

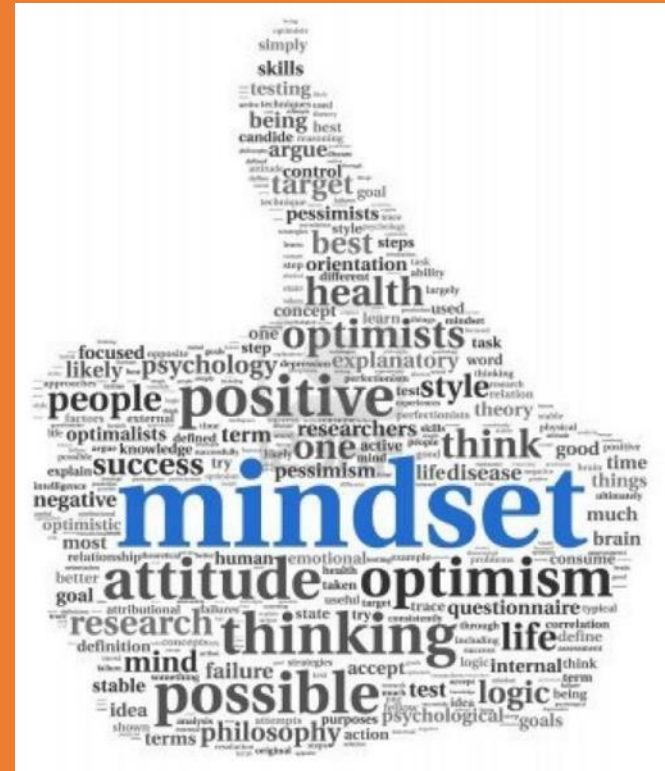
# ACADEMIC LEARNING COMMUNITY

# Entrepreneurial Mindset

## Session 2

Sonja Hilavuo

February 26, 2024



**Working  
with  
customers  
is  
insightful**

**.. and provides  
valuable learnings  
to all units in an  
organization!**



How the customer explained it



How the project leader understood it



How the engineer designed it



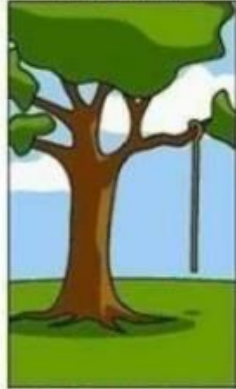
How the programmer wrote it



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

# Discussion topics for today

1. Understanding customers
  - B2B (business-to-business)
  - Commercial partnerships
  - Does company size matter?
2. Building and communicating value propositions
3. Quick collective “company meeting” analysis








# For completing this module

1. Attend two lectures
2. Complete Entrepreneurial Mindset reflection task (DL March 8th , 2024)
3. Submit Final Assignment (DL March 8th , 2024)

NOTE! Missed lectures can be compensated by Compensation Tasks indicated in MyCourses (two options available)

# Two start-up stories: Avalo and Relex



PRESS RELEASE - 10 DECEMBER 2021 06:39

## Visma expands its offering in corporate cash management solutions with the acquisition of Avalosys

📘 🌐 📱 📄

The innovative Finnish multi-banking software provider Avalosys Oy (Avalo) joins Visma to strengthen the joint offering in ERP and bank independent cash management software. Both companies are well-established Fintech experts and their future-proof cloud services will bring unique value to the fast-growing customer base.

