



# Art Life Entrepreneurship 1

Aalto  
Ventures  
Program

Fall 2022

**Session 1**  
**Opportunities**

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<https://forms.gle/8Zs8hEDxQYqdtun39>



**What:**

**Expedition into the entrepreneurial  
landscape of your field.**





# Johannes Kaira

University teacher, Aalto Ventures Program  
Architect MSc, Educator, Coach

Areas of focus:  
Design process, creativity, visualisations





# Håkan Mitts

University teacher, Aalto Co-Educator team  
Lic. Tech (IT)  
Started and closed down a few businesses

Areas of focus:  
Service design, teacher training, integrated  
entrepreneurship







**Why?**

**To help you find new opportunities to build a livelihood on your skills, interests and passion.**



# How?

**Make contact with people, ask and listen**

**+**

**Discuss and reflect your findings in teams.**

**=**

**Sketch out and evaluate an opportunity.**

**1 One customer interview**

**2 One ecosystem visit**

**3 One mentor interview**

**4 Process journal**

**5 Poster and a video**



# Learning goals

- 1. Clarity:** Make sense of the chaotic world and recognize the essential elements regarding the building of income.
- 2. Courage and resilience:** Find the courage to put oneself on the line. Get up and continue after a failure. Manage risks
- 3. Efficiency:** Use resources accordingly. Be flexible to change your strategy. Remain functional.

