



Entrepreneurship & Intrapreneurship

for the Masters Students in Water and
Environmental Engineering

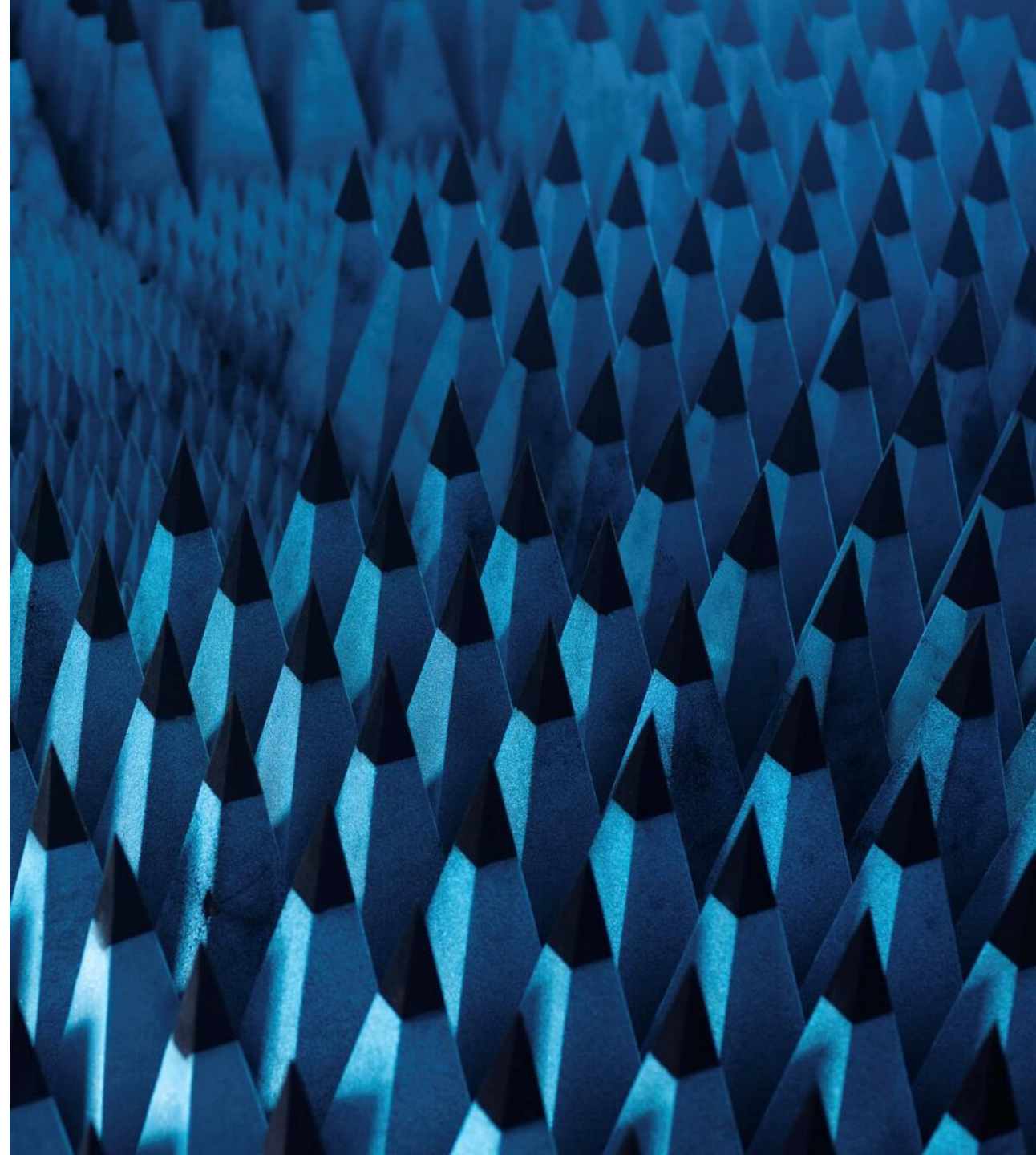
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Aalto Ventures Program

