



# Entrepreneurial Mindset

## Session 2

January 23, 2023

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**Aalto  
Ventures  
Program**



# Reflections from the first session

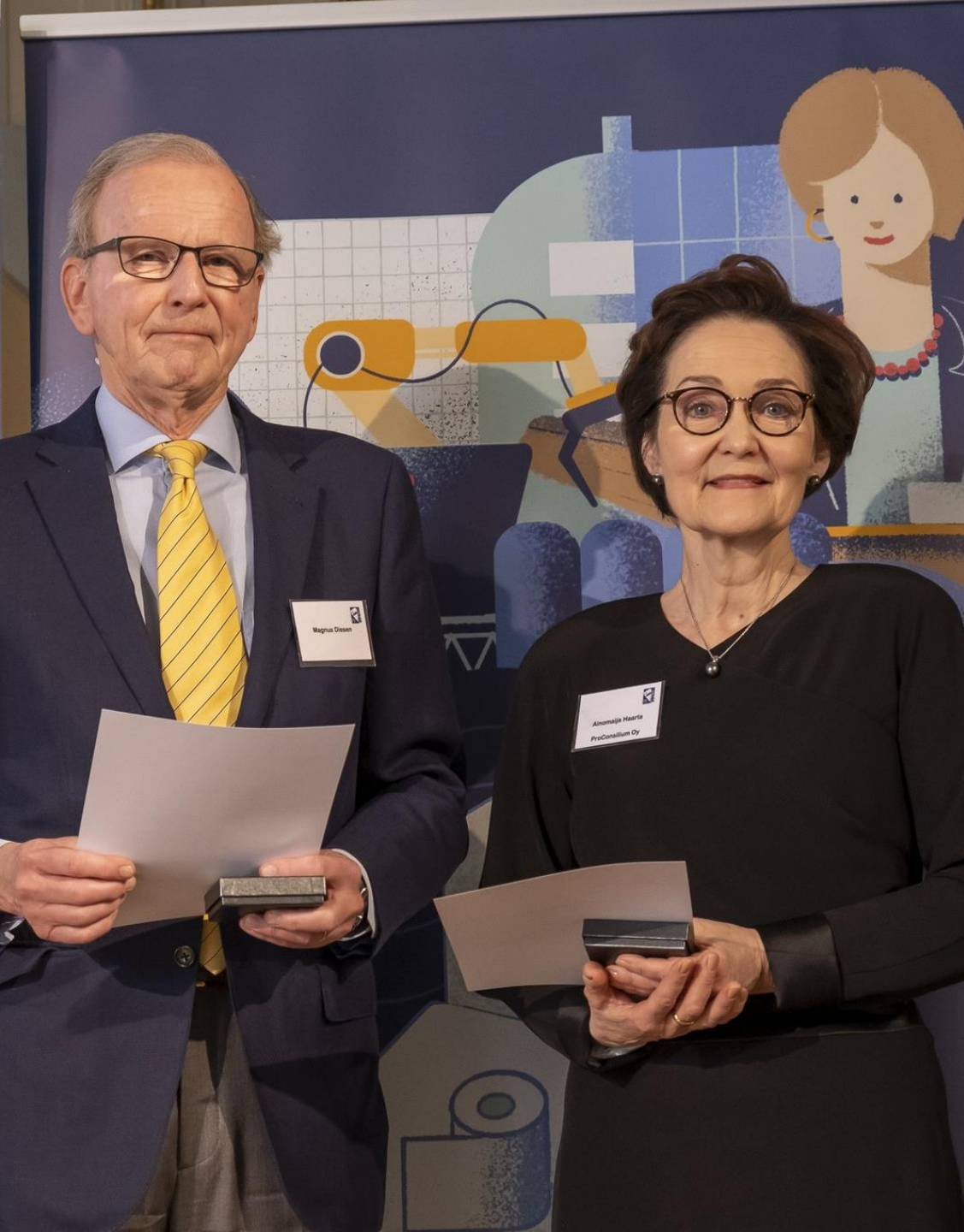
- ✓ Importance of motivation & passion
  - ✓ Transition from a scientist to managing director
  - ✓ Reflections from an entrepreneur on building growth
- Today we discuss corporate intrapreneurship and an investor's perspective to entrepreneurial mindset