Cash management innovator - Avalo

## Lidl hallitsee toimitusketjuaan suomalaisyhtiön ohjelmistolla - ratkaisu käyttöön 14 maassa

16.9.2022 15:00

KAUPPA DIGITALOUS YRITYSJÄRJESTELMÄT KAUPPALEHTI TEKNOLOGIA



Parempia ennusteita. Relexin ratkaisu auttaa Lidlä reagoimaan nopeasti muutoksiin ja tarjoamaan asiakkailleen oikeita tuotteita oikean määrän. KUVA: TIINA SOMERPURO

### Päivittäistavaraketju Lidl hyödyntää Relexin toimittamaa ratkaisua toimitusketjun hallintaan.

Supply chain optimizer - Relex Solutions



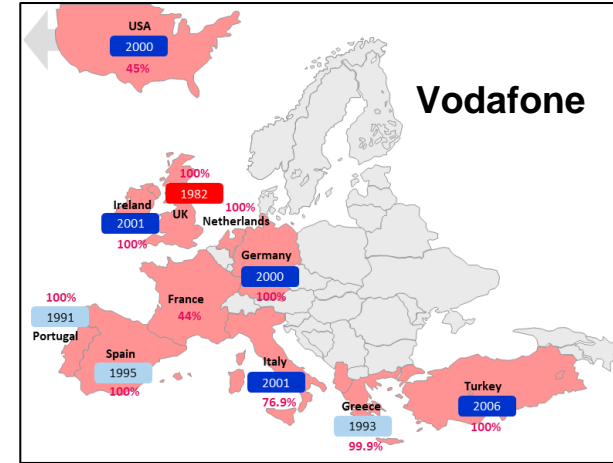
# Who is a customer?



