



arteveldehogeschool

LID VAN DE ASSOCIATIE UNIVERSITEIT GENT

StartMeUp

StartMeUp! Stimulating Self-employment
for Students in the Creative Industries

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Colaboration between Digital Media and Business Management
IC Conference, San Luis Obispo, Wednesday July 8th

Welcome!

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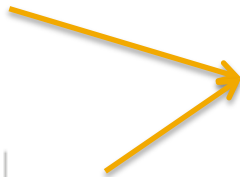


StartMeUp
startmeupbuddy.io



Why?

- Traditional approach in StartUp culture
- Fragmented information.
- Lots of sources to consult
- Lots of startup initiatives (national)



1 loket beleidsnota 2014-2019



Agentschap
Ondernemen



Beta Group
Since 2008

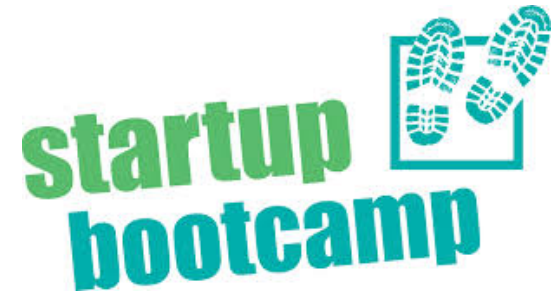


Coaching
Antwerpen

STARTUPS.be



- International



- Accelerators via education
(Colleges and universities)



StartMeUp – Buddy

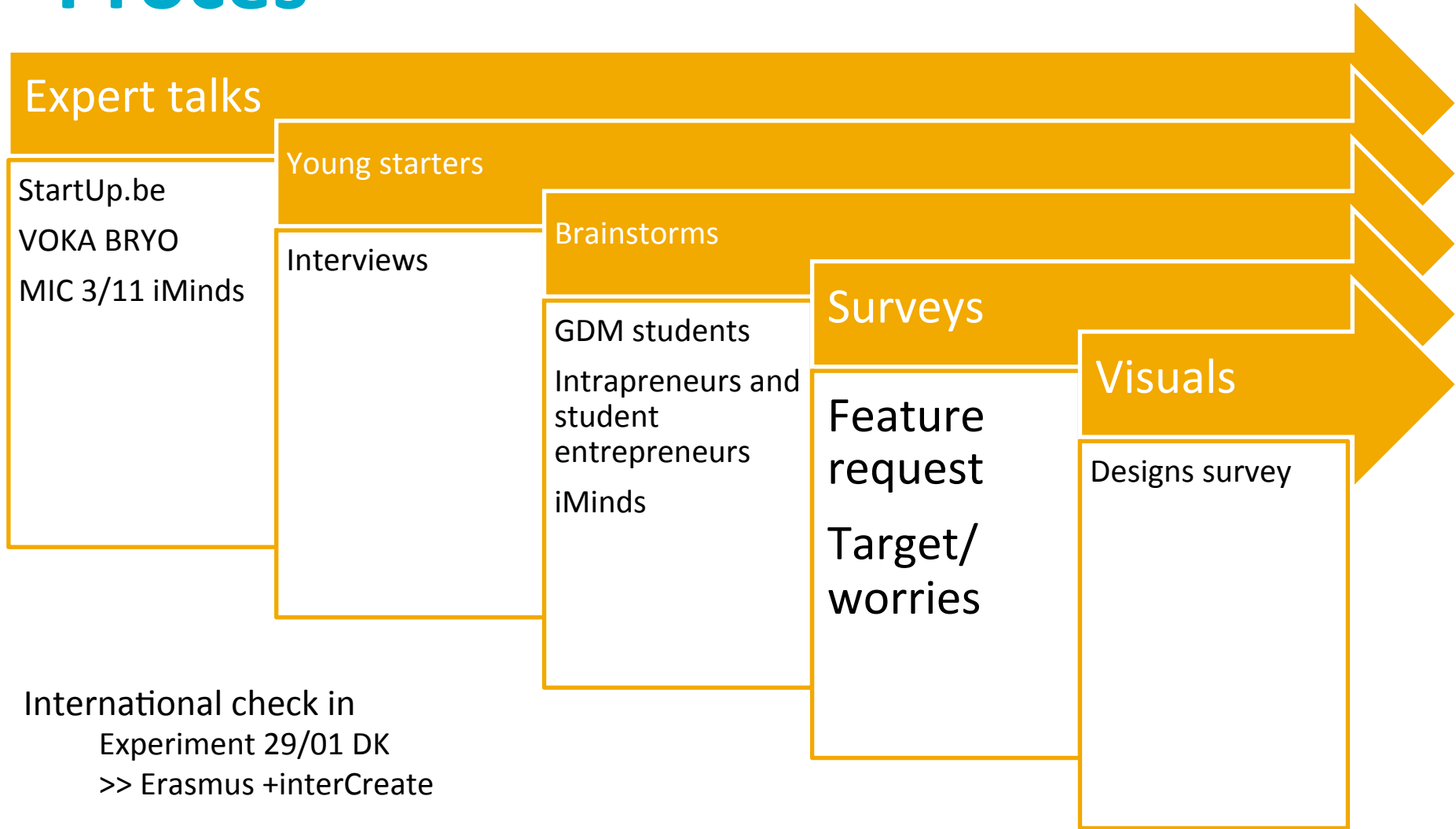
Surfing on the wave of:

- App mania
- Behavior Design
- Personal Technology – Personal Informatics
- Personal Coach
- StartMeUp buddy-app (prototype)

Structure



Proces

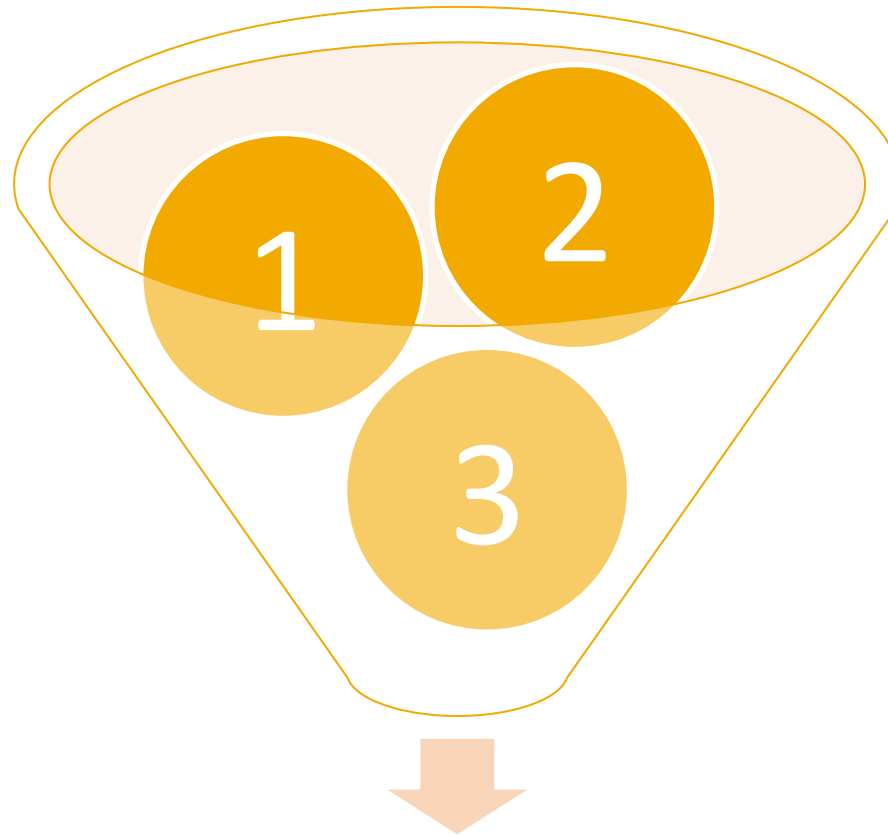


Brainstorms

Open



Steered



Functionalities app

Final design – choice of colors



Start me up
Style Tile

Possible Colors



Start me up
Style Tile

Possible Colors



Start me up
Style Tile

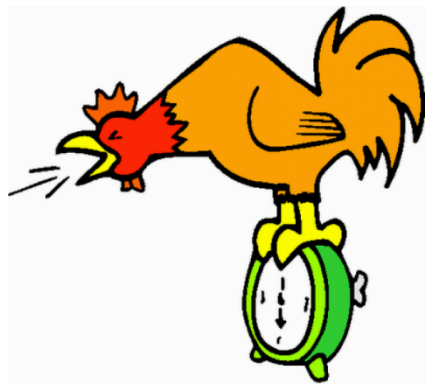
Possible Colors



Start me up
Style Tile

Possible Colors





Rise and Shine



Do a little dance



Read a bit, get updated



Sleep well



Setting a goal for the day



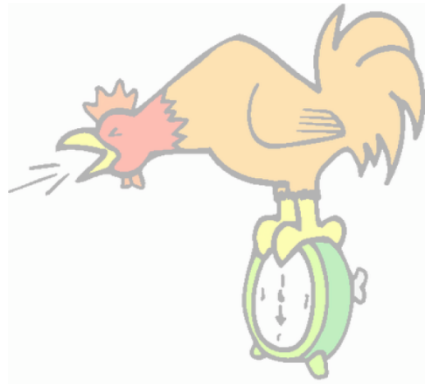
Eat healthy and regula



