



# Entrepreneurial Mindset

## Session 1

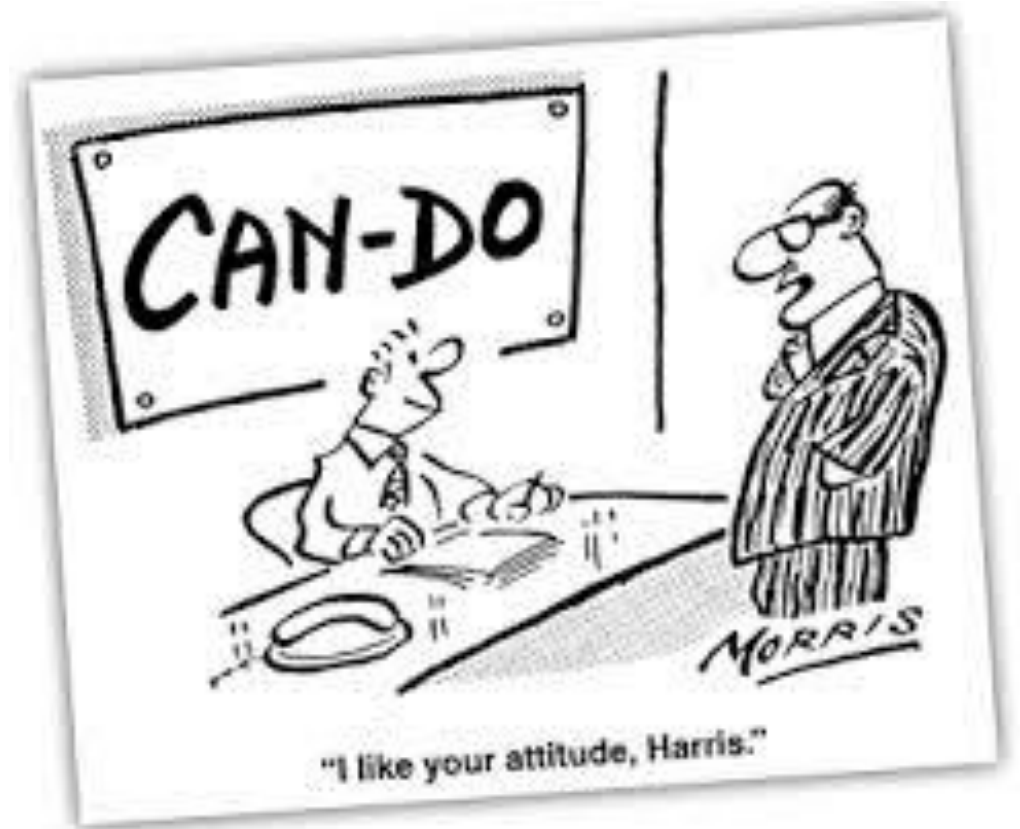
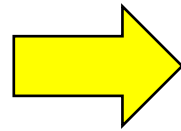
January 16, 2023

