

Domus Academy Scholarship Competition

Business Design Master's Degree

Entrepreneurship Through Design

How experimental entrepreneurship can innovate through design concepts and methodologies.

Candidates are asked to identify new business opportunities leveraging the current Coca-Cola brand values. The new business proposal will reach outside of the food and drink industry segments. Winning proposals will be visionary yet feasible, innovative yet implementable with today's technologies and current infrastructures. The new venture could consist in a product, a service, an ecosystem, an experience, etc. It could be done as a co-branding or partnership with another brand. In that case, particular attention and sensibility will have to be paid to the strategic branding aspects in order not to dilute the image and reputation of the Coca-Cola brand. Candidates will clearly highlight the rationale of the new proposal and how it is building on the existing brand DNA and vision; the balance between creative and business aspects and finally the benefits for consumers, Coca-Cola and the potential partner.

Materials Required:

- Written description of the project: maximum 3 A4 pages or a 10-slides Power-Point presentation (including images)
- Detailed curriculum vitae
- Motivation statement
- Copy of Degree Certificate
- Academic Transcripts
- Domus Academy Application Form*

The candidates are asked to send their materials in one single file in PDF format. Any further attached material will be considered a plus and will be evaluated by the jury.

* Application fee is waived for competition participants.

Prizes:

- One scholarship covering 60% of the total tuition fee of the Master Program
- One scholarship covering 50% of the total tuition fee of the Master Program
- One scholarship covering 40% of the total tuition fee of the Master Program
- Two special mentions covering 20% of the total tuition fee of the Master Program

Fall Intake 2017 Deadline:

Electronic entries can be sent to: vanessa@saiprograms.com. no later than April 7, 2017. Candidates will be informed about the results of the competition by e-mail on May 4, 2017.