Check in with the peers Take a moment of silence and check the day



Rise and Shine



Setting a goal for the day



Feedback DK

Do a little dance

Sales

Family

Social Media

Engaging with clients, customers

Making money/sidejob

Daily Tip Yoga/run in the neighborhood

Eating clubs

Delivering healthy food

Planning and prioritising the day

Social relation

Individual freedom

Freedom to plan the day

What if there is an off day

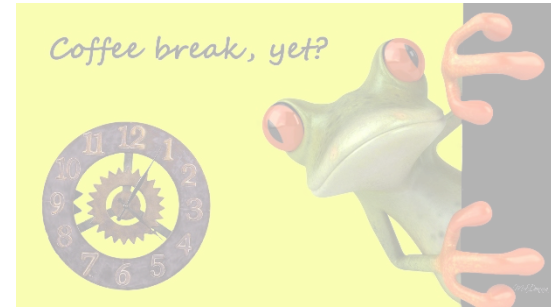
Goal of the day

Serendipity

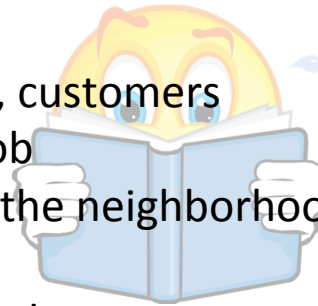
Eat healthy and regular

Check in with the peers

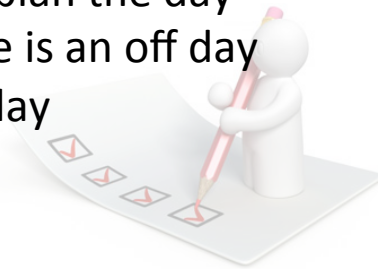
Take a moment of silence and check the day