Sonja Hilavuo, Milja Hannu-Kuure & Kyösti Ruuttunen



**Aalto  
Ventures  
Program**

# Our starting point



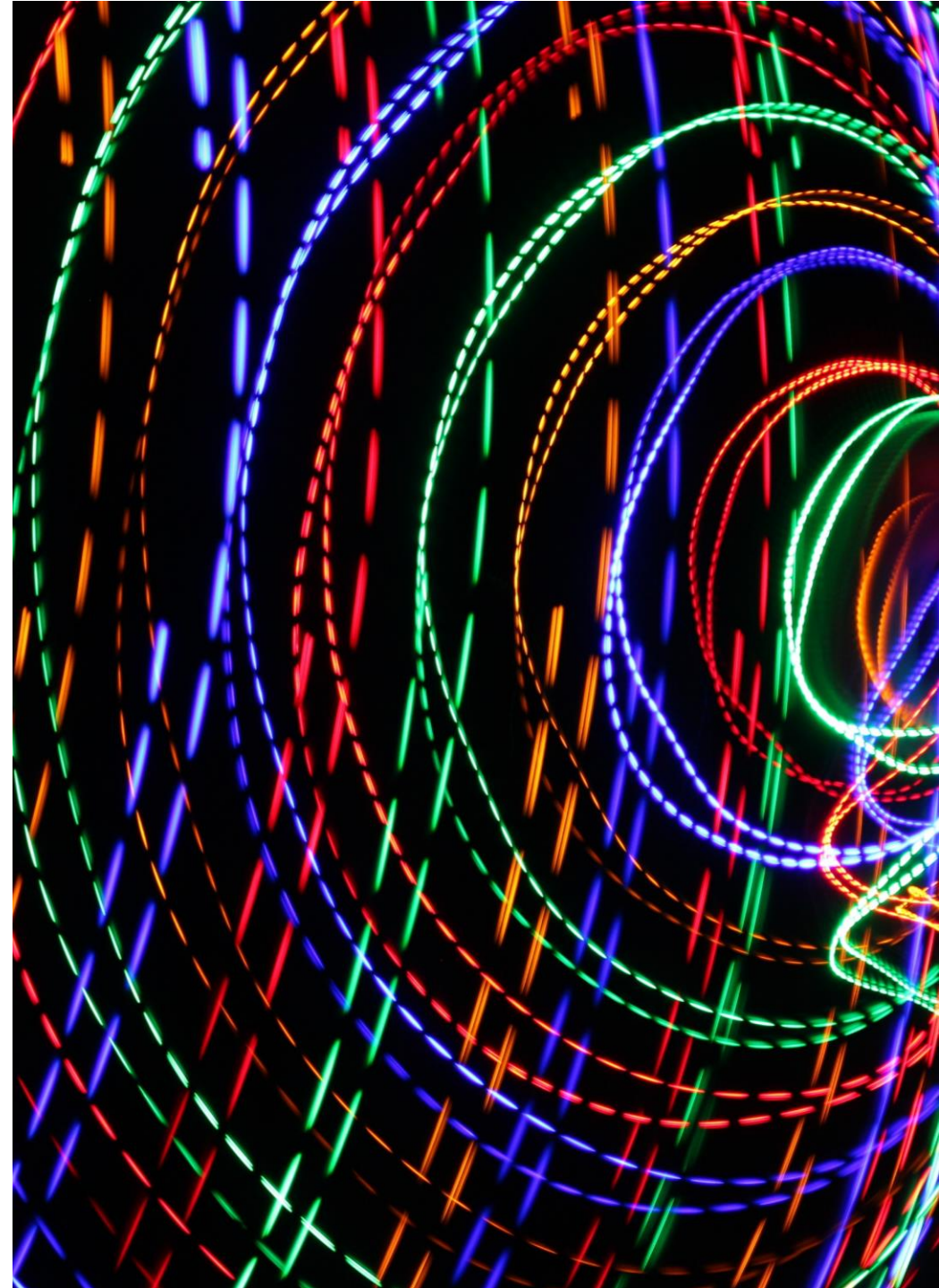
# Learning outcomes

1. Understand the basics of entrepreneurship mindset and entrepreneurial skills
2. Become inspired about why engineers need entrepreneurial mindset and capabilities

