



Art Life Entrepreneurship 1

Aalto
Ventures
Program

Fall 2022

Session 2

Best Practices

What can we learn from others?

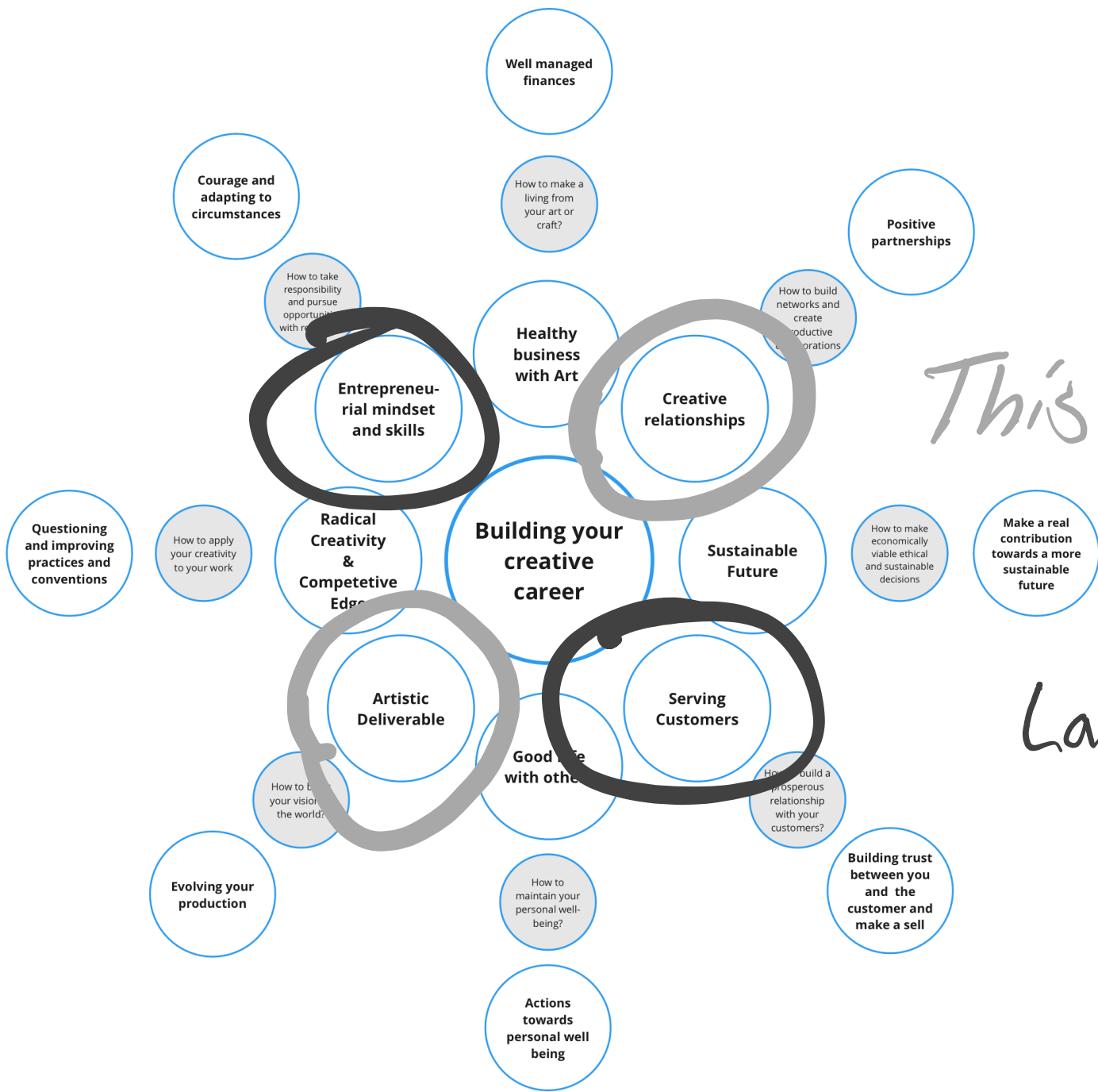




Last Week

Discussion

- Form groups of 4 (per row)
- Share in the group the niche you will be exploring
- Together with the other team members, try to identify a typical or interesting customer for your niche.
 - How would you describe the potential customer?
 - What is the customer needing and how can the entrepreneur/artist help the customer?
 - Add the customer insight into the relevant Miro
- Be prepared to present