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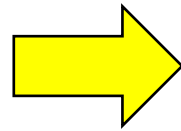
Key outcomes from this week

Introducing entrepreneurial aspects into waste water management

- Understanding customers
- Collecting & analyzing customer insight
- Creating value propositions
- Delivering compelling client presentations

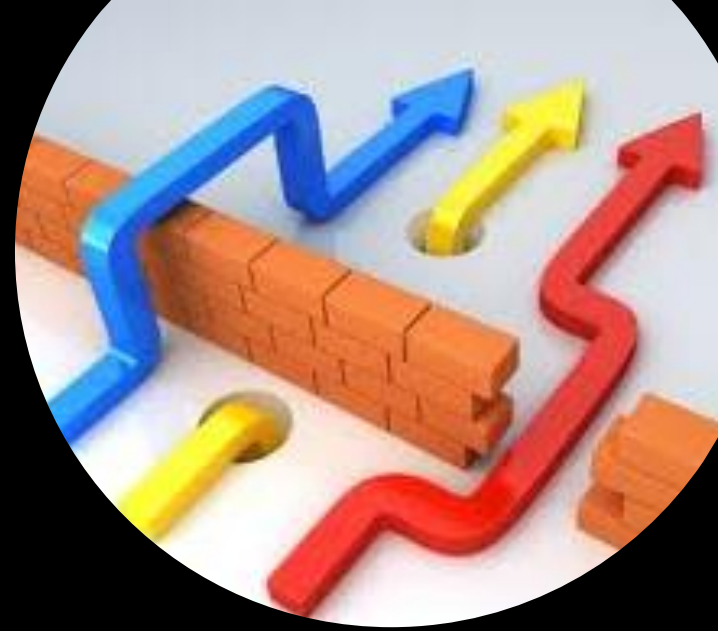


Our Starting Point

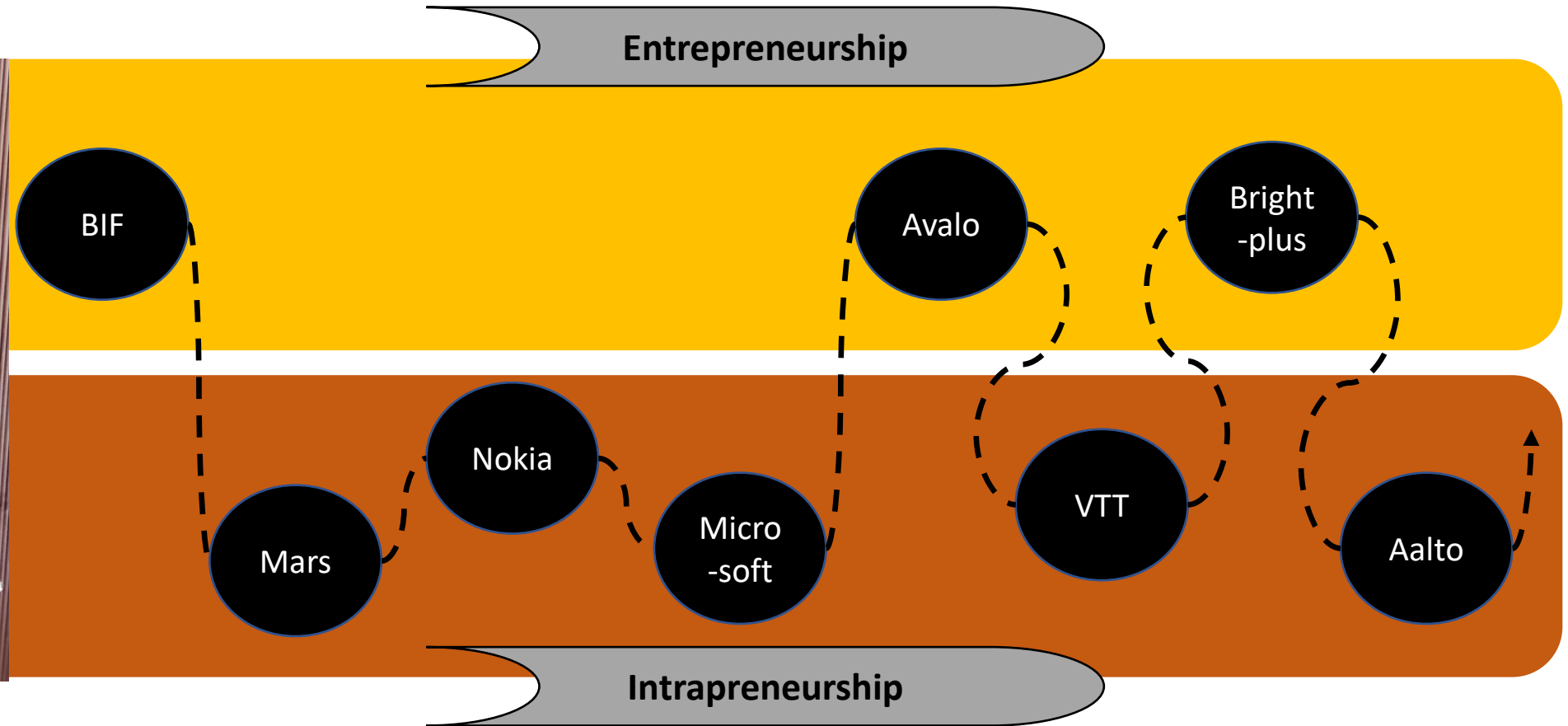


Entrepreneurial
mindset

The choices we make
and approaches we take



Building a personal recipe for happy working life



-  Analytical thinking and innovation
-  Active learning and learning strategies
-  Complex problem-solving
-  Critical thinking and analysis
-  Creativity, originality and initiative
-  Leadership and social influence
-  Technology use, monitoring and control