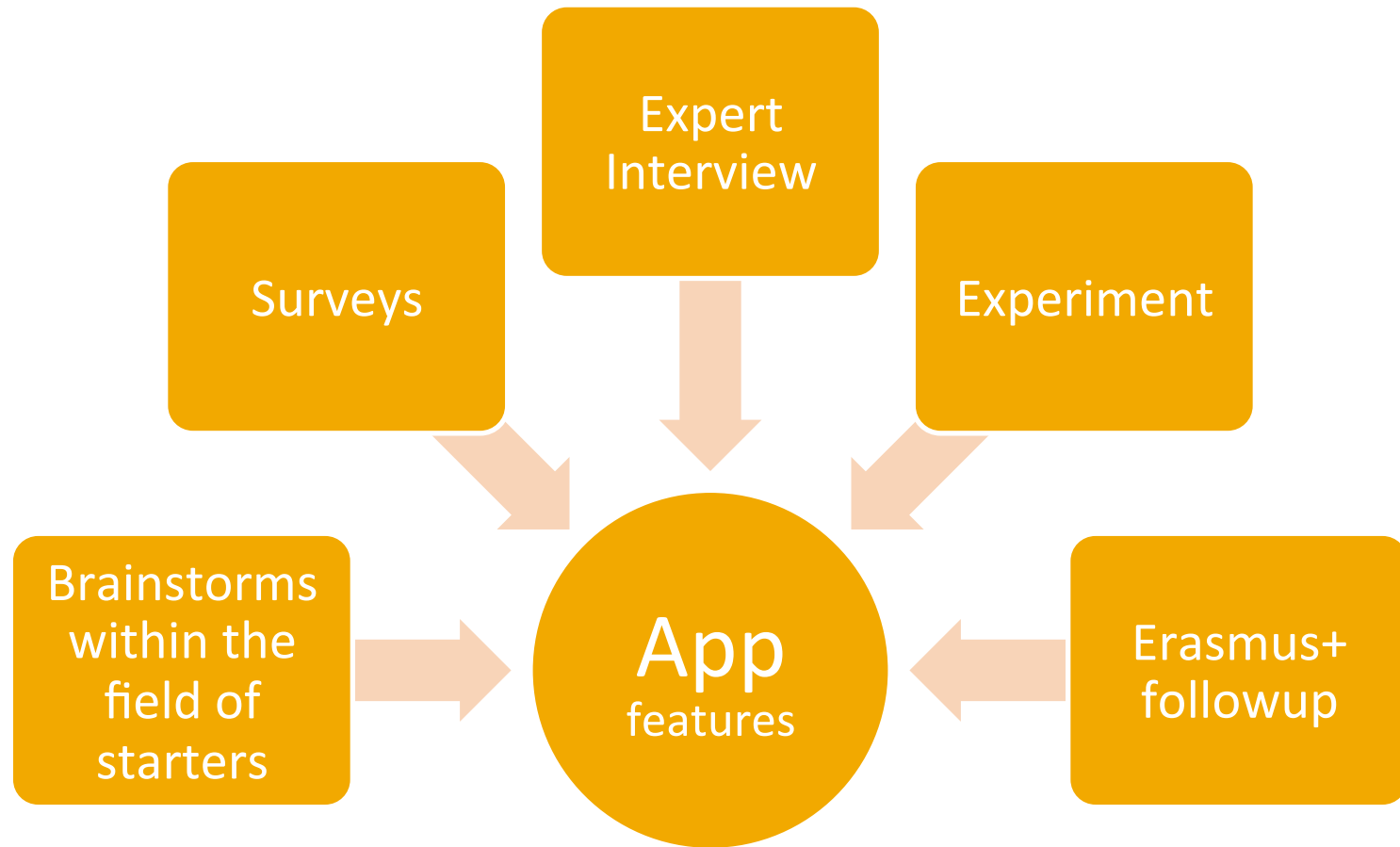
Read a bit, get updated



Sleep well



Overview



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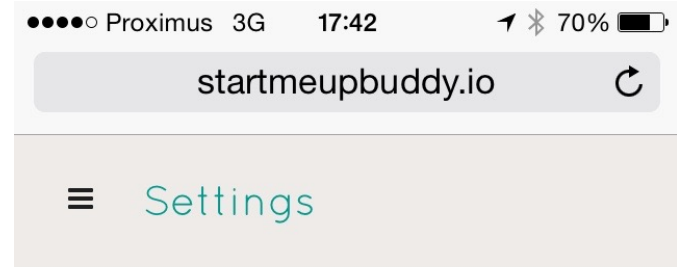
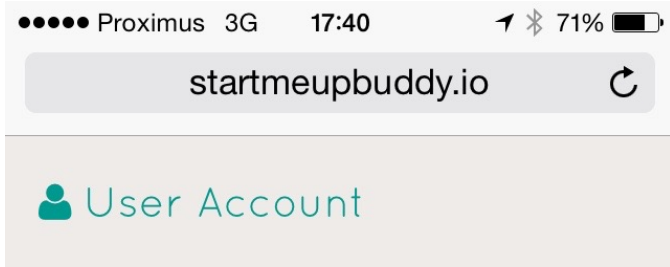
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Menu