**Individual consumer (B2C)**



**Company (B2B)**



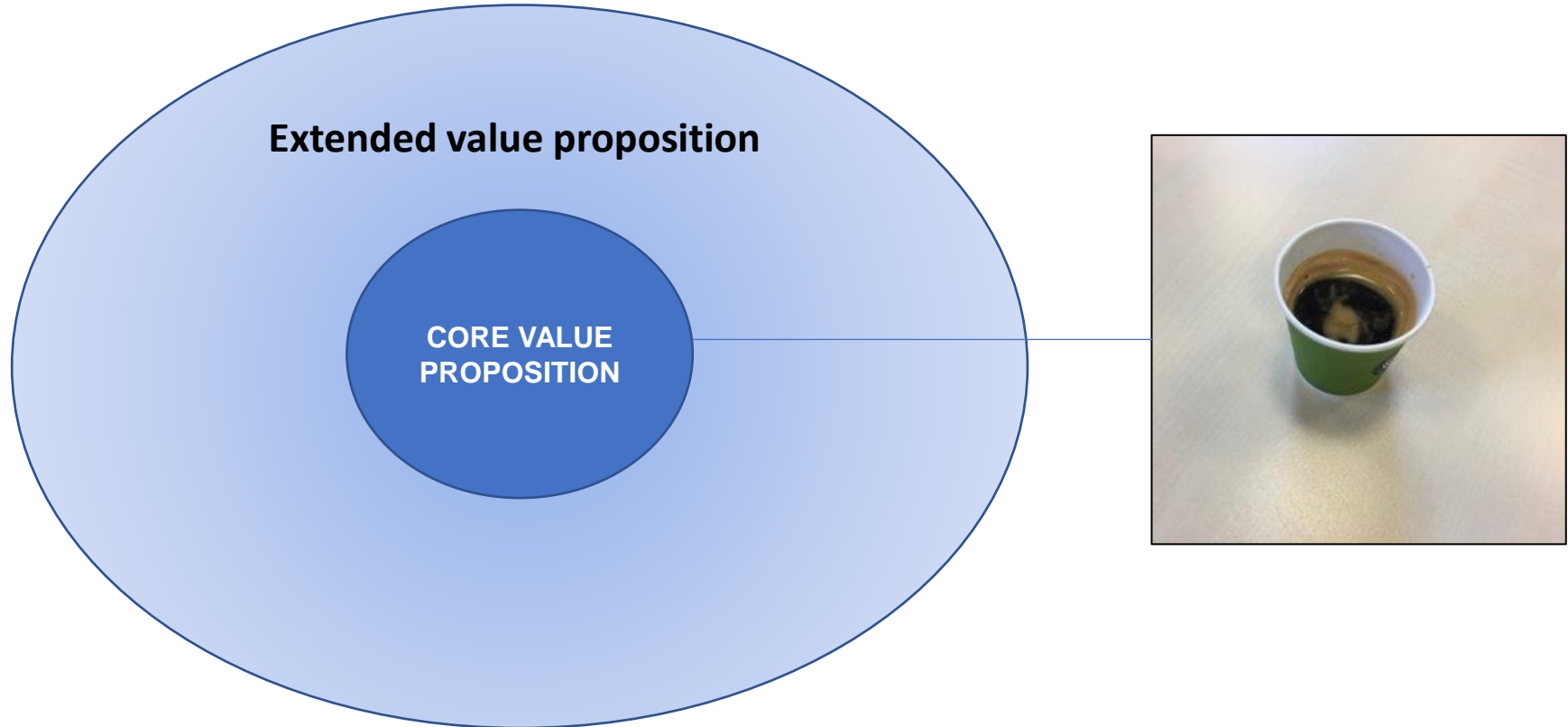
**Global corporation**

How do they buy – who makes decisions, and how?