-  Technology design and programming
-  Resilience, stress tolerance and flexibility
-  Reasoning, problem-solving and ideation

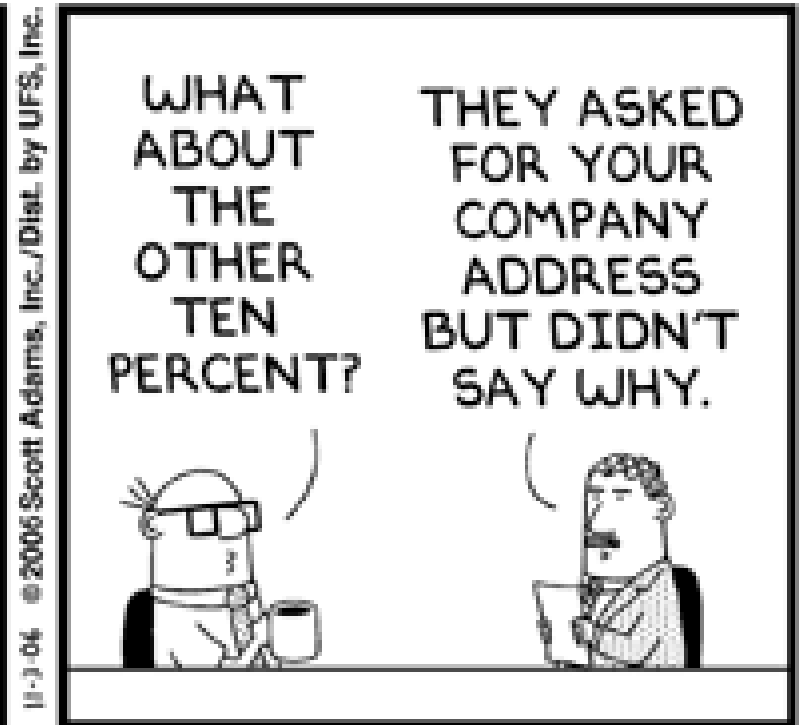
TOP 10 Skills in Working life

Question	Average master graduate employment survey assesment
Ability to learn and adopt new things	5.58
Problem-solving skills	5.52
Self-direction/initiative	5.46
Analytical and systematic thinking skills	5.38
Co-operation skills	5.34
Information retrieval skills	5.21
Stress tolerance	5.19
Organizational and coordination skills	5.13
Communication in English	5.11
Project management skills	4.97
ICT skills	4.83
Public speaking skills	4.63
Negotiation skills	4.56

Source: Aalto career survey after 5 years of graduation

Customer centricity & entrepreneurial ways of working

Lessons Learned: Know your customer



Who is the customer?