😊 MOODS

⚙️ MY GOALS

⚙️ GOALS

📍 NEARBY

⚙️ SETTINGS

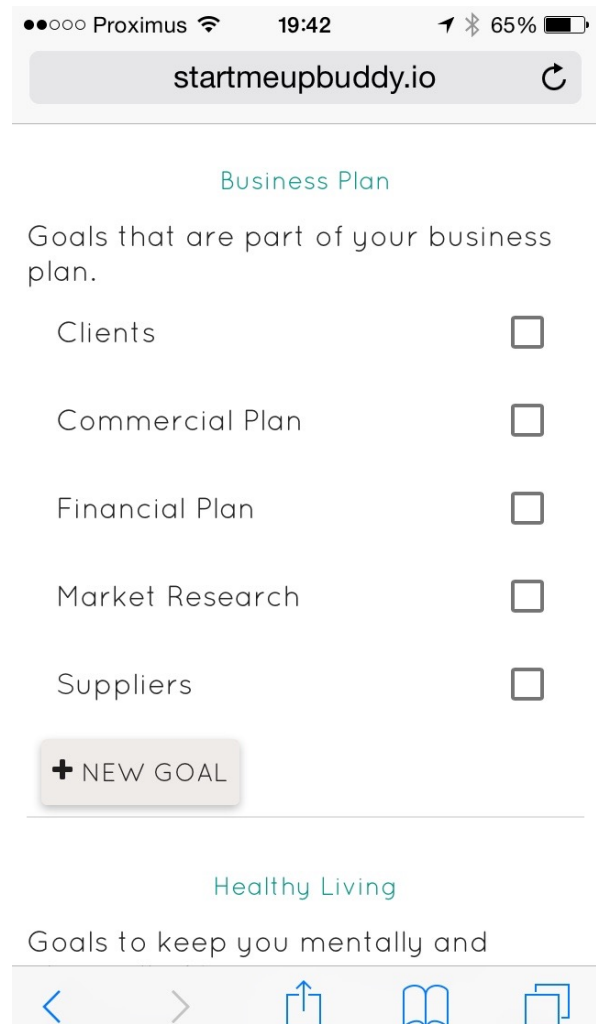
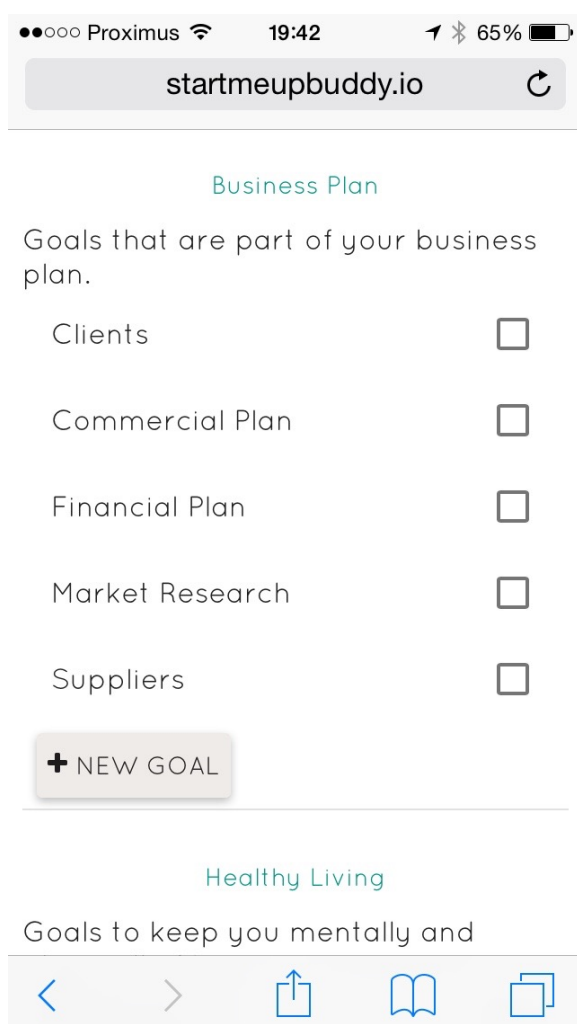
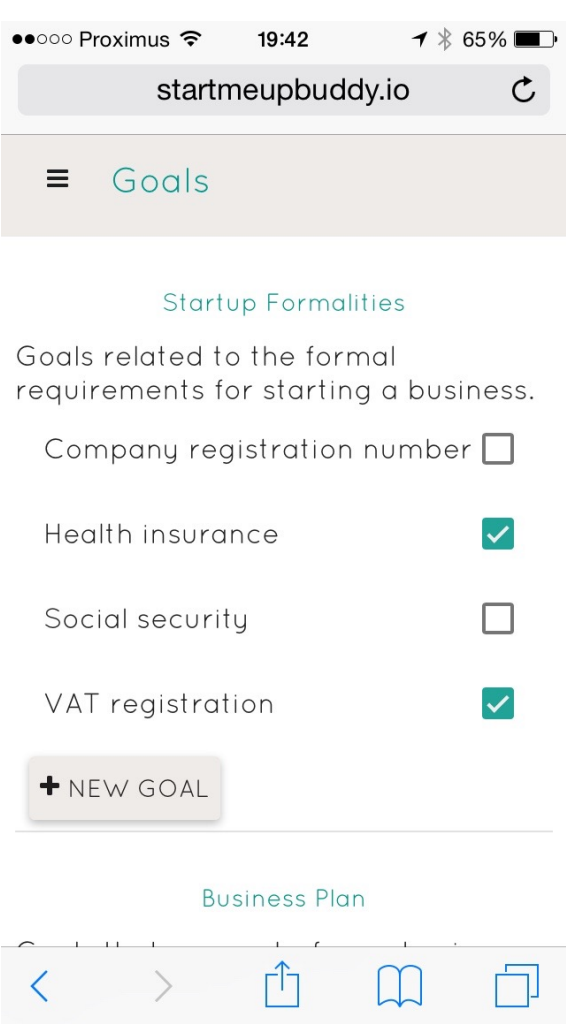


How do you feel?



SAVE

PROGRESS



Healthy Living

Goals to keep you mentally and physically fit.

- Healthy food
- Physical activity
- Sleep

+ NEW GOAL

Social Life

Goals to keep your social life alive and kicking.

