creative background who understand the industry's challenges and opportunities and have a history of successful projects.
- **Seasoned Developers:** Professionals with extensive software development experience, including expertise in Java, PHP, Python, R, Ruby, and related languages, and a track record of innovative problem-solving.
- **Identified Partners:** Representatives from key program partners
- Judges must evaluate applications based on the selection criteria available on the next slide, but not limited to.



Criteria Selection



1. Developers

- Experience using technology to creatively solve real world problems or implemented software solutions
- Quality of submitted portfolio of previous work (use of latest technology, UX, UI)
- Experience experimenting with new technologies
- Evidence of having worked with Java, PHP, Python, R, Ruby or related language
- Previously participated in hackathons or Design Sprints

2. Creatives

- Potential of the submitted project idea to impact the creative industry
- Level of understanding of the issues of the creative sector
- Quality of submitted portfolio
- At least one year of experience generating revenue from creative work
- Experience experimenting with technologies, or collaborating across sectors
- Branding/image development and visible industry presence/ following





Scorecard

Based on the selection criteria, you must create a scorecard to evaluate the applicants.

Here's an example of a scorecard: [Here](#)

Criteria	Maximum Scoring Allocation	Weight Assigned
Potential of the submitted project idea to impact the creative industry and degree of link to latest technologies	5	0,1
Level of understanding of the issues of the creative sector	5	0,2
Level of understanding of the issues of the creative sector	5	0,3
At least one year of experience generating revenue from creative work	5	0,1
Experience experimenting with technologies, or collaborating across sectors	5	0,1
Branding/image development and visible industry presence/ following	5	0,2
Total	30	1



Final Selection



After the scorecard evaluation by the jury, the host institution is responsible for proceeding to the website to officially accept the applications of the selected participants.

Participants will then receive an automatic email confirming their acceptance into the CTL program. To have the final list of the cohort, the host institution must also add the profiles of the referred participants to the website.

You will need to create an email list with all participants and set up a WhatsApp or Telegram group to facilitate timely communication, networking and collaboration.

Ensure that the cohort is inclusive, meaning that there is a balanced representation of men and women, an adequate presence of developers and creatives, and fair representation of other underrepresented categories.





6 Bootcamp





Bootcamp

- Description
- Networking
 - Meetup with Creatives and Developers
 - Kick-off Event Announcing participants
- Trainings
- Projects
 - Building teams & Jury
 - Criteria Selection & Scorecard
 - Final Selection
- Build days
- Market Validation Exercise
- Final Event Showcase





Description of the Bootcamp

The bootcamp involves 70-100 hours of engagement between newly selected creatives and developers. Host institution requires to look at the following perspectives for the bootcamp:

- Linking CTL more to Entrepreneurship by offering these prototypes a concrete path toward becoming full flesh startups by connecting them to incubators, accelerators, grants and/or investors.
- Seeing the bootcamps as a way for creatives to hire developers.
- Seeing the bootcamps as a path to stronger partnerships among creatives and developers to cocreate other things after the bootcamp



Description of the Bootcamp

- Turning CTL participants into ecosystem builders that will then be organizing other CTLs
- Exposing the creatives to opportunities including being spotlighted and channeled into a resource that other industries can use to pursue innovation
- Exposing the creatives to opportunities including being spotlighted and channeled into a resource that other industries can use to pursue innovation
- Exposing Developers to opportunities including being spotlighted and channeled into a resource that other industries can use to pursue innovation.

Networking



Networking will consist of general sessions and breakout sessions based on samples and topics. Participants will engage in meetups with developers and creatives, followed by a 2-hour discussion on various topics to foster connections. Each meetup, involving developers and creatives, will last 4 hours, totaling 6 hours of pure networking.



**With the Coordination
Team**



**With Creatives and
Developers**

Meetup with Creatives and Developers



In this first meeting, they will have the opportunity to present themselves, share their experiences and expectations on the CTL, interact and network with other interesting creatives and developers who will build a solid team for the accomplishment of the project.



With Expert

Bring experts in the fields to better explain what opportunity the CTL can offer



With Partners

Bringing partners at the beginning can be a great way to build trust to the initiatives



With participants

Connecting participants to start the onboarding: Creatives and Developers

Kick-off Event Announcing participants



- **A launching event (during two hours) putting together all the key partners of the ecosystems and participants should be organize to discuss the main objectives of the program.**
- **The event could be online or hybrid depend on the location of most of the participants.**
- **The event is a way to put creatives and developers together and to expose them to the public.**

Trainings



Training will include outside speakers as well as CTL participants and topics will come from the participants self diagnostics after the selection process. You should provide approximately 10-25 hours of training, with individual sessions lasting a maximum of 2 hours. This will require a minimum of 10 training sessions to ensure participants receive essential knowledge and skills before going on build days.