# Customers buy value propositions

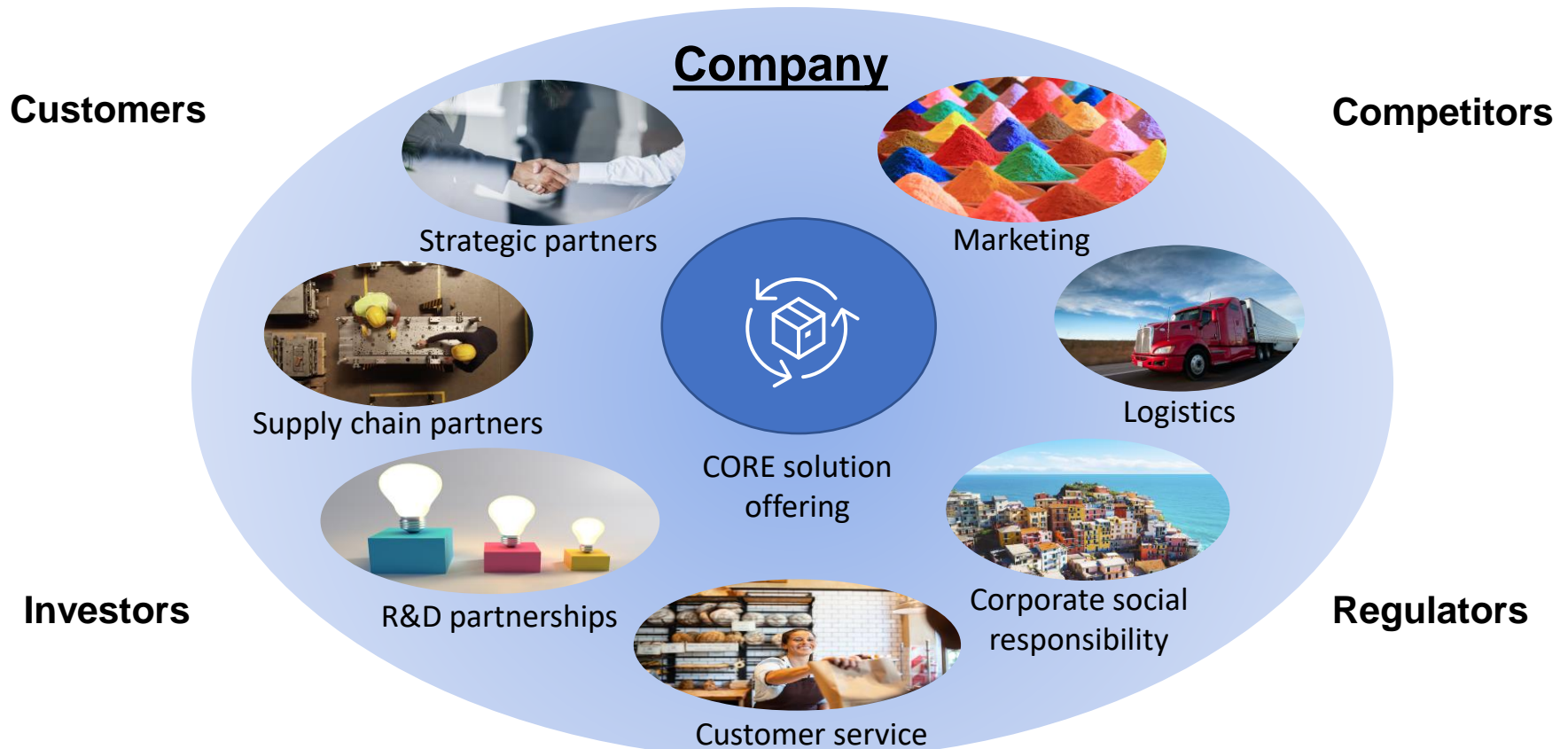


# How to analyze a customer value proposition?





# Partnerships play a key role in B2B business





# WIN-WIN thinking

- No point in "two-move chessmate"
- Listening & understanding counts
- Business is always between people, personal chemistry matters
- Respects is earned by words and actions

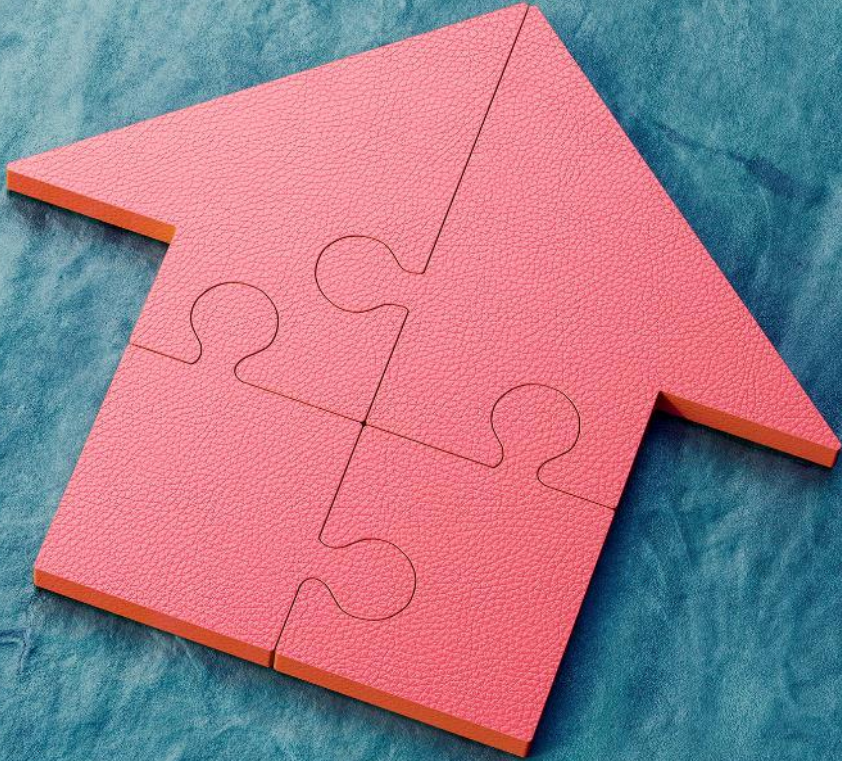
**Mindset is again important**

# Story is worth telling forward

**Story** = Meaning + Emotion

Story packages meanings

Stories are useful in articulating  
value





# Blueprint for story-telling

- Humor, surprise → emotion
- Metaphor, anecdote, illustration
  
- Rationale, value
- Include ideally a number
  
- SIMPLIFY & visualize !





## Example of a "cold contact" email

# Be clear, compact and make it easy to answer!

Hi Hanna,

It was great to see your delightful recent post about onboarding new young workers in LinkedIn!

