



# Art Life Entrepreneurship 1

Aalto  
Ventures  
Program

Fall 2022

**Session 4**

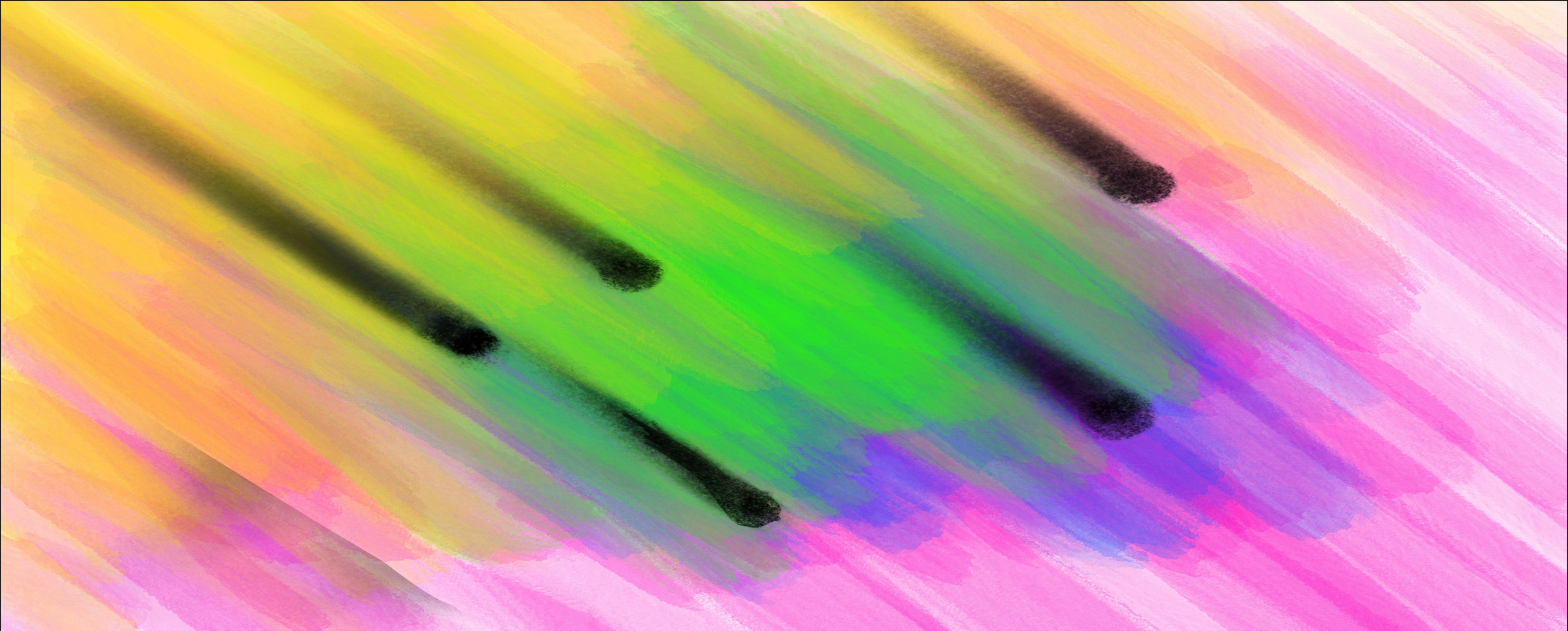
**Leap**

What can be done better? What conventions can be challenged?









**Katri Manninen**



**Break 10 mins**



**Group  
Discussion**

**20min**

# Miro Course Board

**Discuss about your customer interviews.**

How did it feel like to interview a customer?

Did you find anything unexpected?

Does the findings has any effects on your niche?

**For the course board:**

What would you do differently in the next interview?

Top 3 tips

**Independent work**

**20min**

## **Summarise your opportunity**

What kind of problem your customer has that I can solve?

How would you describe the customer's lifestyle and behaviour?

What is the convention you're challenging?

**Pair work**

**20min**

**Get feedback about your  
opportunity sketch**

Present your sketch to your pair

Pair will give feedback and ask questions



# Link to the course board

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

**Password: alefall22**

# Volunteers wanted!

Question Game

Prototype testing in Paradigm Break seminar.

**Monday 28.11. from 14.00 to 18:15 at Aalto Design Factory**

(seminar can be participated partially)

→ 1 cr can be earned with a reflection essay

If you want to participate the game and receive a credit, send an email to [johannes.kaira@aalto.fi](mailto:johannes.kaira@aalto.fi) by 21.11  
With a title: Question Game Testing

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**Sign up for the seminar here!**

<https://docs.google.com/forms/d/e/1FAIpQLSfh2f55Gd4xOjE-331HPFOvVAZeNstRvTWPosAuFMZf3LUwBA/viewform>

# 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





# Final submission

Video 3mins

(load the video to Panopto or some other video service)

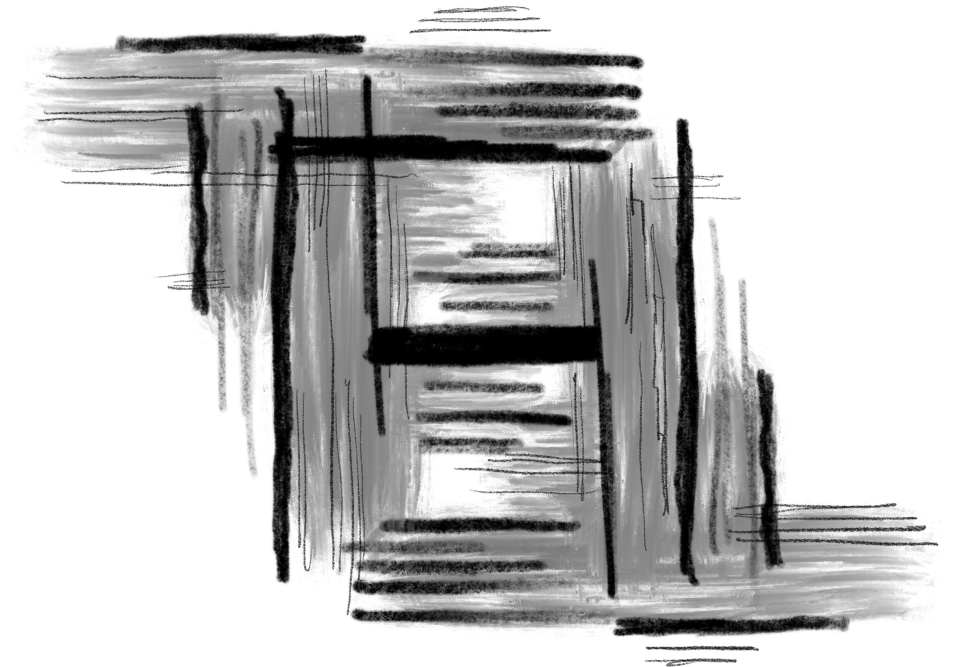
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Poster (or any other exhibition deliverable)

DI 29.11.2023 at 13.00

**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?"*



## Poster:

Think about the layout, headlines etc.

What do you think are the most important findings during this journey?

What is interesting for the viewer?

Things the viewer should know after seeing the poster:

What is the field?

What is the opportunity? (niche)

Where should one look for customers

What is the easiest way to identify the potential customer? (behaviour, values, lifestyle)

What are the most useful resources and networks available?

**Final Session:**

Gala

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Exhibition build in LQ Lobby

29.11 13.00-17.00