Welcome Ainomaija Haarla

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# Ainomaija's career journey

- ✓ Why engineering studies?
- ✓ Corporate career
- ✓ Building an own company
- ✓ Academia
- ✓ Journey as an investor





# Perspectives on international business

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- Studying abroad
- Working abroad
- Multi-cultural business environment

# Detecting opportunities in working life

- ✓ Importance of the first job
- ✓ Lessons to be learned from corporate intrapreneurship
- ✓ Pros and cons of leadership roles





# Insights from investor and advisor perspectives

- ✓ Sharing a start-up success story
- ✓ What can be learned from failures
- ✓ How to develop entrepreneurial mindset?





Characteristics of  
a successful  
entrepreneur?

Tips on self-  
leadership?



# Buzz groups in breakout rooms

## Discussion question:

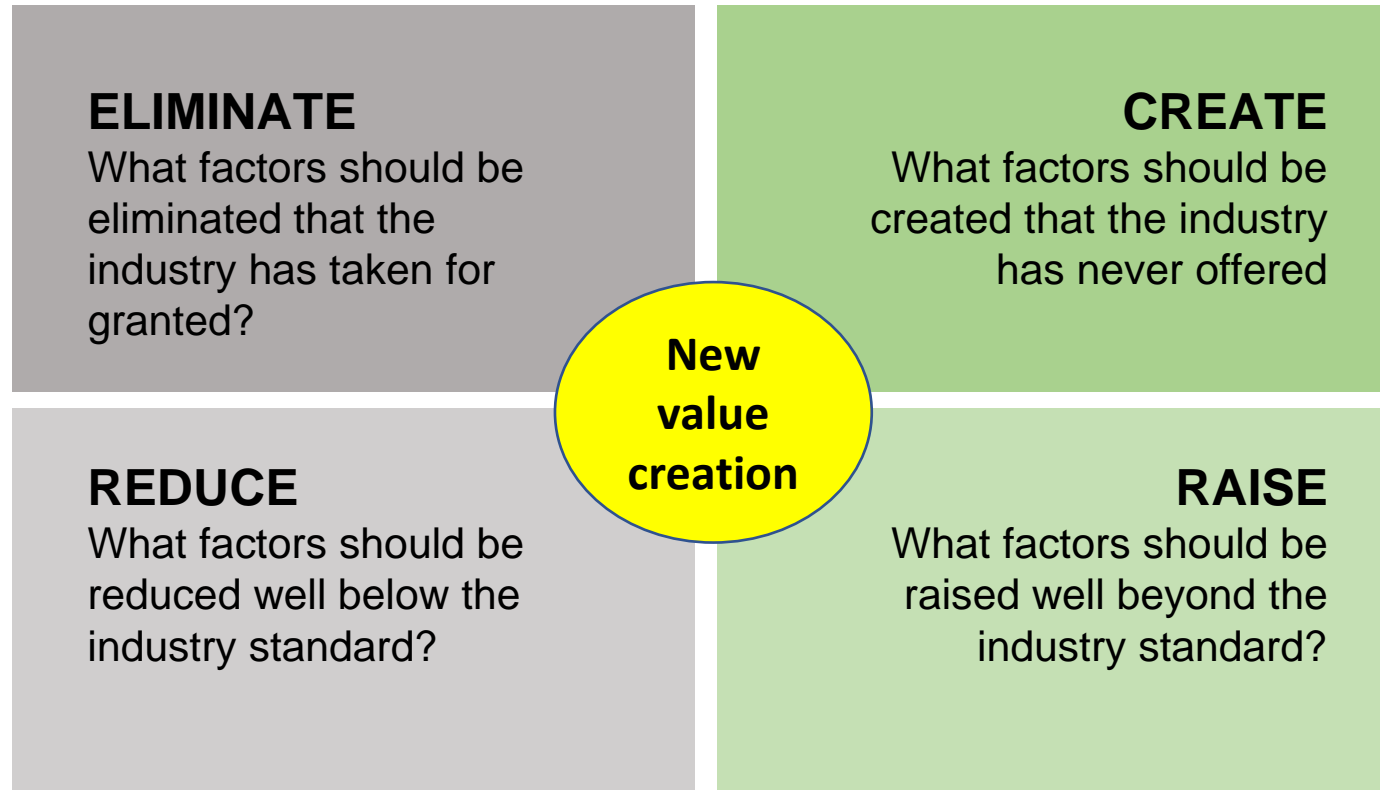
What are your 3 key takeouts from today's discussion?