I became instantly inspired to get in touch, as would you be interested in becoming a panellist here at Aalto for the international students in material sciences studying in an EU program? We are holding a "Compelling Communications" training session for them.... Canatu would be an interesting growth company in the materials sector for this audience. I'd find your extensive and international background in various organizations also very valuable, as entrepreneurship is one of the focus areas for this student group.

The panel will be held on Monday, 14.11., from 15:30 to 17 here in Otaniemi. If you're interested and this would fit into your schedule or that of another Canatu employee with recruitment experience, I would be happy to provide more details, perhaps over the phone.

Kind regards,

Sonja

Remember !  
Concrete  
email title

# Banjo Inc Management Meeting

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Analysis and actions from an  
AR/VR company Zoom meeting



# Exercise– Zoom meeting analysis

The Zoom meeting lasts ca 8 min, what are your observations regarding the following:

1. Virtual meeting practices
2. Numbers and slide messages – what the slides tell us?
3. Body language observations
4. Conflict and emotions



# Courses for those interested in our topics

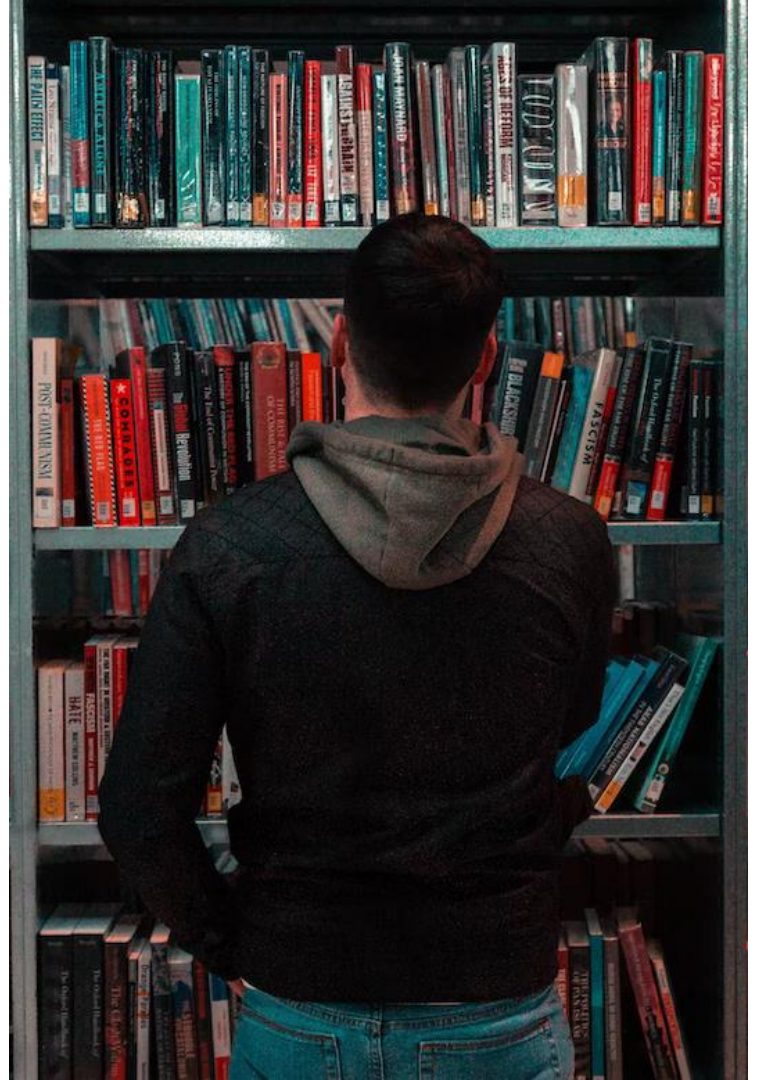
- Effective communication & negotiation
- Startup experience
- Good Life Engine