## **Week 1**

**Opportunities** = What is possible? What could be achieved?

## **Week 2**

**Best Practices** = What can be learned from others? Is somebody doing something similar?

## **Week 3**

**Risk and constraints** = What can I control, what can I not? How can I manage risks?

## **Week 4**

**The Leap** = How can things be done better? What conventions are challenged?

## **Week 5**

**Evaluation** = How can ideas be evaluated? How can mind be kept open for feedback?

## **Week 6**

**New Reality** = How should new findings be presented?



# Rules of the course

No business idea needed

3cr

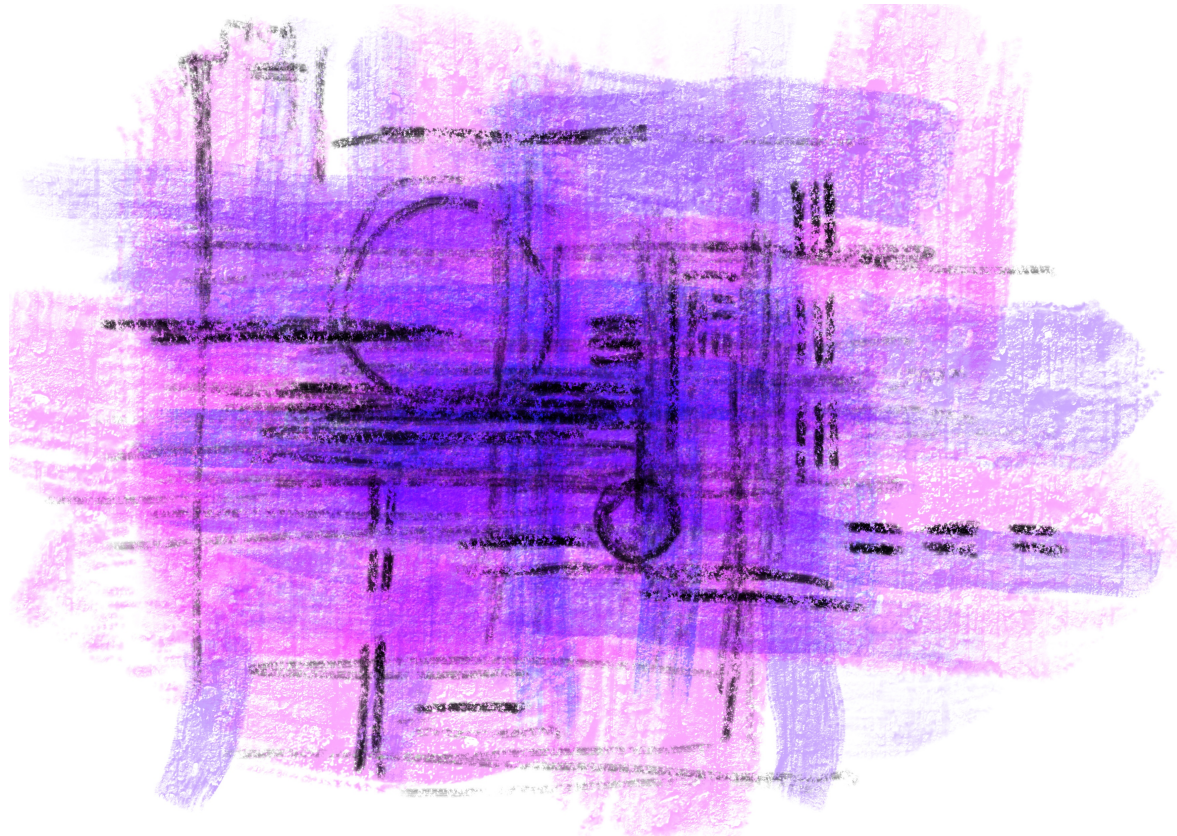
=81hrs

24 hrs of Sessions

57hrs of Legwork and Journaling

80% Attendance in the sessions

Assignments handed in time



# Final submission

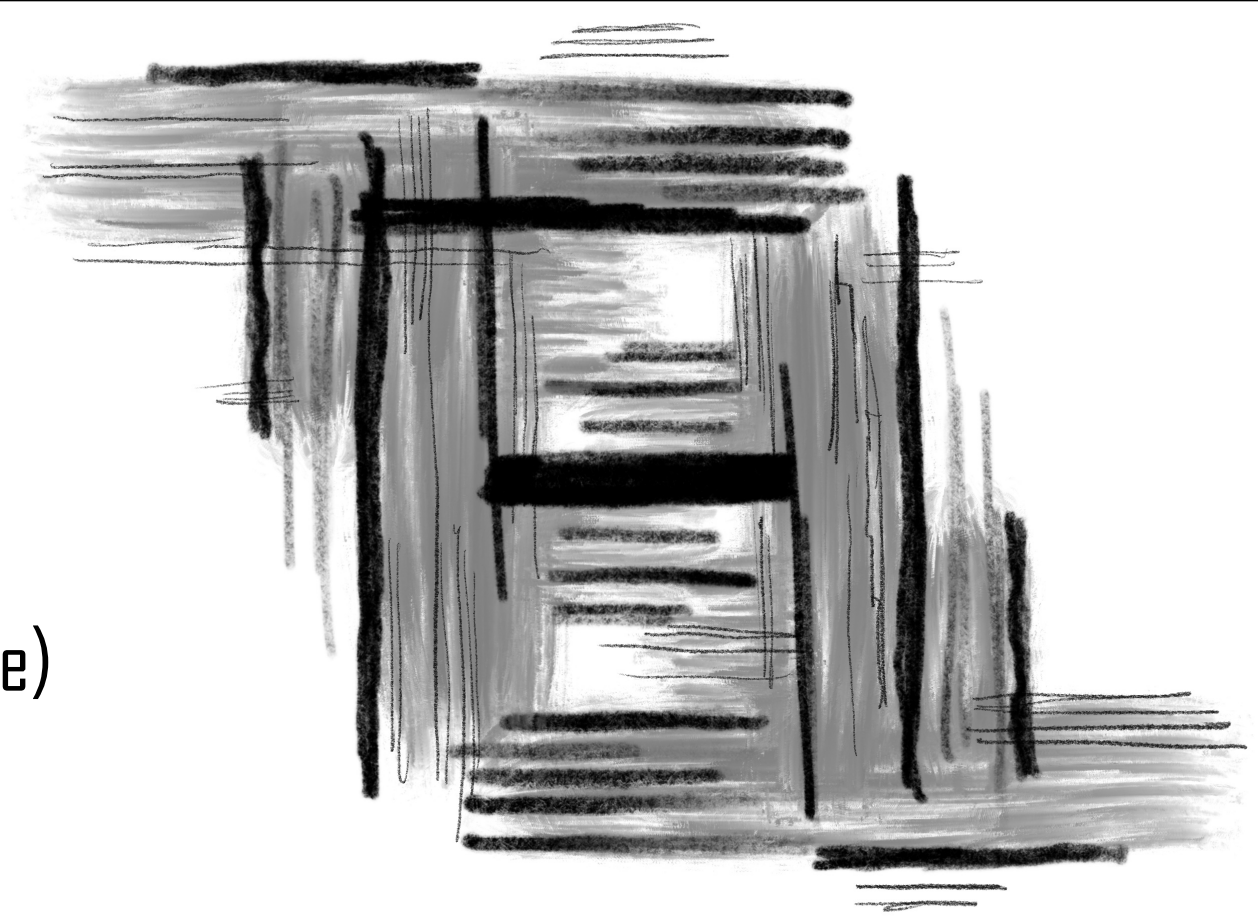
Video 3mins

+

Poster (or any other exhibition deliverable)

