



A!
Aalto University

Startup Experience

8.9-11.12.2020

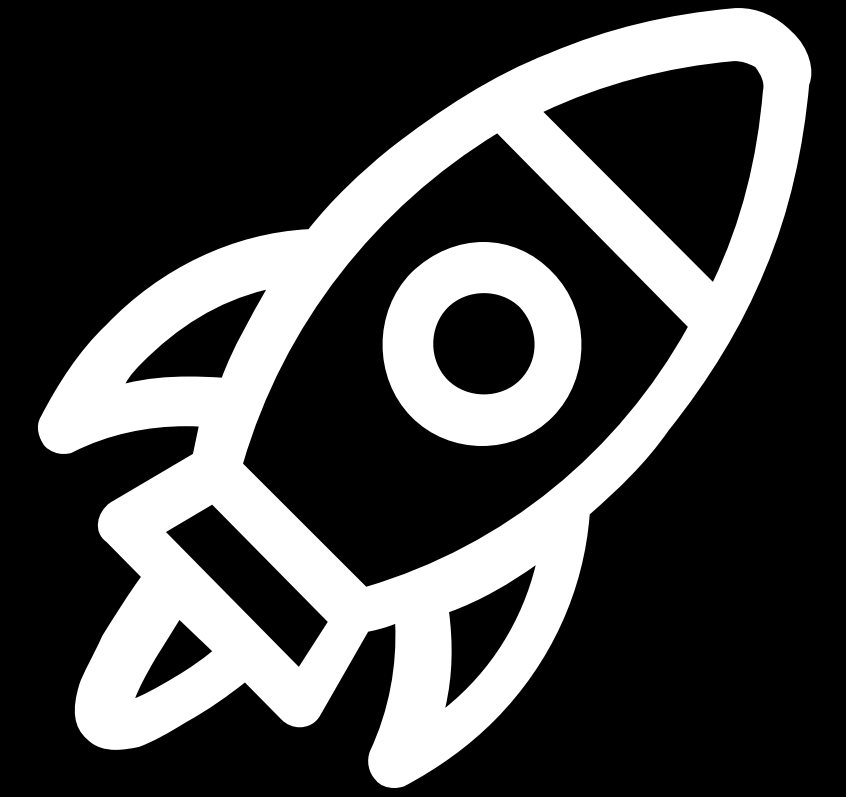


A!
Aalto University

**Aalto
Ventures
Program**

Agenda

1. **Practicalities**
2. **Students' stories**
3. **GLE wrap-up**
4. **Feedback**
5. **Open discussion**