Example of a training session: [Intellectual Property in Art](#)

Projects



In the post-training phase, CTL moderators play a key role in facilitating discussions with participants to explore and refine potential projects that will propel them into the subsequent build phase. As a cornerstone of the CTL, projects carry significant weight as they shape the overall output of the edition. It is essential that these projects not only align seamlessly with the central theme of the CTL, but also demonstrate the ability to address specific challenges and add significant value to the diverse landscape of the creative sectors. The dialogue surrounding project selection serves as a critical juncture, fostering collaboration and innovation, and ensuring that each selected project aligns with the overarching goals of the Creative Tech Lab.

Building Teams



Some participants will be asked (by moderators and participants) / or can be volunteer to take on the role of team leader and propose project ideas they would like to develop with a team they have assembled. These teams should ideally consist of 3-5 people and include both developers and creatives. Team Leaders are responsible for submitting the project application on the website. Moderators will have to promote team leader as “team leader” on the website. Then, team leader must add other members of the group on the website.

Jury



A panel of judges must be assembled with individuals who fall into the following categories: experienced creatives, experienced developers, and identified partners. The judges will use the scorecard on the next slide to select projects to advance to the build days.



Scorecard & Selection criteria

Based on the selection criteria that we present in this scorecard; you must evaluate project of participants.

Criteria	Maximum Scoring Allocation	Weight Assigned
Clarity of submitted project	5	0,2
Creativity of the proposed solution	5	0,2
Usefulness of the solution	5	0,1
Feasibility in 1 year time	5	0,2
Strength of the team (combination of profiles and capacity to work together)	5	0,3
Total	25	1



Final selection



After the scorecard evaluation by the jury, the host institution is responsible for proceeding to the website to officially accept the projects of the selected groups. Then, moderators must share guidance about the Builds days.

Build Days



Build days should take place online using Discord (or any platform facilitating collaboration between developers and creatives) and will be dedicated to constructing a full-fledged prototype in 4 days (preferably in 4 consecutive days), with each day comprising at least 6 hours of intensive teamwork.

During the Build Days, participants engaged in intensive workshops via zoom or discord focused on product design, group mentorship, and prototyping.

Build Days



Build days provided opportunities for collaborative and one-to-one interactions with the aim of facilitating idea development and enhancing technical and creative skills among participants.

Build Days concluded with closing sessions led by facilitators that summarized the collaborative efforts and progress made during the workshops.



Market Validation exercise

During this phase in the Creative Tech Lab, teams should focus on three key aspects:

- ***Testing Product Market Fit*** : Teams will assess if their prototype meets market demands and user preferences by gathering feedback, conducting market research, and making necessary improvements.
- ***Polishing the Prototype***: Teams will refine their prototypes, enhancing user experience, design, functionality, and overall quality to showcase the product's potential.
- ***Pitching Training***: Team members will participate in training sessions to effectively communicate their project's value, impact, and potential during the final presentation, crucial for securing support or investment.





Final event showcase

An event (during an average of 4 hours) bringing together all CTL participants together in a hybrid way in partnership with spaces wanting to host watch parties or where more than 1 CTL participant is located. Partners should be able to provide refreshments. The final showcase event will have speakers from the main partners and presentation of the prototypes built. Members of the VC community or Incubator will be invited to provide feedback to what the participants will present. Each participant must record a video testimony of their bootcamp experience that will be used for a recap video.

Think of the closing event as a unique opportunity to showcase the lab results on major media platforms, connect participants with others, and leverage the ecosystem for more opportunities.





Final event showcase

During the closing ceremony, the host institution should have a representative thank everyone, including staff, participants, stakeholders, sponsors, speakers, and partners. It's possible to give some of them gifts, such as CTL-branded notepads. After the CTL Closing Ceremony, it is essential to send a thank you email to all attendees, speakers, participants, partners, and stakeholders.

During or after the closing ceremony, the host institution should provide certificates to participants who have completed the CTL program.

