



X Stock Market of Entrepreneurial Ideas “IDEALAND”



Government of Montenegro
Ministry of Culture

University of Donja Gorica and Ministry of Culture will jointly realize this year's 10th “IDEALAND”.

For 10 years now, this project has been a combination of strength, youth, quality ideas and solutions to everyday problems. Particular emphasis will be placed on ideas that will contribute to the enhancement of Montenegro's National Identity, above all in an innovative sense and thereby affirm the need for our country to become a creative destination.

In this regard, the 10th IDEALAND will be organized in cooperation with the Ministry of Culture of Montenegro and in accordance with the National Program “Creative Montenegro, Identity, Image, Promotion” whose main goal is to promote and support contemporary creativity in the context of creative industries.

On the “Supply” side you can find your business idea, which the companies and institutions can bid for as representatives of “Demand”. Depending on the quality of the idea, which shall represent a synergy of your courage and creativity, top 11 ideas will have the opportunity to be presented to “Demand” side on May 09, 2020. Traditionally, quotations follow the presentations. The right to negotiate has been purchased by the bidder who is ready to pay the highest price.

In addition to top 11 ideas, other ideas submitted will be featured in the 10th edition of the Book of Ideas.

Within the theme - Creative Industries, it is possible to compete with the market-oriented projects, products and initiatives, which operate in one of the following categories of the “10th IDEALAND”:

1) Industrial design

- a) Furniture design;
- b) Sustainable design;
- c) Design of musical instruments;
- d) Device design;
- e) (Other)

2) Fashion design and textile design

- a) Design of collections made of sustainable materials;
- b) Creating a recognizable fashion brand;
- c) (Other)

3) ICT, with a focus on developing innovative video games

- a) Campaign and multiplayer video games on multiple console platforms;
- b) Mobile Games;
- c) (Other)

4) ICT with a focus on developing innovative mobile applications

- a) Applications in the field of tourism;
- b) Cultural applications;
- c) Applications in the field of solving sociological and other similar issues – socially responsible applications;
- d) (Other)

5) Improving the living environment

- a) Commercial Conceptual solutions for environmental protection
- b) Businesses in the field of energy efficiency
- c) (Other)

6) Other creative, innovative and sustainable initiatives

The Freedom & Entrepreneurship Foundation has been founded in 2016 and it aims to encourage young people to realize their business ideas. The money that the DEMAND side pays for the ideas will be paid into the account of the foundation, which will transfer 50% of the funds immediately after the payment to the owners of the ideas, while the other 50% will be paid to the owner of the idea on the day he/she establishes a company registered for the realization of the idea. The deadline for founding a company is 24 months from the date of receiving the first part of the award. If a company is not established within this period, the foundation retains this amount and passes it on as support to other legal entities applying for the foundation's assistance, which will be discussed in more detail on the Exchange itself.

You can apply for the contest by April 24, 2020.