**Answer the following questions:**

*"What advice would I give to my fellow student who wants to become an entrepreneur in my field? What is my opportunity recommendation?"*

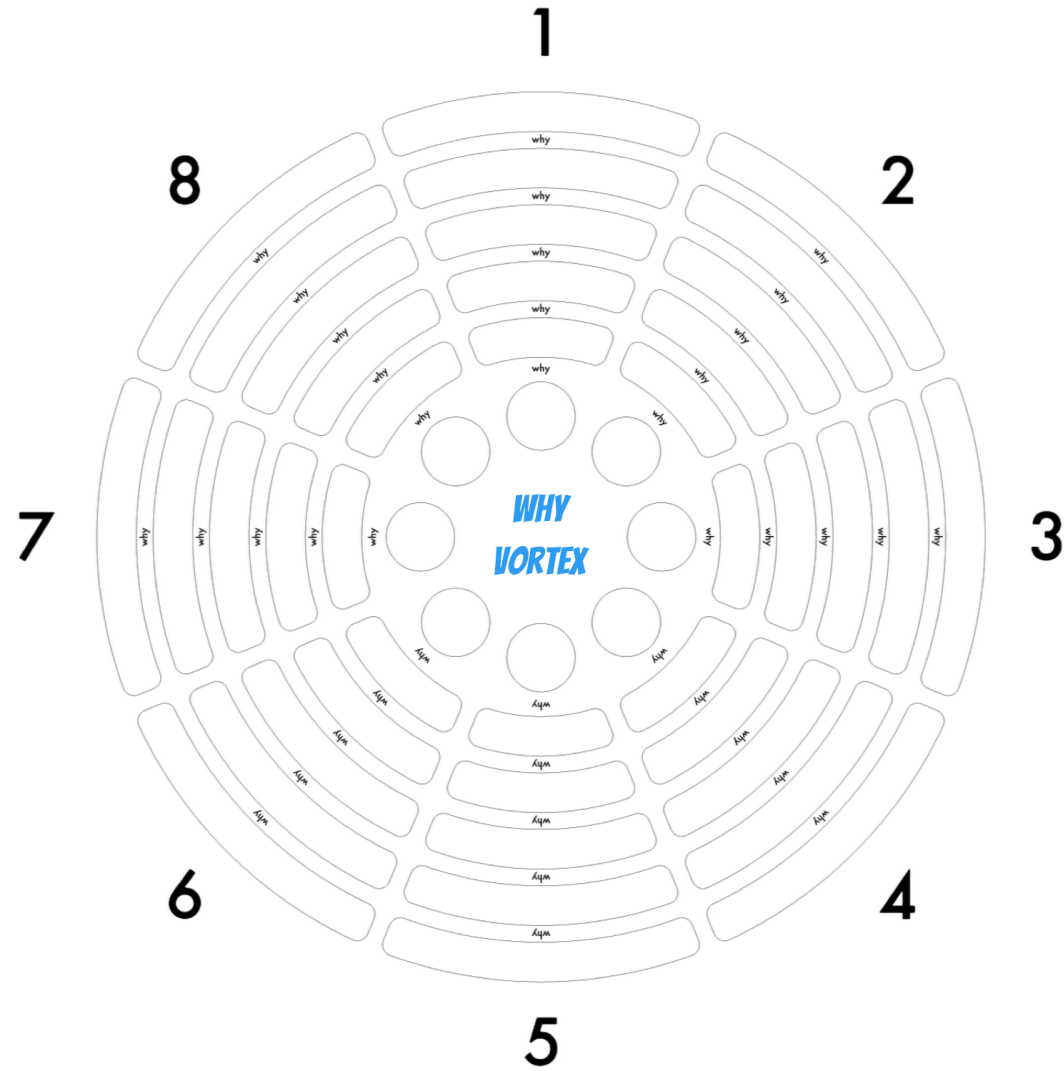




**Break 10 mins**



# Why Vortex





# Why Vortex

## Instructions

Game time 20mins

1

AGREE OR  
DISAGREE  
WITH THE  
STARTING  
STATEMENT



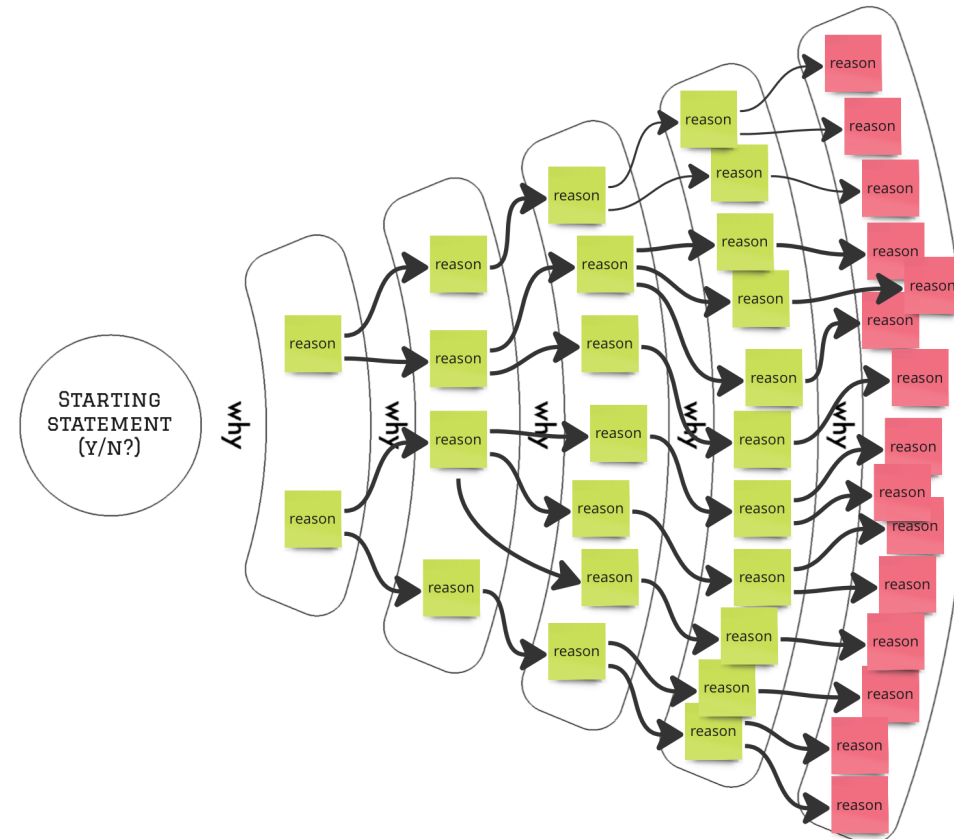
2

ASK WHY FOR 5 TIMES  
USE STICKY NOTES FOR  
ANSWERS  
1 ANSWER/STICKY NOTE  
PROVIDE FURTHER  
EXPLANATION TO YOUR  
ANSWERS AS YOU MOVE  
OUTWARDS



3

THE GOAL IS TO HAVE AS  
MANY STICKY NOTES ON  
THE OUTERMOST CIRCLE  
AS POSSIBLE.  
1 POINT/STICKY NOTE  
REASONING CHAIN HAS  
TO BE COMPLETE



**[https://miro.com/app/board  
/uXjVPKBdYZI=/?share\\_link  
\\_id=471975029248](https://miro.com/app/board/uXjVPKBdYZI=/?share_link_id=471975029248)**