Consumer



Company (B2B)



Pet..

BUZZ GROUPS



Preparing
our minds

What kind of customers
might we find
in sparsely populated areas
in Finland ?

Never miss
the fun of
being in the
customer
interface



How the customer explained it



How the project leader understood it



How the engineer designed it



How the programmer wrote it



How the sales executive described it



How the project was documented



What operations installed



How the customer was billed



How the helpdesk supported it



What the customer really needed

Calibrating your entrepreneurial mindset for the WAT project

During this week

GIS

WHERE the customers are?

Interviews

What are the customers' needs, problems or potential opportunities?

Teamwork

How to shape your value proposition to meet the customer needs that you identified?

Types of customer value propositions



Ice-cream

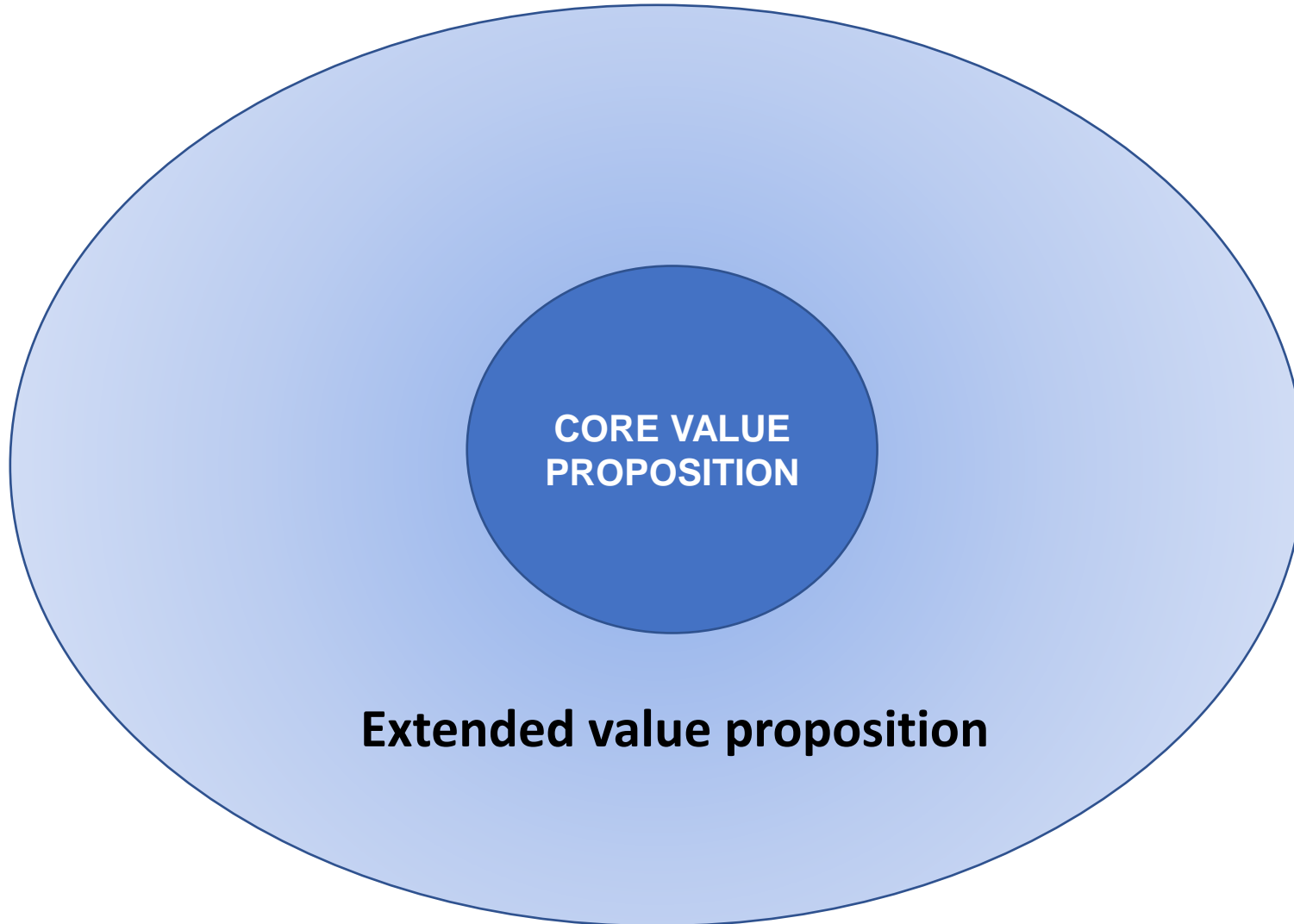


Escalator



Portable toilet

How to analyze a customer value proposition?