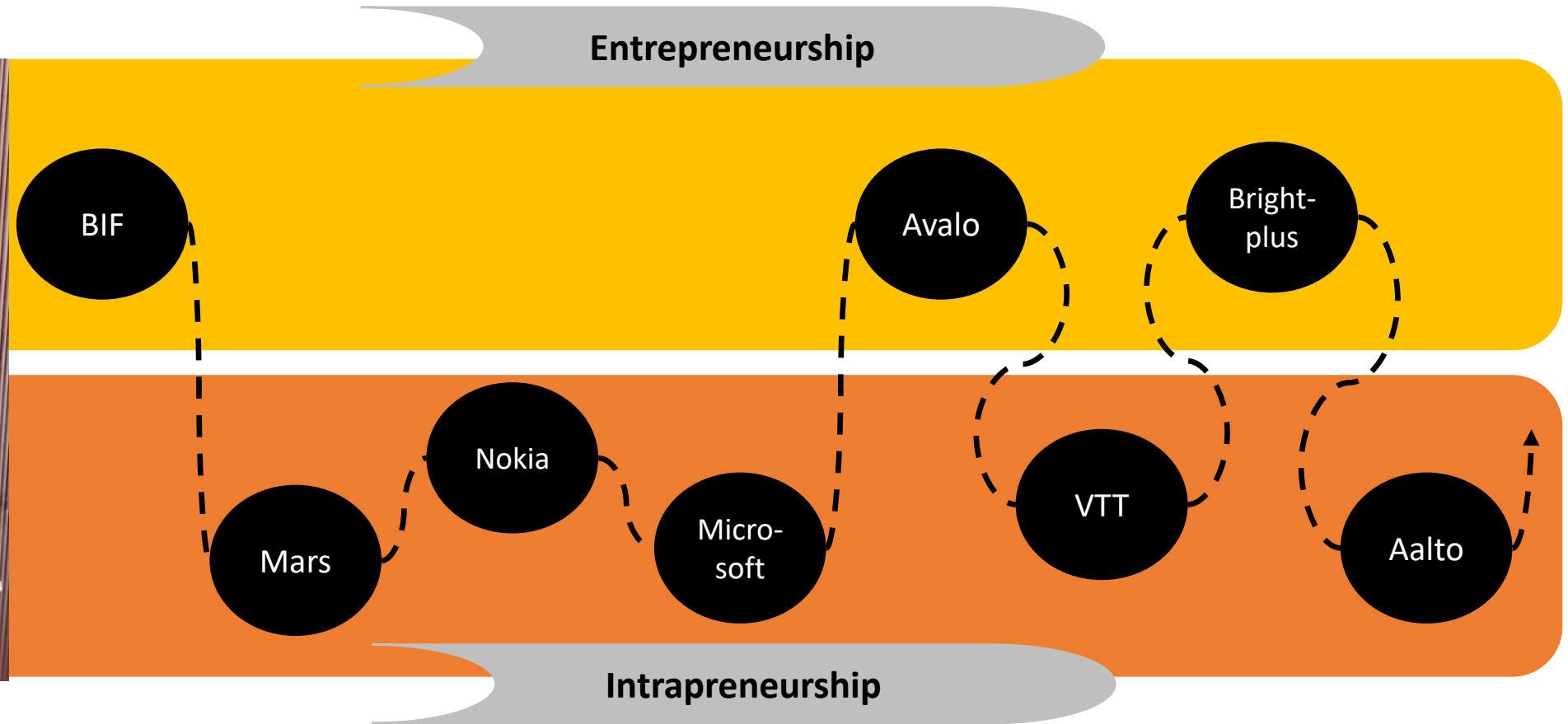
## Course practicalities

- Attending lectures
- Final essay with deadline on Feb 1<sup>st</sup>, 2023
- Completing peer review by Feb 10<sup>th</sup>, 2023

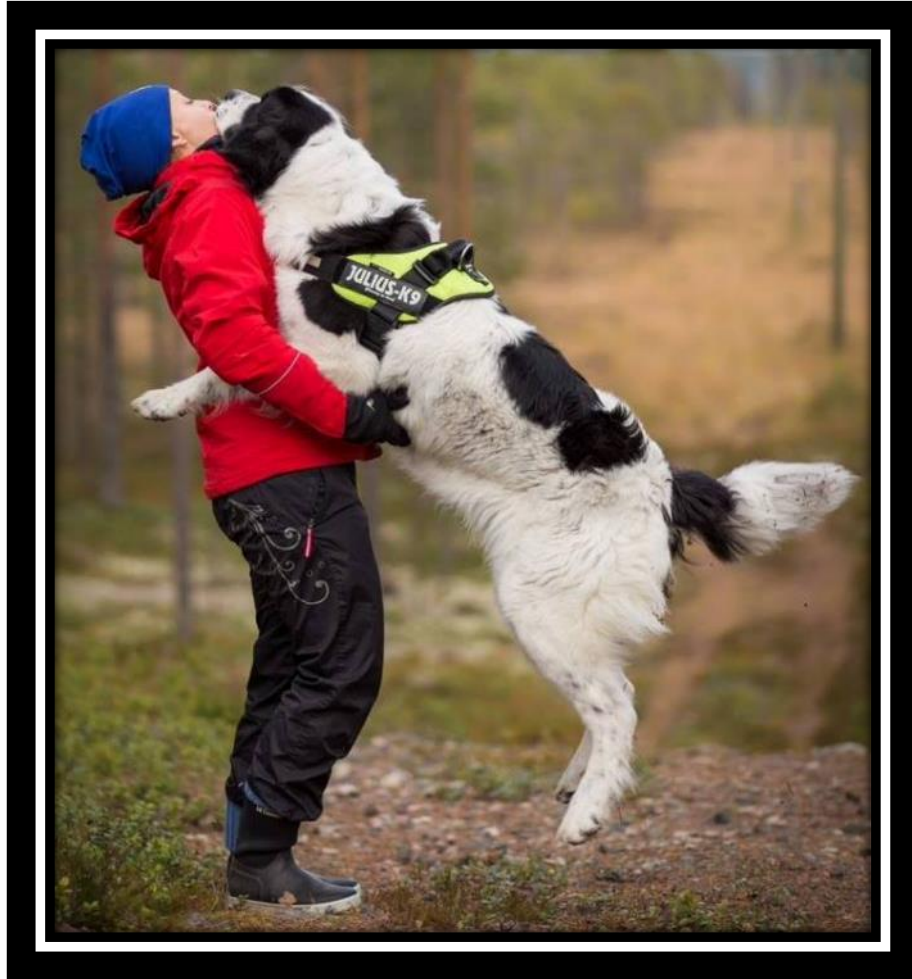
Missed lectures can be compensated by session reflection essays.