Certificate template: [CTL's Certificate Template](#)





7 Reporting





Reporting

- Description
- Example of a CTL report
- Multimedia Content
- Assessment
 - [Pre bootcamp survey assessment](#)
 - [Mid-Bootcamp Assessment](#)
 - [Post Bootcamp survey assessment](#)
 - [Host impact survey assessment](#)





Description

After the closing ceremony, a CTL report is essential, starting with a brief introduction and overview of the cohort's activities. Provide specific details about events such as application launches, selection processes, and training sessions. Document the participant experience through survey results, social media feedback, and stakeholder engagement, and include insights into external opportunities. Include a spreadsheet of participants, summaries of prototypes developed, and reflections on lessons learned from the workshop. Evaluate the impact of the gender sensitization training program, present campaign statistics, share any press release, and conclude the report with a recap video and blog post for a comprehensive record. In addition, create a concise summary of the bootcamp that captures key elements to enhance reflection and facilitate effective communication.





Example of a CTL report

A detailed report of CTL must be drafted based on this format [Template of CTL report](#) and be uploaded to the platform to help share knowledge with the community.



Multimedia Content



It is highly recommended that a wrap-up video be produced to showcase what was done and the feedback from participants. Pictures, videos and any other multimedia content must be uploaded to the CTL Drive and the host institution must send an email to the CTL Platform Leader no later than one month after the Closing Ceremony event to inform them that all multimedia content is available on the CTL Drive.

Link to upload multimedia content : [CTL's multimedia content](#)

Assessment



Reporting includes assessment on each step of the bootcamp.

Maintain close communication with participants to invite them to complete the assessments and provide sufficient time to complete them thoroughly.

Ensure that you produce a thorough and comprehensive analysis that allows the community to understand the impact of the bootcamp on the cohort.

Pre bootcamp survey assessment



These surveys will ask questions on necessary training sessions but will also include self assessment questions and expectations from the program. Data collected should be disaggregated by sex, ethnicity, age, type of participant and country.

Template's link : [Pre bootcamp survey assessment](#)

Mid-Bootcamp Assessment



That survey will assess the learnings to date and any challenges that participants may be facing at the moment and how well the program is meeting expectations and possible corrective actions before build days. Data collected should be disaggregated by sex, ethnicity, age, type of participant and country.

Template's link : [Mid-bootcamp assessment](#)

Post Bootcamp survey assessment



That survey will assess the entire CTL experience and the takeaways. Data collected should be disaggregated by sex, ethnicity, age, type of participant and country and will be used for the final report of the program.

Template's link : [Post bootcamp survey assessment](#)

Host impact survey assessment



This survey is administered directly on the CTL website at the conclusion of the bootcamp and measures the impact the host has had on the ecosystem after hosting a CTL. The information is used to document the impact of the methodology in building stronger communities by connecting developers and creatives, and also to help decision makers better understand and track how CTL is contributing as a tool for stronger policy making in the region.



8 Incubation





Incubation

- Description
- Qualities of the incubator
- Focusing areas during incubation





Description

Incubation is a structured process where an incubator institution supports and nurtures projects, startups, or innovative ideas to foster their growth and development. During the incubation phase, the focus is on refining and advancing prototypes, adjusting products to meet market demands, optimizing business models and revenue strategies, and facilitating scalability plans.

In the case of CTL, various projects will emerge as outcomes. These projects will require the support of an incubator to facilitate their growth. Therefore, it is critical to establish a partnership with an incubator, as this collaboration will provide invaluable support and resources essential to the successful development and growth of the projects that emerge from a CTL cohort. The following slides provide guidance to help you identify the right incubator to partner with.



Qualities of the incubator



A strategic institution incubator is essential to support the success of CTL 2.0. Look for these qualities:

- In-depth knowledge of the creative and tech sectors to provide relevant guidance.
- Demonstrated success in nurturing startups and innovative projects.
- Strong connections with potential investors, mentors, and industry players.
- Ability to provide customized assistance based on each project's needs.
- Access to funding, workspace, tools, and technology.

Qualities of the incubator



- Offering experienced mentors to guide participants in business growth.
- Supporting market research, product development, and scalability.
- Creating a collaborative environment for shared learning and networking.
- Regular assessment and feedback mechanisms to measure progress.
- Shared values and mission with CTL 2.0 to ensure cohesive support.

Focusing areas during incubation



During the incubation phase, the incubator institution should focus on these aspects:

- Helping refine and develop prototypes or projects further.
- Assisting in testing and adjusting the product for market demands.
- Refining business models, revenue strategies, and scalability plans.
- Pairing participants with experienced mentors for ongoing support.
- Preparing projects for potential investment or funding opportunities.

Focusing areas during incubation



- Providing legal advice for setting up businesses, contracts, etc.
- Preparing participants for investor pitches and presentations.
- Connecting participants with potential partners, clients, and customers.
- Offering workshops to further develop entrepreneurial skills.

The incubator partner that has been identified must sign an agreement including the support that will be provided to the created projects.

Thank You