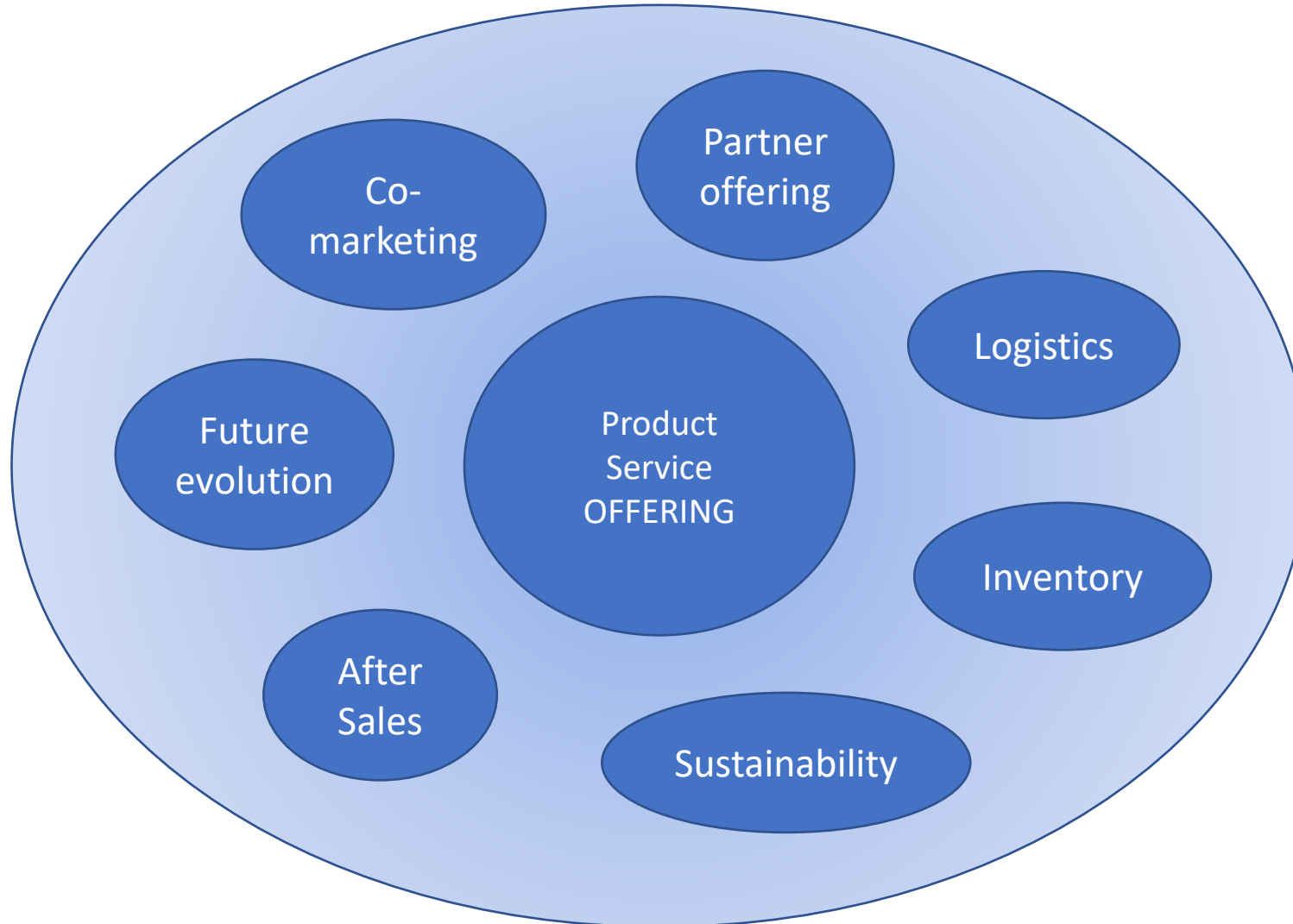




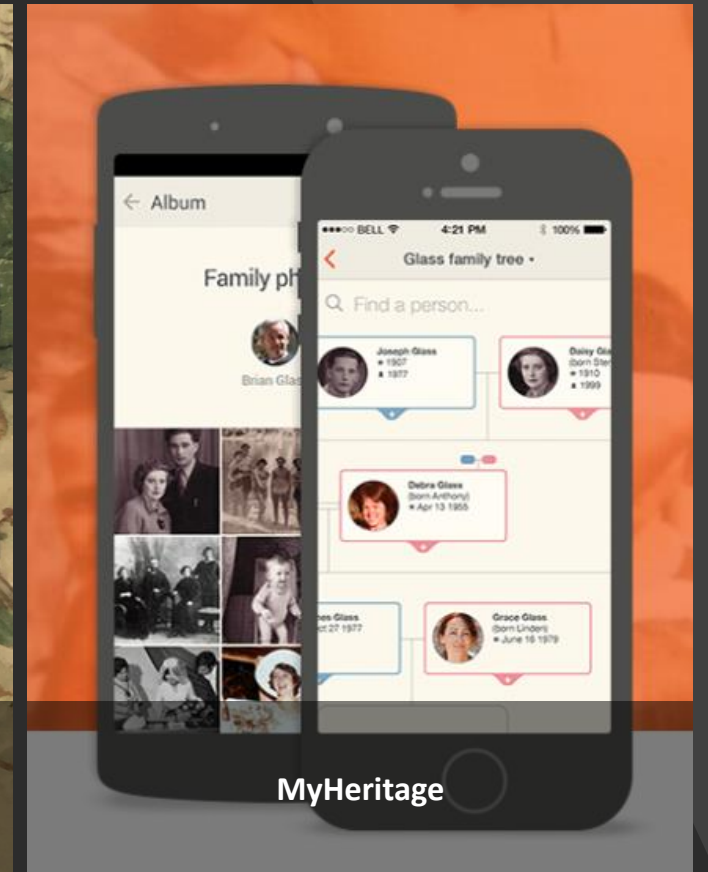
Example Mobile phone

What elements of value can you identify?

Selected elements in a B2B value proposition



Disruptive innovations vs continuous development





Starting point = Customer understanding

No need, no sale !