**Share your conclusions after returning to the main session chat**



**15 minutes**

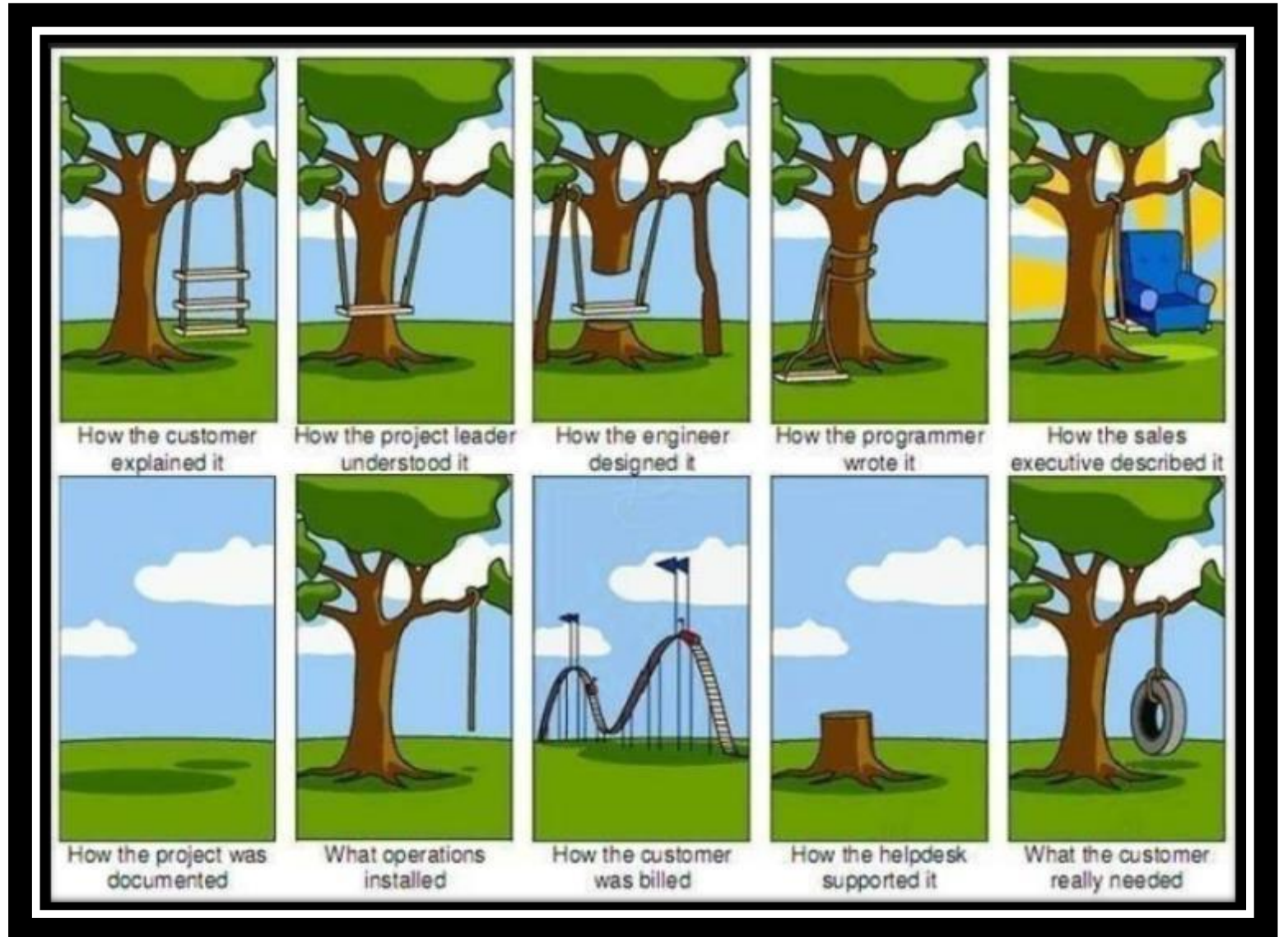
# How to build new business growth?



