Art Life Entrepreneurship 1

Session 4
Leap
What can be done better? What conventions can be challenged?
Building your creative career

- Well managed finances
- Courage and adapting to circumstances
- Entrepreneurial mindset and skills
- Healthy business with Art
- Creative relationships
- Sustained Future
- Serving customers
- Good life with others
- Artistic deliverable

- Radical creativity & competitive edge
- Evolving your production
- Actions towards personal well-being
- How to apply your creativity to your work
- How to bring your vision to the world?
- How to maintain your personal well-being?
- How to build a prosperous relationship with your customers?
- How to build networks and create productive collaborations
- How to make a living from your art or craft
- Positive partnerships
- Make a real contribution towards a more sustainable future
Break 10 mins
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
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?

Independent work

20min
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

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 by 21.11
With a title: Question Game Testing

+ Sign up for the seminar here!

https://docs.google.com/forms/d/e/1FAIpQLSfh2f55Gd4xOjE-331HPFOvVAZrNstRvTWPgsAuFMZf3LUwBA/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)
+
Poster (or any other exhibition deliverable)

Dl 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?