## Coming up

- Building global B2B growth

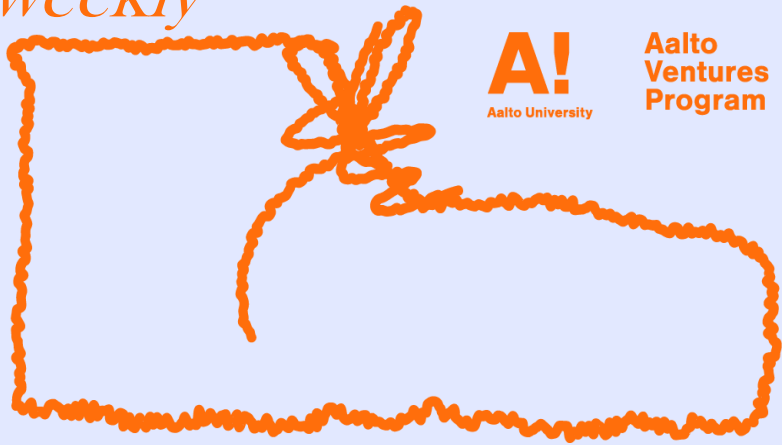
**Register for AVP newsletter:**

<https://avp.aalto.fi/>





28.02.17:00 @Puumiehenkuja 5 *running (almost) weekly*



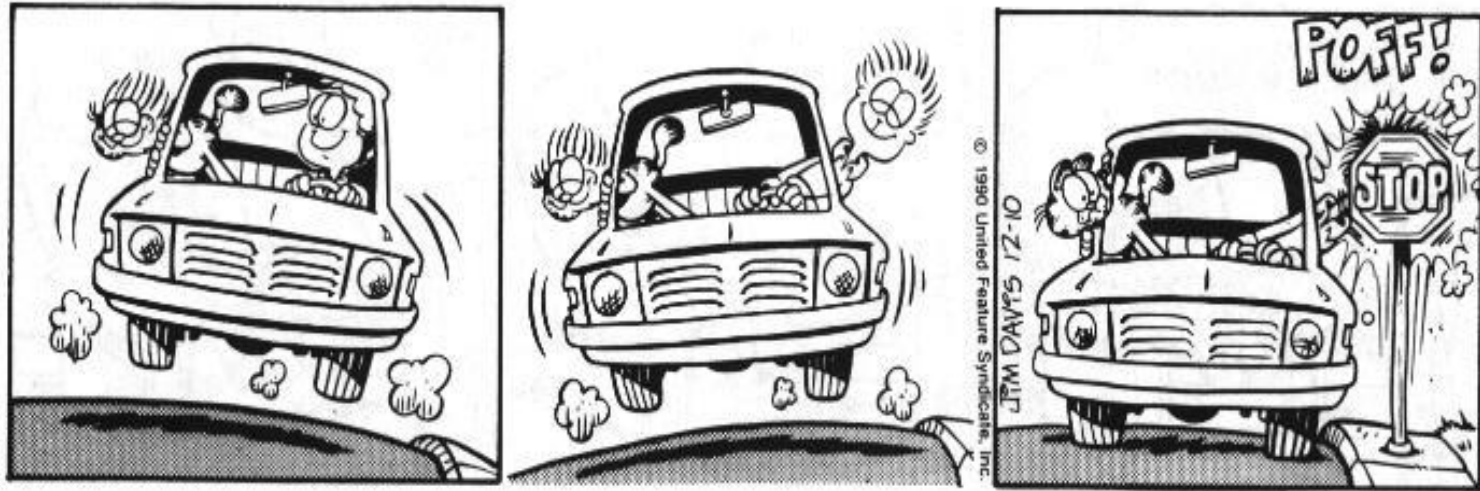
**BIGGER  
SHOES!**

**Understanding  
Market and Market  
Disruption** *with*  
Marianne Vikkula  
*and* Moaffak Ahmed

Register here →  
[avp.aalto.fi/bigger-shoes](http://avp.aalto.fi/bigger-shoes)



# Working with customers is a continuous learning process 😊



What suits one customer  
might not suit the next