*Source: Creating New Market Space, W.Chan Kim & Renee Mauborgne, Harvard Business Review 1/1999. Myös kirja: Blue Ocean Strategy*



Never miss  
the fun of  
being in the  
customer  
interface



# PeerGrade tool for the final assignment is in MyCourses

## 1. Final Reflection Essay

- Use the PeerGrade tool
- Essay instructions are in the tool
- Write about 2-3 pages i.e. 1200-1500 words
- Refer to minimum 3 sources
- No identity indications into doc

**Deadline Wed Feb 1<sup>st</sup> at 10pm**

## 2. Peer- Reflection

- You'll receive 2 anonymous essays for feedback
- Make constructive comments
- You'll get a notification when essays are ready to be reviewed

Tool opens for review on Fri Feb 3rd  
**Deadline Fri Feb 10<sup>th</sup> at 10 pm**



# First time registration requires email confirmation



## Email verification required

Please follow the instructions we sent to [simo.lahdenne@aalto.fi](mailto:simo.lahdenne@aalto.fi) to verify your user. If you did not receive the email please check your spam folder.

**NOTE:** If you do not get the confirmation email in 1h, pls check your junk mail too

For any questions, please contact [sonja.hilavuo@aalto.fi](mailto:sonja.hilavuo@aalto.fi)

# Background materials for the assignment

Course: CHEM-E0105 - Academic Learning  
Community, Lecture, 1.9.2022-28.4.2023

Dashboard / My own courses / chem-e0105 - ... / Sections / entrepreneuri...

- Understand the basics of entrepreneurial mindset and entrepreneurial skills
- Become inspired about why engineers need entrepreneurial mindset and capabilities

Requirements for completing the module:

1. Attending both lectures on Monday Jan 16th and Monday Jan 23rd
2. Writing a Final Essay about the module by the deadline on Wednesday Feb 1st 8pm
3. Making two peer reviews on the essays by the deadline on Friday Feb 10th 8pm

The teacher carrying out the practical teaching in this module is **Sonja Hilavuo** from the Aalto Ventures Program.

Sections:

- » Course description
- » Materials
- » Zoom link for Teaching Sessions
- » Orientation week
- » Course kick-off (Session 1), Study Skills (Ses. 4): Aalto Talent Expo
- » Scientific Article Exercise (SAE) module
- » SAE Group B 2nd round [OLD]
- » Entrepreneurial Mindset module
- » Communication Skills module

FOLDER  
Course materials for your reference

Lecture recordings and slides can be found in “Materials” section

Reference articles and supporting materials are under Entrepreneurial Mindset Module and “Course materials for your reference”