01

Practicalities | Grading

Grading

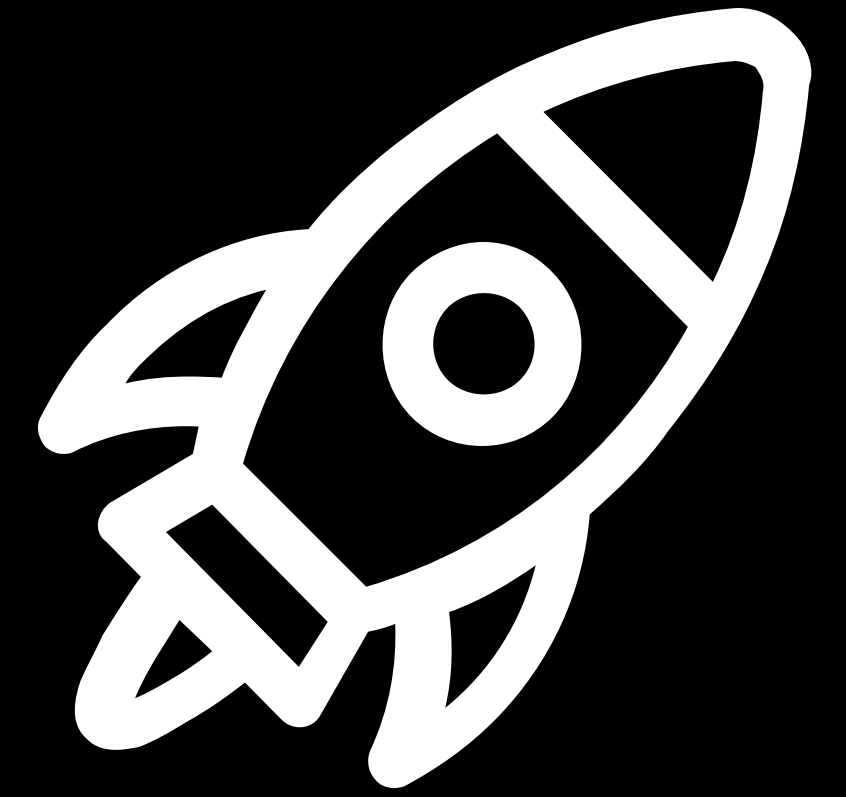
80% - team grade

30% - Final pitch

20% - Pitches 2,3,4,5

30% - Team assignments

**20% - individual grade
(individual exam)**



01

Practicalities | Final Exam

Final Exam

- Individual, oral exam at Zoom (30 minutes)
- Questions are based on lectures / content of the course and your project (inc. assignments), i.e. theory, and how you have applied it in your project
- 3 exam questions (approximately à 5-7 min) + 1 question relating to your future aspirations
- Ensure you have reserved a time from Lidia or Heidi
- Be on time!

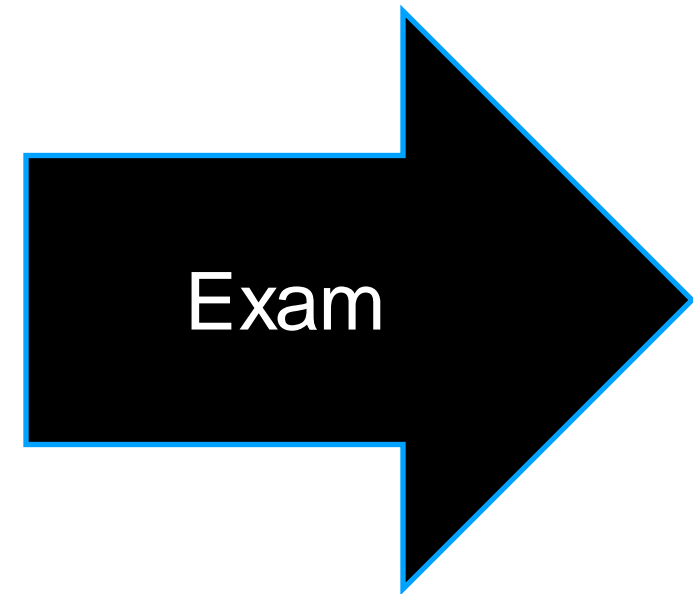


Startup Experience

Sprint	wk	Tue 09:15-12:00	Thu 14:15:16:00
1	37	08.09 Intro session 09.09 Team building I (Wed)	10.09 Good Life Engine track kick-off
1	38	15.09 Team building II	17.09 User research
2	39	22.09 Pitch I & Pitch training	24.09 Entrepreneurship game
2	40	29.09 Analyzing user data	01.10 Ideation
3	41	06.10 Pitch II	08.10 Experimentation and prototyping
3	42	13.10 Disruption	15.10 Market Estimation
exam week	43	TBA	
4	44	27.10 Pitch III	29.10 Marketing
4	45	03.11 Financials & Marketing	05.11 Prototyping
5	46	10.11 Pitch IV	12.11 Financing I
5	47	17.11 Growth Hacking	19.11 Financing II
6	48	24.11 Pitch V	26.11 TBA
6	49	01.12 Ethics	03.12 Good Life Engine
exam week	50	08.12 Final pitch	08-11.12 Final exams



Final Exam



Project →

Team →

Self →

Final Exam | Topics are related to:

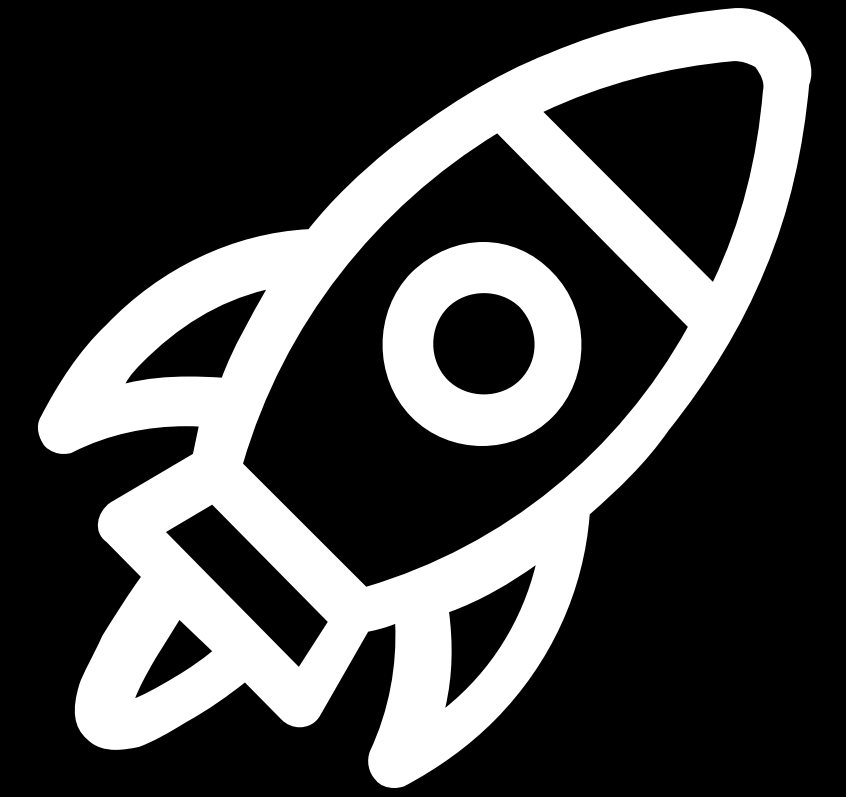
- User research
- User(s) profile / target customers
- Market disruption & competition analysis
- Value proposition
- Business model and budget structure
- Market estimation (evaluation of business potential)
- Pricing
- Sales
- Marketing
- Product-market fit
- Cap-table & cashflow
- Finance & financing instruments for early stage startups in Finland
- Growth hacking
- Types of risks and strategy to minimize them
- Business Ethics
- Please, check also your lean canvas before exam



Final Exam | Example question:

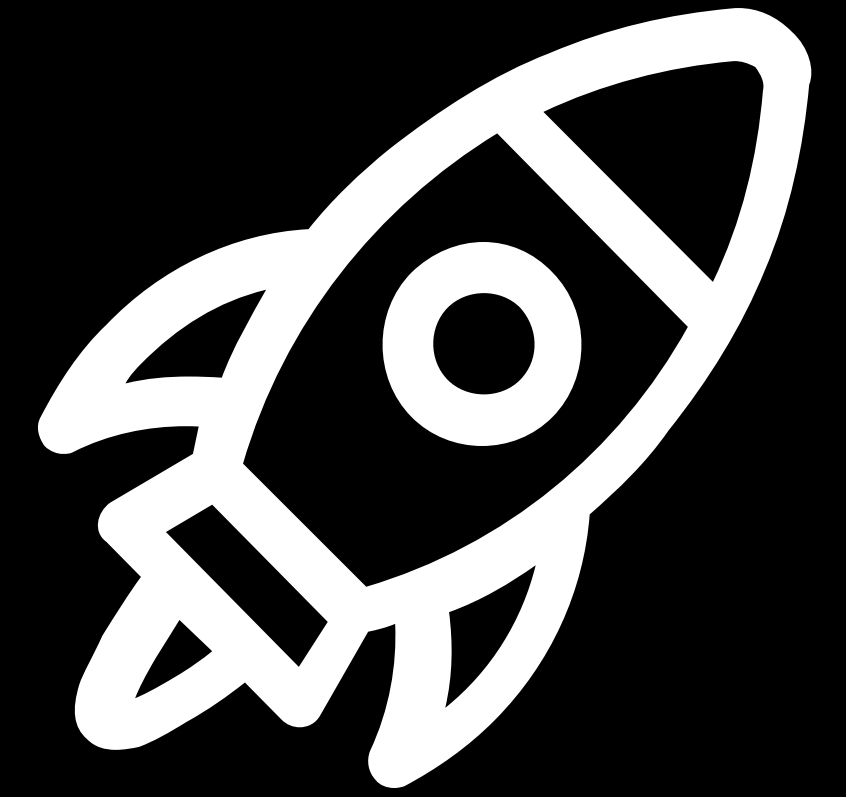
- What type of **financing instruments** are available for **early stage startups in Finland**? How would you arrange the financing of your startup (for the first two years)?