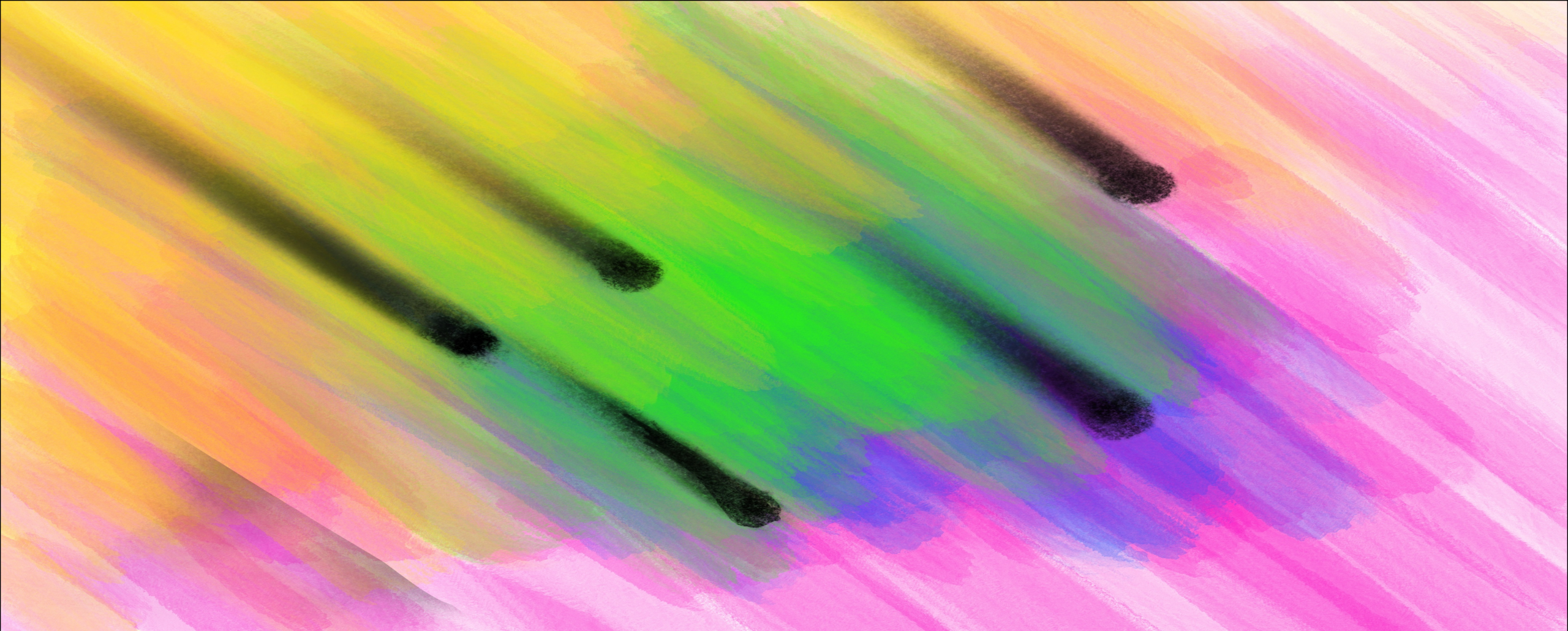


This Week

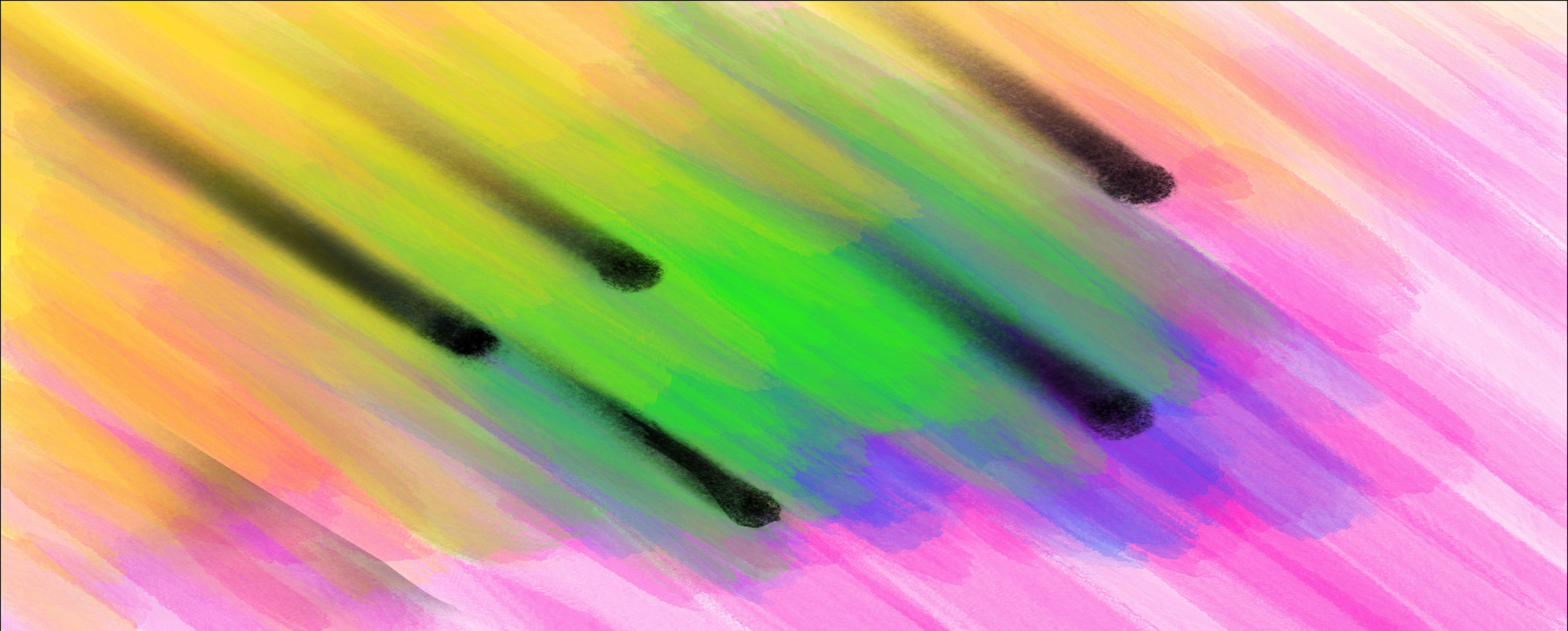
Last Week

Break 10 mins





Anna Dementyeva
Ecosystem specialist



Ville Rätty
Visual Artist

Groupwork

Come up with
ecosystem
locations

10 + 10 minutes

Miro Course Board

Fil in in the ecosystem canvas with ecosystem locations.

Focus on the given area.

One spoke/team for 10 minutes

After 10 minutes, all teams move one spoke forward and continue another 10 minutes.

Focus on quantity!

Link to the course board

https://miro.com/app/board/uXjVPKCYtfw=?share_link_id=557131434353

Password: alefall22

Role Model Interview

Look at the wheel and think which area you would like to develop the most
Find a role model/idol/person that inspires you in that area.

Note that the customer spoke is reserved for the customer interview.

Book and interview with that person.

Interview deadline

Tuesday 22.11 at 12.00



Customer Interview

Interview a potential customer
(for your niche)

Build an understanding on what the customer is needing and how can the entrepreneur/artist help the customer?

Interview deadline

Tuesday 15.11 at 12.00



Weekly exercise: Explore the ecosystem

Review a location that you think is a part of the creative or entrepreneurship ecosystem.

- It can be on campus, but even better if you find it outside of Aalto campus.
- Think what are your needs at the moment (business help, creative networks, funding, peer support, inspiration etc.), and choose the location based on how relevant it is for you or your field.

Rate the following with max 5 stars:

- easy to find the information about this location
- easy to approach (digitally or physically)
- friendliness 😊
- relevance to an art entrepreneur

Write answers:

- What were your needs that you identified?
- What is the location and where is it (website and address if physical)
- What resources does it have?
- Who would you recommend this to?
- What is good to know before you go there?
- What did you like about this place and service?
- What about this service needs to be fixed or improved?