# Curiosity and life-wide learning build entrepreneurial mindset



# Entrepreneurship and intrapreneurship in practice



Milja Hannu-Kuure  
Managing Director, Founder, Entrepreneur



Sonja Hilavuo  
Educator, Board Executive, Intrapreneur



**Brightplus: 3,85 M€ Growth funding received Dec 2021**



# Milja's career journey

- ✓ Family
- ✓ Studies
- ✓ Company career
- ✓ Founding Brightplus

# Perspectives on founding a company

- ✓ Transition from scientist & expert to a business leader
- ✓ Team leadership insight
- ✓ Entrepreneurial skills and ways of working





# Building growth with customers

## Biomaterial toys with Wiitta



BRIGHTPLUS.COM

The Pulkka by Wiitta x BrightBio – Testissä vauhdikkaat bioliukurit - Brightplus

**WIITTA**  
WE ♥ PLASTICS

## Ecological wood coating without harmful chemicals



BRIGHTPLUS.COM

Punamullasta sinisoijaan – Team Sinisoija voittoon Siparila Hackathonissa - Brightplus

**SIPARILA**

## Biodegradable pet urn with Pek-Pohjantähti



BRIGHTPLUS.COM

Brightplus and pet crematorium Pohjantähti develop ecological biodegradable pet urns - Brightplus

  
Pieneläinkrematorio  
**POHJANTÄHTI**

# Building growth with partners

## Biobased solutions for food packaging



BRIGHTPLUS.COM

Teknos and Brightplus cooperate to develop bio-based and biodegradable solutions for food packaging - Brightplus



## Innovative natural copper coatings



BRIGHTPLUS.COM

Ecological BrightBio technology used to bring forth the natural features of copper - Brightplus