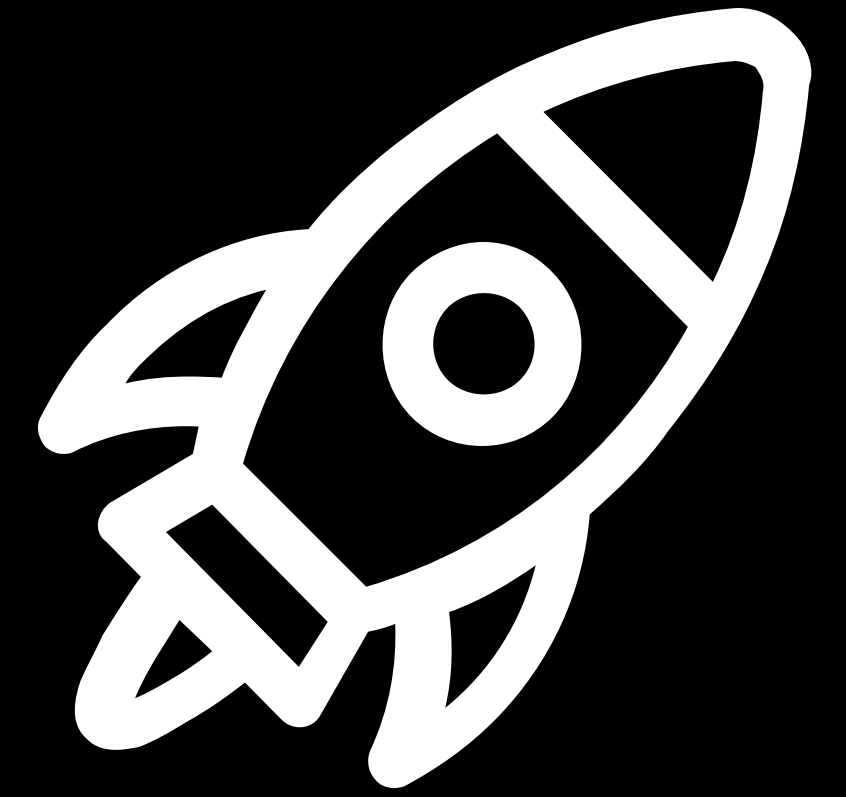


01

Practicalities | Matchbox

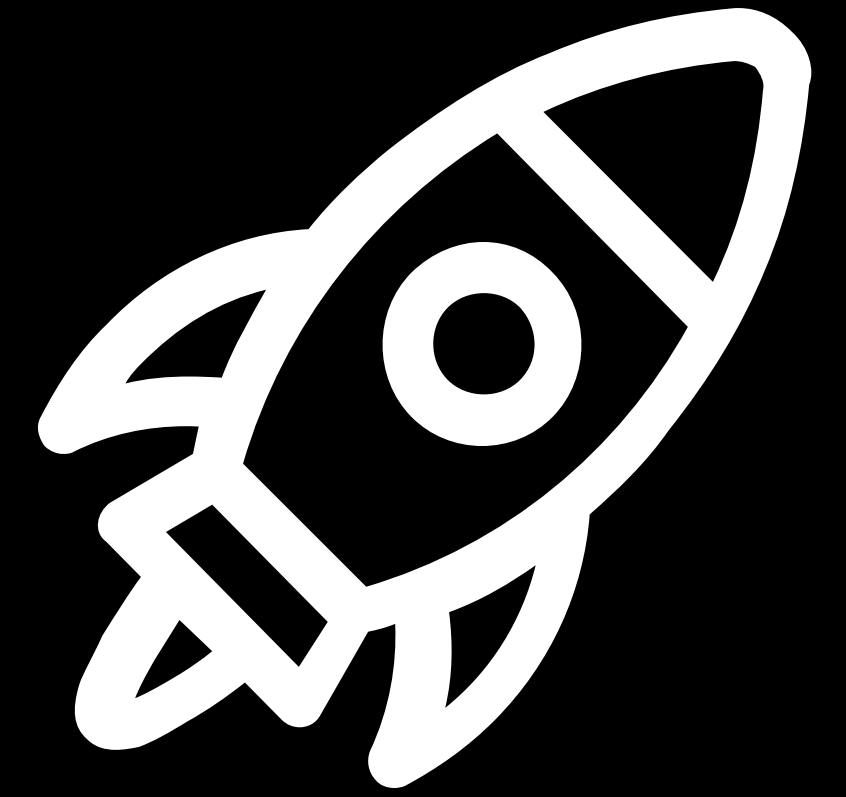


02 | Students' stories

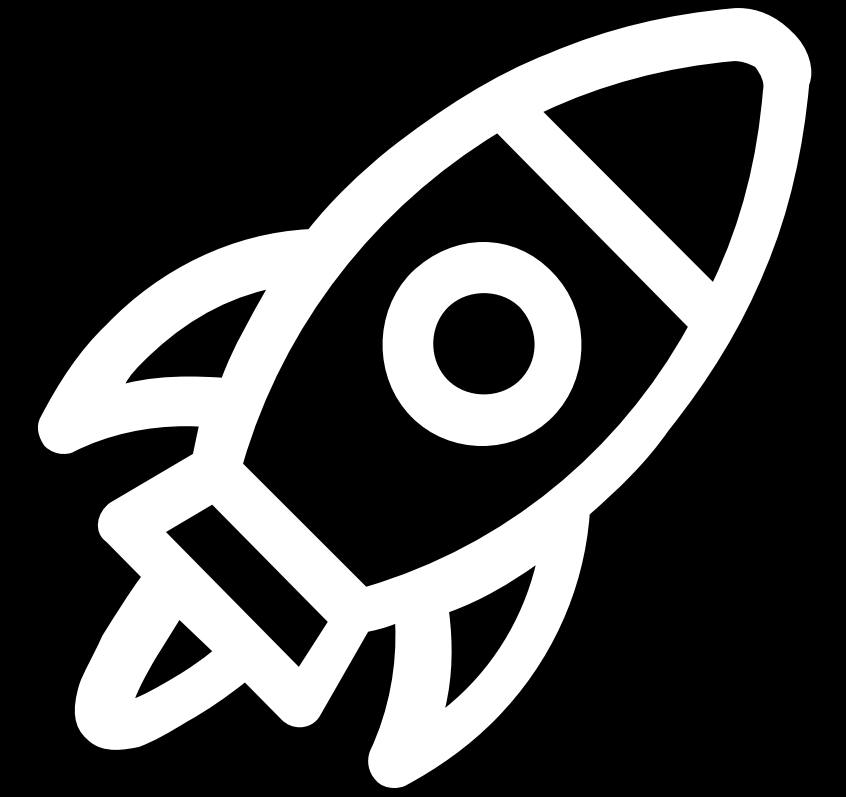


03

GLE wrap-up



04 | Feedback



05

Open Discussion

Thank you for the Journey



See you next week!





Aalto Ventures Program

***LEARN TO
BUILD LIKE AN
ENTREPRENEUR***

Thank you.



**Aalto
Ventures
Program**



What is Startup Experience?

The course will provide you with a safe simulation of the startup environment: in a team, you will develop a startup from rough idea to the validated business concept.



Startup experience crew

- Lidia Borisova
- Heidi Mikkonen
- Lauri Järvilehto
- Teddy (Duy Tran)
- Jari Ylitalo
- Satu Rekonen
- Otto Hilska
- + AVP team

Guest Speakers

- Paula Schönach, ASH
- Marleen Wieranga, ASH
- Walid O. El. Cheikh
- Marco Mäkinen, TBWA
- Lauri Kokkila Inventure
- Mike Bradshaw
- Tuomas Maisala
- ...and many others