Considerations for designing a customer solution



Hints and tips for a customer interview



Let's get the basics right

- Quantitative research
- Qualitative research
- Explorative research
- Thematic interviews
- Customer insight collection



Explore & seek to understand



Seek to understand

- Client's current situation
- Needs, problems, wishes
- Existing practices, how often..
- Competing solutions
- Future concerns

- Wider perspective / size of the opportunity
- How to reach the customer community
- Get to the Root Cause

Find out what you did not know before
→ Discovery, not (just) validation



Careful with these

- Your own assumptions, biases
- Do not sell
- Do not hint towards “right answers”

- Interviewee bias – presenting “correct” answers
- Cutting answers short, lack of deep listening

- First impressions
- Body language



BUZZ GROUPS



**Open
ended
questions**

Practice round

The 5 Why's technique

Get to the root cause

Also great technique if you run out of questions



Reflection & learnings

Start with an end in mind

- How to ask questions?
- How to document answers?
- How to analyze the interviews



Raw data

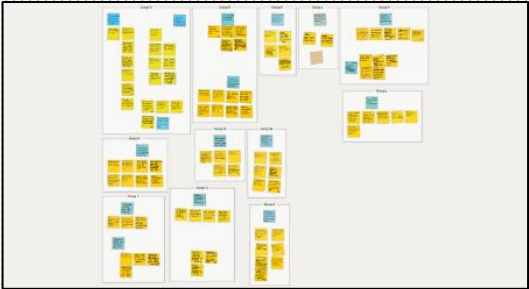
Sense making

Patterns

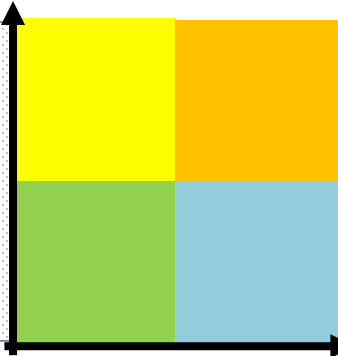
Opportunity



Stakeholders



Affinity map



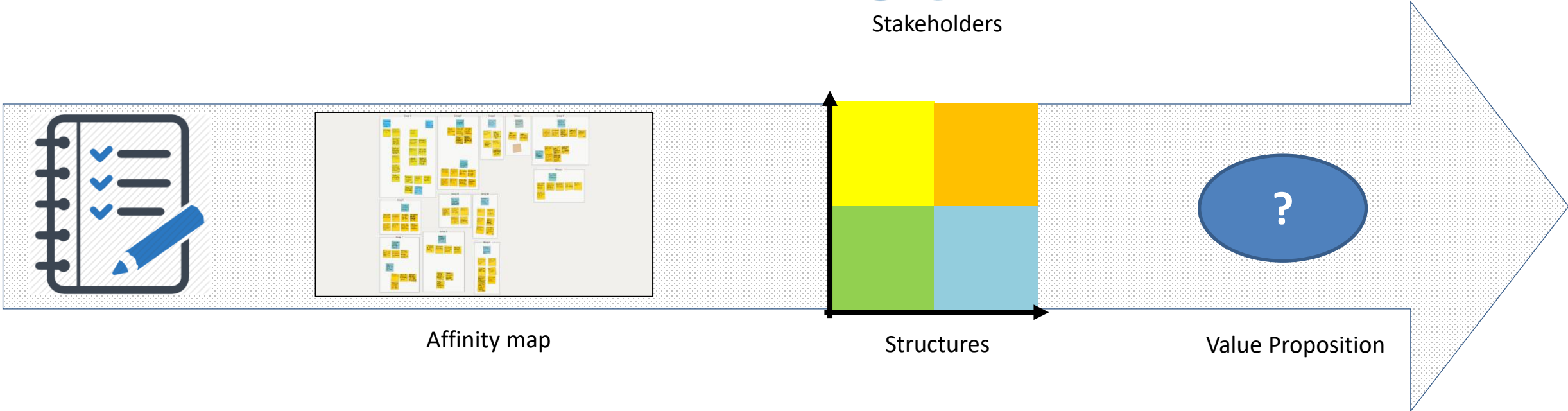
Structures



Value Proposition



Cause and effect, timelines



A misty outdoor sports field at sunrise. The sun is low on the horizon, creating a golden glow and casting long shadows. The field is covered in a light mist, and a soccer goal is visible in the foreground on the right. The background shows a line of trees and a few streetlights.

“Fortune favours the prepared mind.”

Louis Pasteur