## Biomaterials from feed production side-streams



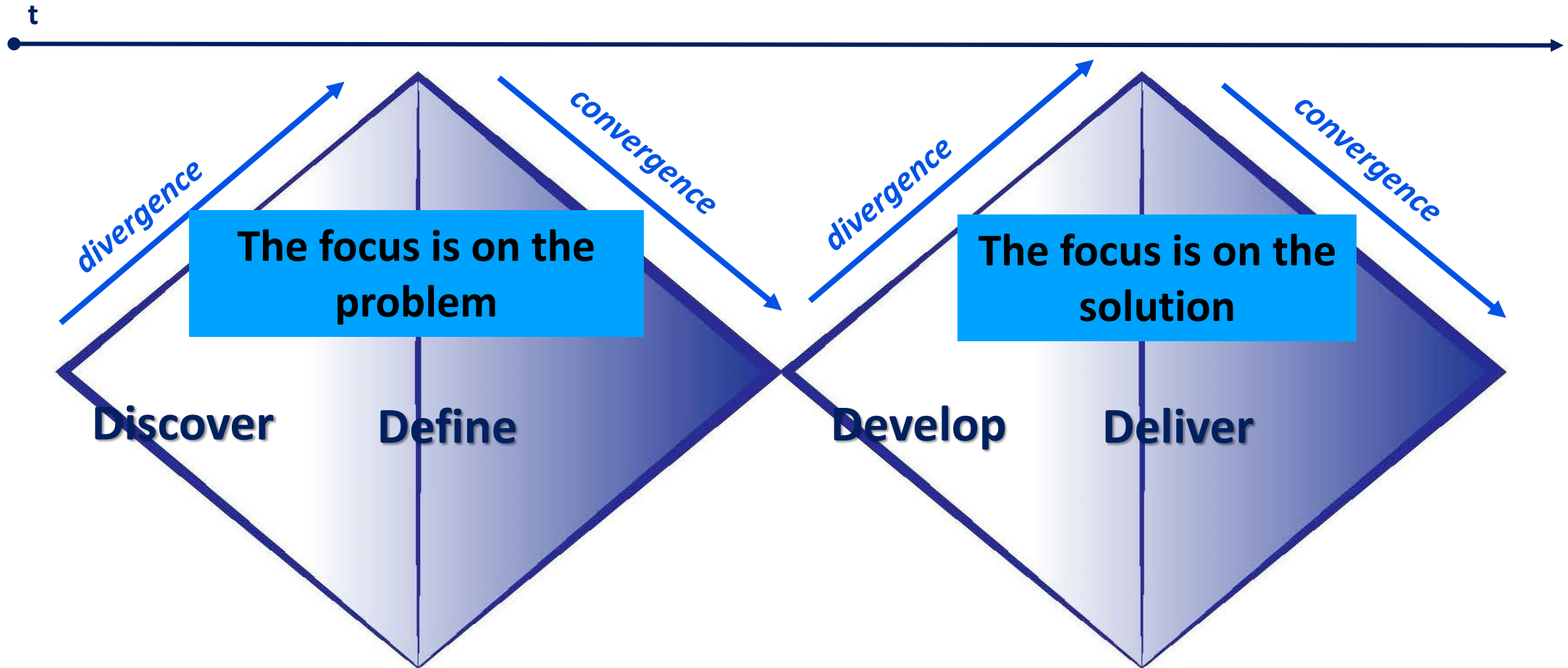
BRIGHTPLUS.COM

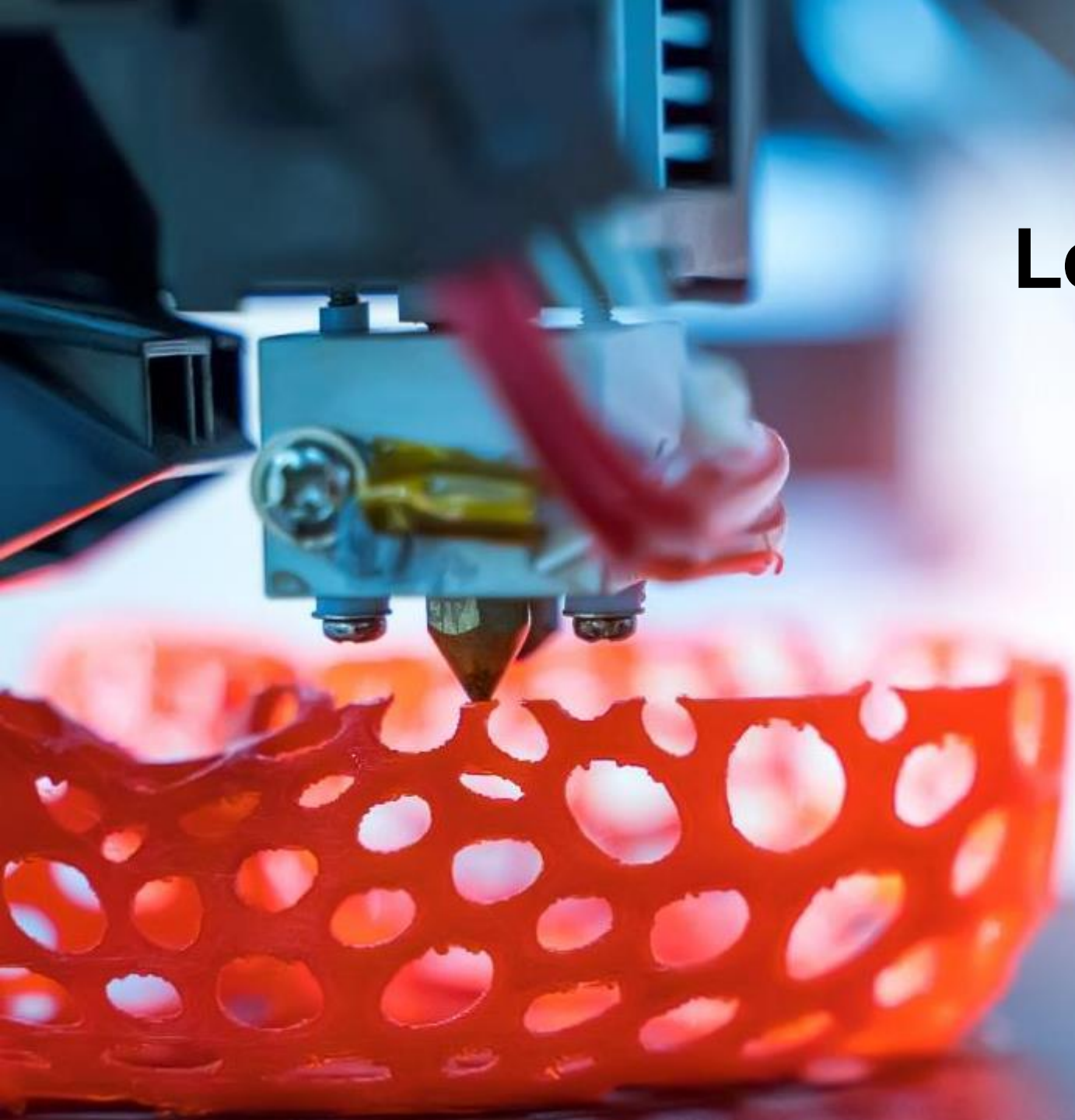
Multipurpose bioplastic from soy residues: A pilot plant to Finland - Brightplus



# How to foster innovations in practice?

Perspectives on the Design thinking process. Double-diamond model.





# Lessons learnt

- Academic entrepreneurship
- Tips for studies
- Leading oneself
- Differentiation on the job market

