

MADE for GOOD

The Deutsche Bank enterprise
programme for social good



DBACE Resource Directory

A guide to some useful
sources of information
and advice for creative
entrepreneurs.

DBACE
The Deutsche Bank Awards
for Creative Entrepreneurs

Partnering with



The DBACE Resources directory

Here are some useful sources of information and advice for creative entrepreneurs.

Social Enterprise support

Social Enterprise UK <https://www.socialenterprise.org.uk/what-is-it-all-about>

UnLtd <https://www.unltd.org.uk/blog/news/unltd-invest-in-pioneering-social-venture-toolshed>

New Economics Foundation <https://neweconomics.org/2009/05/guide-social-return-investment>

Social Business Model Canvas <http://www.socialbusinessmodelcanvas.com/wp-content/uploads/SBMC-Blank-v2-2.pdf>

Where to go for IP advice

Gov.uk <https://www.gov.uk/government/organisations/intellectual-property-office>

World Intellectual Property Organisation <http://www.wipo.int/about-ip/en/>

Creative Commons <https://creativecommons.org/>

British Library Business and IP Centre <https://www.bl.uk/business-and-ip-centre>

Audience Development and Marketing

Morris Hargreaves McIntyre (cultural strategy research agency) <https://mhminsight.com/culture-segments>

Culture Hive <http://culturehive.co.uk/>

The Audience Agency <https://www.theaudienceagency.org>

Payment for services

GDPR

UK Government <https://www.gov.uk/government/publications/guide-to-the-general-data-protection-regulation>

The Deutsche Bank Awards for Creative Entrepreneurs

Artists Pay

Artists' Union England <http://www.artistsunionengland.org.uk/wp-content/uploads/2015/06/HERE.pdf>

Artists Newsletter <https://www.a-n.co.uk/network/>

The Writers Guild <https://writersguild.org.uk/rates-agreements/>

BECTU Media and Entertainment Trade Union <https://www.bectu.org.uk/home>

Independent Theatre Council <https://www.itc-arts.org/rates-of-pay>

Equity <http://www.equity.org.uk/resource-centre/rates-and-agreements/equity-rates/>

Musician Union <https://www.musiciansunion.org.uk/Home/Advice/Playing-Live/Gigs-and-Live-Entertainments/Fees-and-Payment>

Business Plans and Financial Templates

Gov.uk <https://www.gov.uk/write-business-plan>

Princes Trust <https://www.princes-trust.org.uk/help-for-young-people/tools-resources/business-tools/business-plans>

British Library Business and IP Centre <https://www.bl.uk/business-and-ip-centre>

Business Launchpad <http://www.businesslaunchpad.org.uk>

Scotland's Cultural Enterprise Office <http://www.culturalenterpriseoffice.co.uk/resources/>

Government Business support <https://www.gov.uk/business-support-helpline>

Skillset <https://discovercreative.careers>

Creative England <http://www.creativeengland.co.uk>

Other worksheets you can access from www.dbace.org, either as standalone pieces or as a section in the main document, are:

Worksheet 1: From project to enterprise

Worksheet 2: Can you write a pitch

Worksheet 3: Do you want to work alone or with others?

Worksheet 4: What are your skills and why do you do what you do?

Worksheet 5: What sector are you operating in? Looking beyond you
 Worksheet 6: Why are you doing this / how will it change the world / who will it affect?
 Worksheet 7: Accessing others' help
 Worksheet 8: The value chain
 Worksheet 9: Ideation process, the creative process. Or, the entrepreneurial process
 Worksheet 10: Research, research, research
 Worksheet 11: How will you find and engage your customers/clients/beneficiaries/users?
 Worksheet 12: Project planning, financial management and modelling
 Worksheet 13: Hands off, that's mine not yours! (The intellectual copyright bit)
 Worksheet 14: What kind of language is that? How to write appropriately
 Worksheet 15: What next?

About DBACE

The Deutsche Bank Awards for Creative Entrepreneurs (DBACE) is an awards programme open to any UK resident aged 18 – 30 years old. The award provides financial and business support to help start or grow creative enterprises.

Since 1993 DBACE has supported over 200 new ventures. In 2019, Deutsche Bank partnered with MeWe360 to relaunch the programme with a focus on supporting visionary creative entrepreneurs driven by a mission to create and sustain social value through their enterprise.

DBACE aims to reach ambitious individuals from all backgrounds with ideas that will improve the lives of others and the communities we live in.

About the authors of the Guide

Adrian De La Court is a creative advisor, academic and business development consultant, as a critical practitioner he trained and worked professionally as a fine artist, live artist and contemporary dancer and choreographer. He has developed a strong portfolio career in the creative industries.

Siân Prime has worked to find new, impactful ways to engage highly creative individuals and social innovation and cultural organisations in sustainable practice. They have worked together in a range of roles, but most recently at Goldsmiths, University of London where they lead the entrepreneurship education work.

For this Guide as with much of their work they have collaborated with We Made This, and the founder of the design Agency Alistair Hall, he brings great clarity to their thinking as well as his visual communication skills.