# **Why vortex debrief**

Summarise your teams area in 5 points

**Break 5 mins**





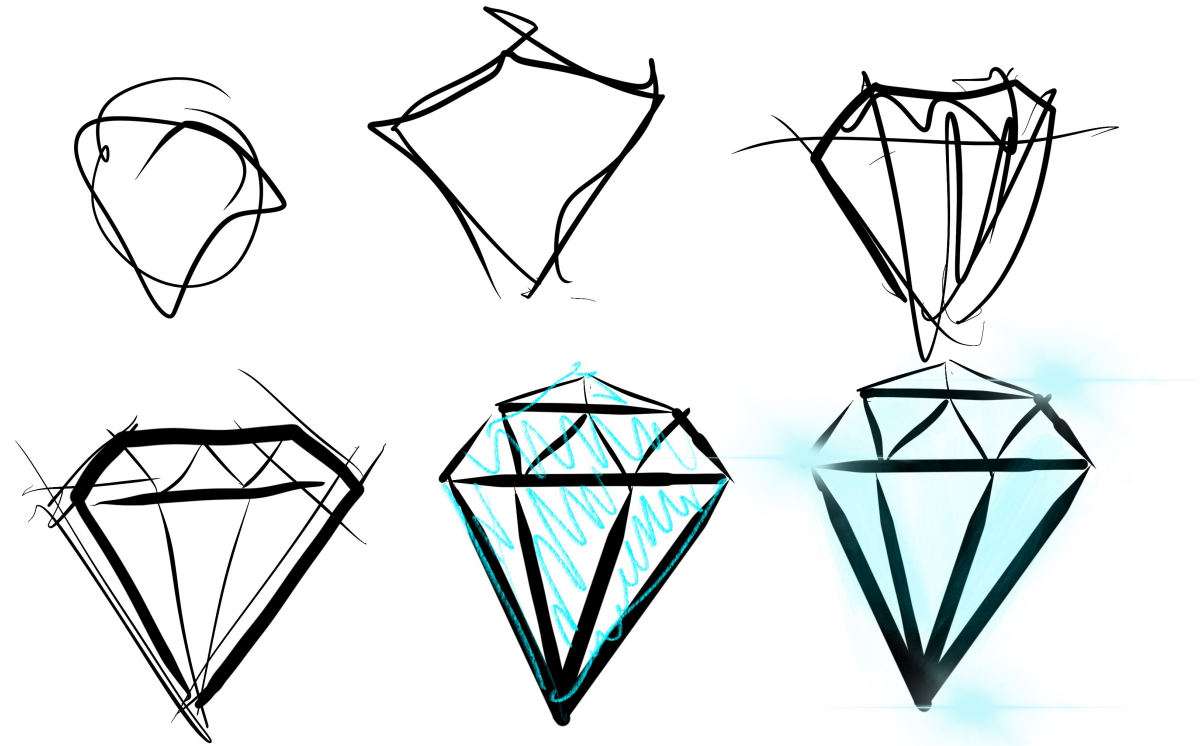
# Social Design

Lucy Kimbell and Joe Julier

Model for how to develop your activities. Closely related to design thinking, service design etc.

[http://www.lucykimbell.com/stuff/Fieldstudio\\_SocialDesignMethodsMenu.pdf](http://www.lucykimbell.com/stuff/Fieldstudio_SocialDesignMethodsMenu.pdf)

**How** to do



What is your niche?



How can I help you?