- Family gathering
- Friends gathering
- Peer gathering

+ NEW GOAL

Zen Calming Activities

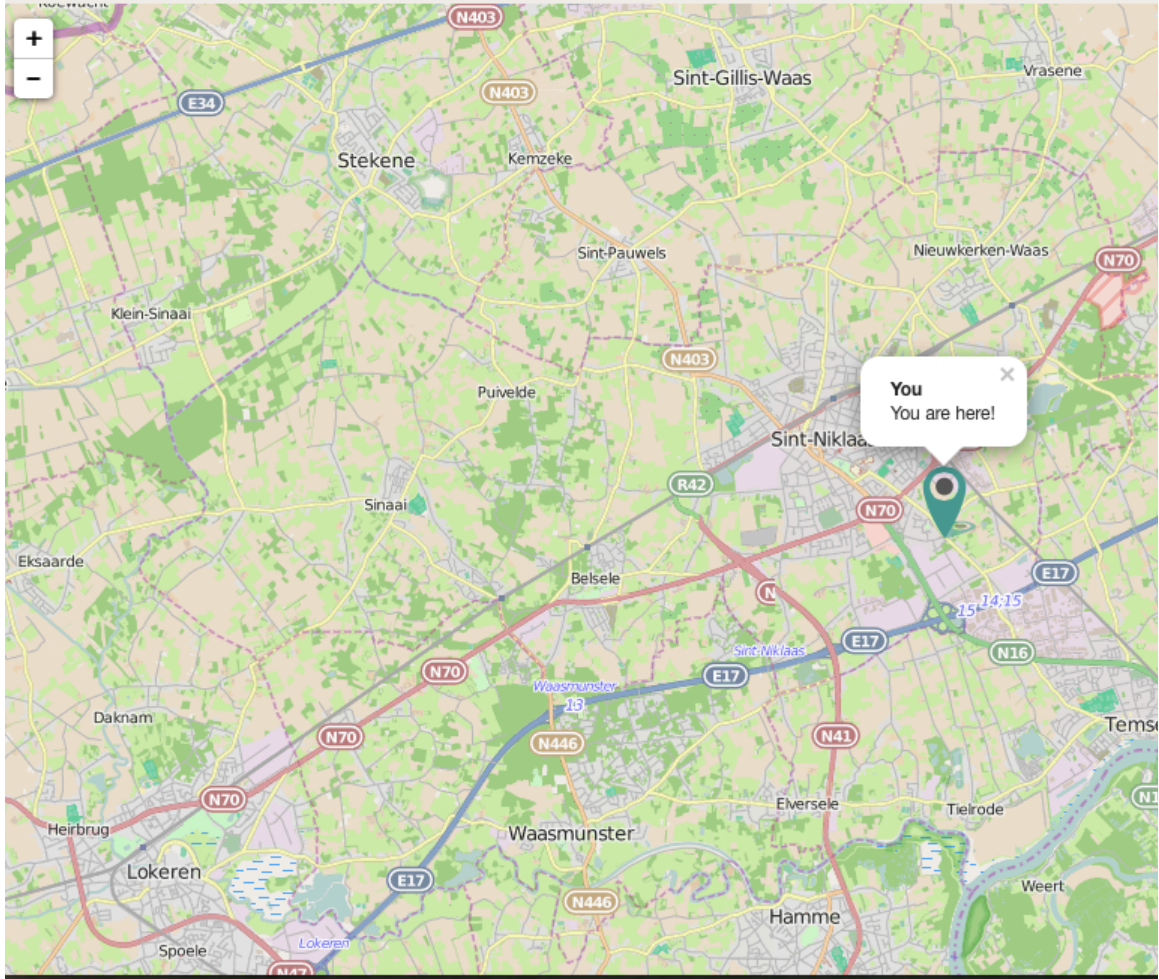
Activities at regular intervals to calm yourself.

- Meditation
- Tai Chi
- Yoga
- Walking

+ NEW GOAL



☰ Nearby



One more thing

Looking for partners in

- International Business oriented University Colleges for exchange opportunities and staff mobility.
- Digital 'things' and 'media' oriented University Colleges for exchange opportunities and staff mobility.

Find me after the session!



Q&A

Thanks for listening!

Christel De Maeyer

Karijn Bonne

Olivier Parent

Contact: Christel.demaeyer@arteveldehs.be