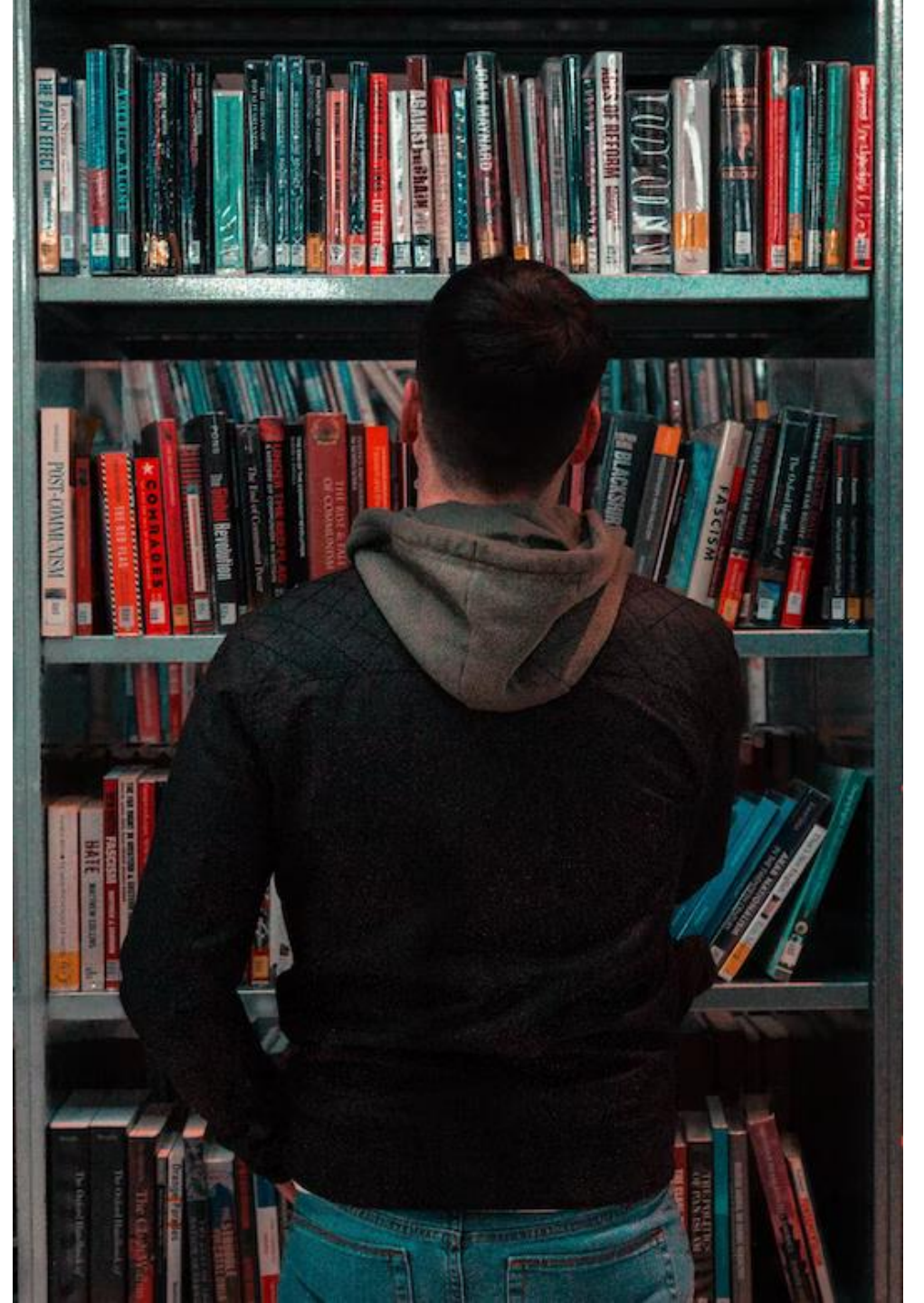


# More courses on entrepreneurial skills

- Startup experience
- Starting up (online)
- Good Life Engine
- Product development projects
- Aaltonaut - courses

## Coming up

- Global B2B sales
- Win-Win negotiations



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