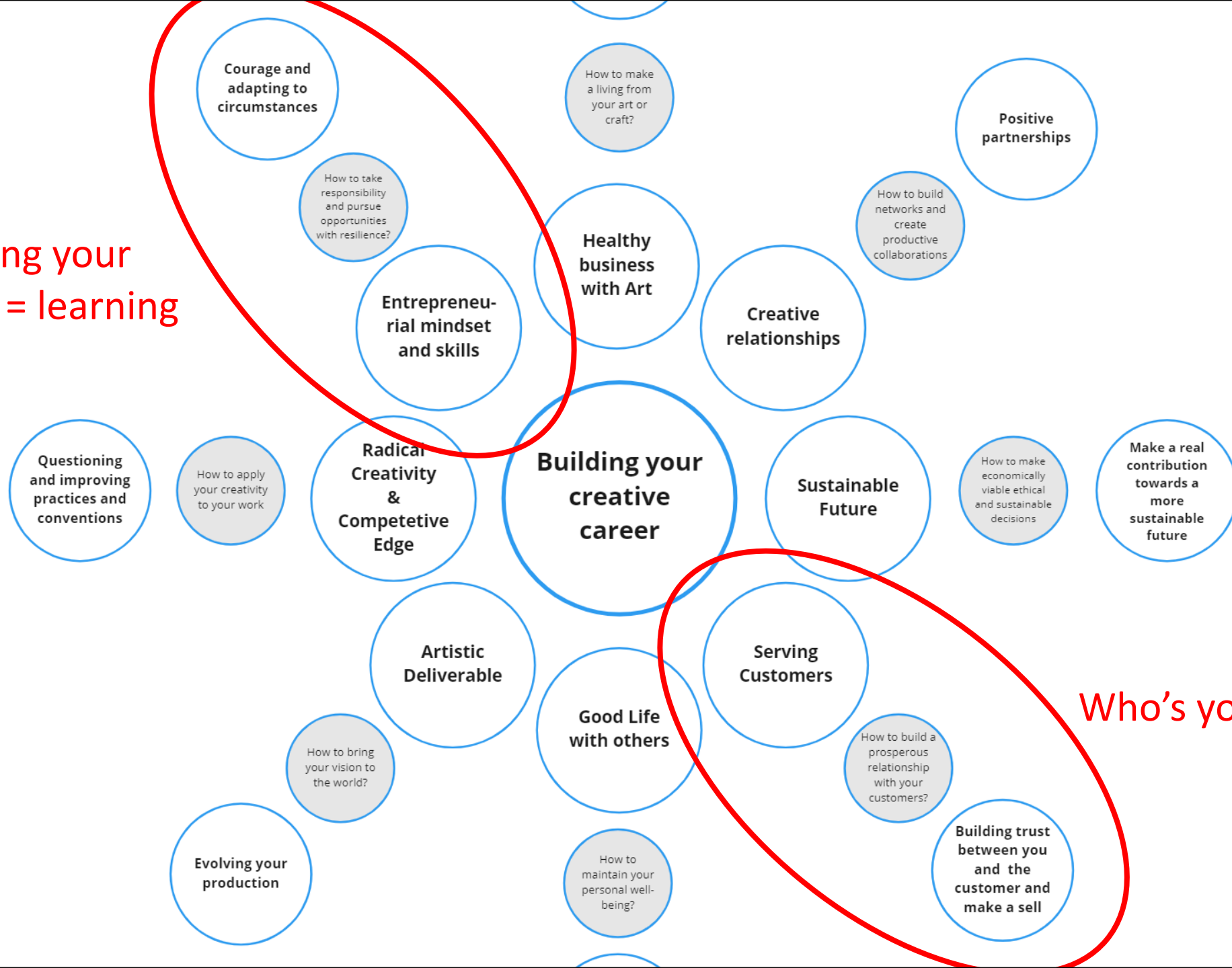
Finding customers

=

Finding people or  
organizations you can help



Developing your business = learning



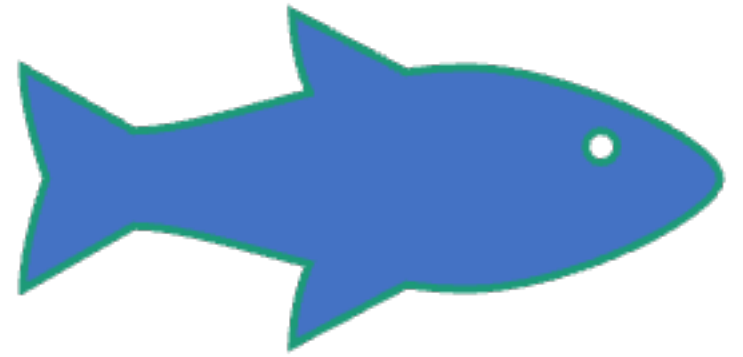
Who's your customer?

A small fish in big pond  
or  
a big fish in small pond?





A (big) fish  
in **small pond**  
= niche



# Why look for a niche?

- If specialized skills needed, you can stand out
- Often easy to identify potential (fewer) customer
- Less competition, better chance for earning
- Easier to make a name for yourself



Why not look for a niche?

Potentially small market

“Niche lock-in” prevents from growing outside

Also the bad info travels fast



Today we will take a  
niche-centric approach



# Example

A company is looking for a boat interior designer. Who is most interesting?

- A designer
- An interior designer
- An interior designer that is an experienced sailor



Step 1: Identify your  
unique skills

This column auto-fills

	skill 1	skill 2	skill 3	skill 4	skill 5	skill 6	skill 7	skill 8	skill 9	skill 10
skill 1	grey									
skill 2		grey								
skill 3			grey							
skill 4				grey						
skill 5					grey					
skill 6						grey				
skill 7							grey			
skill 8								grey		
skill 9									grey	
skill 10										grey

Fill in your skills in this column





Step 2:  
Find your niche

# Ways of thinking about this

- Is there someone you can help with your skills?
- Is there business value for your skills (ie would someone pay you)
- If “yes, I can help” and “someone might pay for this”  
-> Your niche?

# Simple example

- Skill 3 = technical writing
- Skill 4 = photography
- Skill 5 = long term sailing experience
- Skill 6 = engineering

## Possible combination

- Writing technical articles on boats





# How to proceed

Start with yourself, is there something that you would enjoy doing?