# Buzz groups in breakout rooms

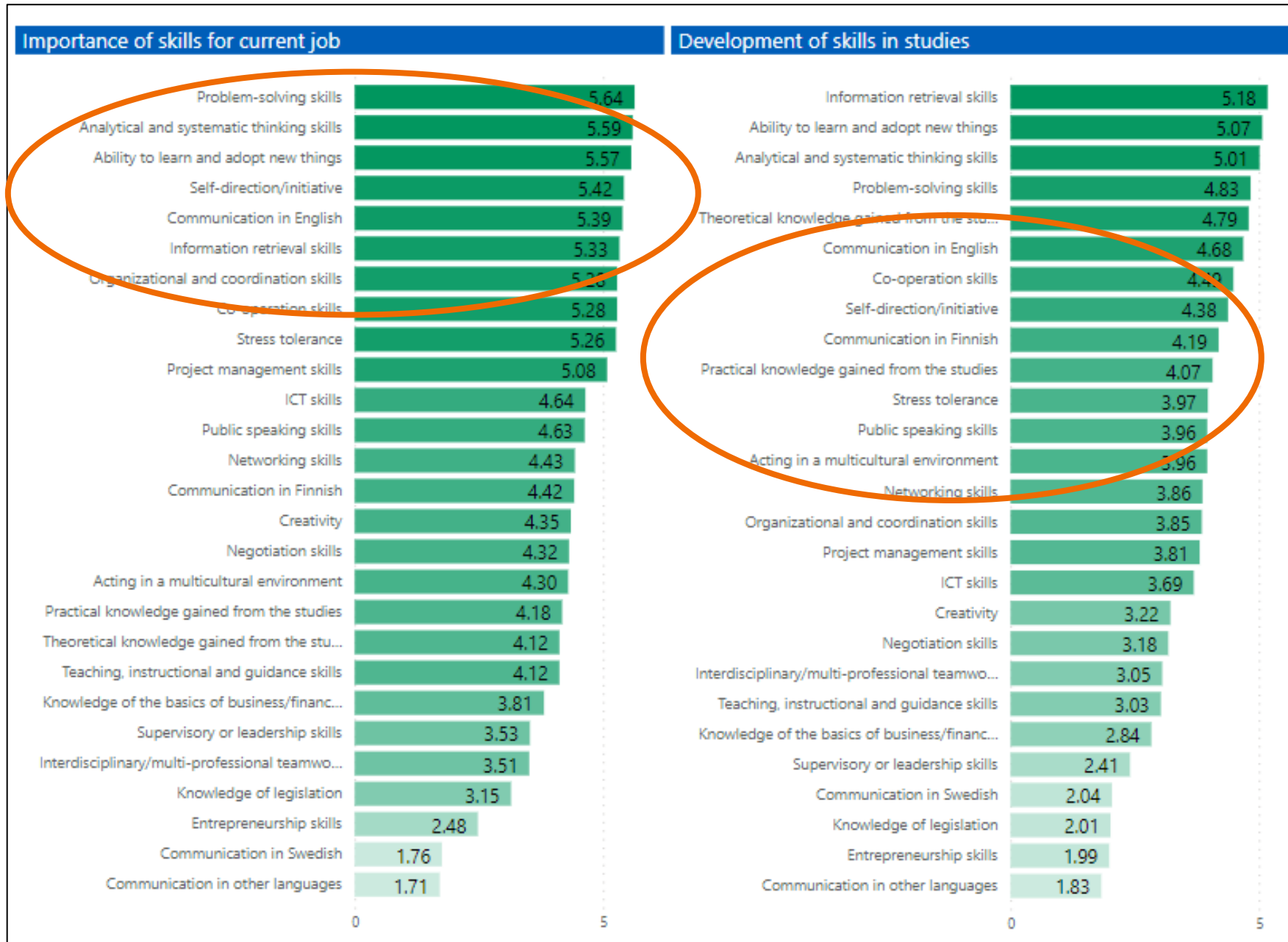
**1. What was interesting ?**

**2. What would you like to hear more in next session?**



**15 minutes**

# CHEM students key skills after graduation



Source: Aalto Master's graduates career survey 2021 ( after 5 years from graduation)

# Entrepreneurial Mindset in Aalto

- Entrepreneurial mindset is about **taking ownership** for your work and being innovative at the face of new challenges.
- It is characterized by the **ability and willingness to continuously search for opportunities** to create social and economic value, and the courage to take action to pursue these opportunities under uncertainty.
- Someone has an entrepreneurial mindset, when they see **problems as opportunities** to innovate, not as a threats to be avoided.



# Comparative perspectives

<b>ENTREPRENEURSHIP</b>	
<b>Advantages</b>	<b>Disadvantages</b>
<ul style="list-style-type: none"> <li>• You are your own boss - independency</li> <li>• The income increases</li> <li>• You have the chance to be original</li> <li>• You have part of excitement and adventure</li> <li>• There are a lot of possibilities</li> <li>• Salary potential – you decide upon your own salary</li> </ul>	<ul style="list-style-type: none"> <li>• Money pressure – giving up on the security of a regular paycheck</li> <li>• Less benefits as the business is new</li> <li>• Long working hours</li> <li>• Mistakes are magnified</li> <li>• All decisions must be made alone</li> </ul>
<b>INTRAPRENEURSHIP</b>	
<b>Advantages</b>	<b>Disadvantages</b>
<ul style="list-style-type: none"> <li>• Ability to stay in a friendly, well known environment</li> <li>• Practicing your skills within an organization – lower risk</li> <li>• Using companies resources, good name, knowledge</li> <li>• Access to customers, infrastructure</li> </ul>	<ul style="list-style-type: none"> <li>• Reward may not be up to expectation</li> <li>• Innovation may not be appreciated accordingly</li> <li>• You can be innovative but to a certain limit – you are not your own boss</li> </ul>



“Live like there is no tomorrow.  
Learn like you would have an eternal life.”

Mahatma Gandhi