Yes, evaluating boat technical solutions, could be a review-like blog

Start with magazines. Which magazines operate on a free-lancer basis? Do they have criteria for stories submitted?

Are there magazines on boats with technically slanted articles that uses free-lancers?

Start a new magazine. Is there something missing in the market? Is there a business opportunity here?

Seems there is at least one, perhaps not enter this market

**Download file**

Your skills matrix

**Simple template file for working  
out your unique skills**

Template file here:

<https://www.dropbox.com/s/nujs5y07m5u6j5v/Skills%20matrix%20-%20download.xlsx?dl=0>

**Personal**

**Set up your own  
skills inventory**

**15 minutes**

Personal exercise

**Personal skills inventory**

Fill in the skills matrix with 10 skills that you have.

Find at least 5 interesting combinations

## Breakout rooms session

**10 minutes**  
**3 minutes/person**

## Help your teammates

Everyone shares their skills matrix.

The team is responsible that everyone has at least 3 identified unique skills and ideas on where these would be valuable.

If a person already has 3 ideas, spend some time on thinking about how to improve them even further!



**Break**

Back in 5 minutes

Validating your niche



# Location and people

Where should I go with my niche?

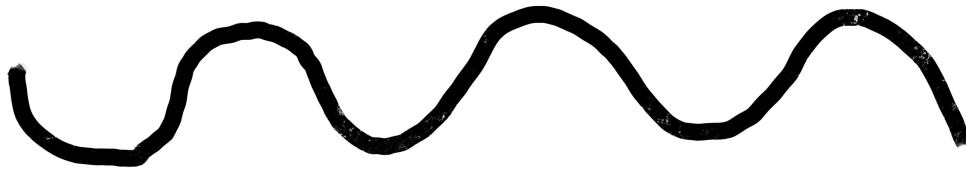
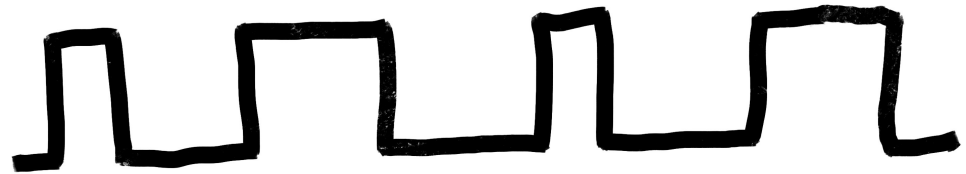
The image features three horizontal, overlapping brush strokes in a light orange or peach color. The strokes are positioned from top to bottom, with the top stroke being the shortest and the bottom stroke being the longest. Each stroke has a textured, painterly appearance with soft edges. The text is centered on each stroke.

**Who else is there?**

**How do I recognize them?**

**Do they need to be invited somehow?**





**When should I go?**

**Rhythms**



**Observation**



**Mystery shopping**



**Interviews**

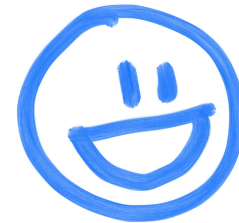
# Open Questions

Do you like this  
dish I made?



VS

Tell me about the  
foods you like?





Weekly exercise:

Analyze the business potential for at least 3 of your unique skill combinations to choose one to work on for the rest of the course.



# Weekly exercise: Analyze the business potential for at least 3 of your unique skill combinations.

Use a mix of methods to analyze the business potential of your unique skills:

- At least 3 different approaches for each unique skill (so all in all at least  $3 \times 3 = 9$  analyses)

Analysis options

- Interviews with potential customers
- Competitor analysis
- Benchmarking competitors and replacements
- Find related discussion groups: what is being discussed in those groups?
- ...

# Assignment 1

## **Deliverables**

Summarize your 3 skill combinations and your analysis on your Process Journal in Miro

Describe your selection of what to study in terms of

- a) How can you help with your skills combination
- b) Who can you help with your skills combination

Deadline: October 31, 21:00.

# Link to the course board

This board has the process journal templates.

Choose one that is available and reserve it by writing your name on it.

[https://miro.com/app/board/uXjVPKCYtfw=?share\\_link\\_id=557131434353](https://miro.com/app/board/uXjVPKCYtfw=?share_link_id=557131434353)

**Password: alefall22**

