Young Finnish Design®

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COFOUNDBERS OF YOUNG FINNISH DESIGN OY

BA & MA Aalto University, furniture design & interior architecture
New York, Wanted Design 2016
London Design 100%, 2016
Habitare Protoshop, 2016
Multiple grants SKR, Aalto, Taike
Kiuas Accelerator 2018
Tempo funding, Business Finland 2018
Habitare, Alberto Alessi award 2019
INTO pitch honorary award 2022
VISA, She’s NEXT 2023 grant
Suomi areena, MTV3 Katsomo 2023
Kasvu Open Marketing & Sales programme 2023
Market Explorer funding, Business Finland 2023
Multiple articles in Finnish and international design media
OUR AIM IS TO MOTIVATE YOU!

WHO WE ARE
WHY WE ARE HERE
WHAT WE DO
WHY WE DO WHAT WE DO
WHAT WE DID WELL
WHAT WE DID NOT SO WELL
WHAT WE WISHED WE HAD KNOWN
WHAT WE ENCOURAGE YOU NOT TO DO
WHAT WE ENCOURAGE YOU TO DO
OUR STORY

What we do
Mission
Our story: fairs .. grants.. found the problem
Uncomfort zone, be comfortable with being uncomfortable
Passion to research and mold the problem
Started with furniture design - now interior, service, brand, product design services
How we solve the problem, examples
Now vs future goals

Notes:
Be ready to evolve and change
AWARDS / GRANTS

-18
Kiuas Accelerator - ensimmäinen design-tiimi 2018, mukaan valittiin 15 tiimiä

-19
Alberto Alessin palkinto - Habitaressa

-22
Into Pitch, kunniamaininta

-23
VISA She’s NEXT apuraha naisyrittäjät Pohjoismaissa.
3 yritystä sai apurahan Suomesta

-23
Suomi Areena Stipendi, NEXT-brändin julkistaminen suorassa lähetysessä MTV3:ssa kesäkuu 2023

-23
Yritys valittiin Kasvuopenin Myynnin & Markkinoin sparraus-ohjelmaan
**Uncertainties**
Being confused, comparison, overwhelmed, enjoyment of the process
Focus in which career areas you should be developing yourself
portfolio
ppl skills
design is just a part of the project
many of designers arent confident in having a conversation about design work, skills, explaining about
own work, pricing, negotiating,

**How to:**
Learn by doing: do it now with your friend
Think about yourself as one of the team players
Start thinking about yourself as part of the corporate world, not separate
Designers’s responsibility

- Find the tools that are going to make you profit from your education
- Learn how to make your case: how to justify your work and its worth to your customers
  Data, numbers, research materials
- Be active! more is better
- Fail a lot, failing is the best lesson
- Example: YFD competition: Metropolia was the most active
- Be interested: be interested in what and how your cooperators and customers work, what they offer, what they do, and respect their roles, be more interested!
Companies responsibilities in a nutshell

- jobs
- pension
- product development
- marketing
- sales...
- inventory
- shipping
- packing
If you are to be a freelancer/entrepreneur:
Possess / learn
- listen to your customer and you are more likely to succeed
- take pride in your work
- possess negotiation skills
- Learn to listen to the customer and make it your inspiration, how to solve the problem for them in a creative way
- don't push your ideas to them who don't want them, design is about listening and making the solution best for your customer, if your customer doesn't like it, then you have failed
- design is a process it is a tool its not the end goal, your part is important but its not the most important
Don’t seek happiness, it’s like an orgasm, when you seek it it’s likely to go away
-you will fail at some point, that’s good! don’t be afraid to fail!
-learn to cope with failing, learn to learn from failing, learn to love failing
-entrepreneurship: it’s mostly shit and then the non shit is golden
-the process itself is the most fun! Make the most of it!

How to:
if someone else can cope with the uncertainty, you will too. You just have to face it first, face it so many times it doesn’t bother you anymore
You will hear a lot of doubters, it sucks and they suck, but they will always be there, zone them out.
You can do this, you will become comfortable with this and you will be fine

Mike Tyson “everybody has a plan to get punched in the face.”
Create your dream job
- You have so many skills, not just one, believe it.

How to:
- List all your capabilities and productize your skills, don’t stand just on one leg
- Find inspiring people and examples
- Start doing, no excuses
- Be your dream everyday, become it
- Believe it, believe it, believe it, play the game of believing

Our experience:
- We have built our own career
- Making a change in the design field, it has to be us designers!
- Meaningful work
- Compromising, it’s hard, but necessary.
- Dreams evolve, don’t fight against it

Food for thought:
The more creative you are and can think outside the box the more chances you will create for yourself and for your future. Do research, be interested, talk, attend, be brave, visit. The world is your oyster!
Bigger picture
-you are going to become what you envision for yourself, stay calm and see the big picture
-small daily steps are the most valuable, be persistent
-Set clear goals: goal to succeed in what you are about to do
Example: when art is set to be a hobby, that's all its going to be: then you are most likely not going to make it (competitors) You may just as well dream big or small

About dream jobs:
-Usually aren't offered on a silver platter: you might have to create it for yourself seek it, build it, become it
-Change of mindset: think about going towards your dream, working for it and it will come
-Seek for the good things in the position which isn't the dream position, what kind of a role does it have in the bigger picture?
-Usually the dream job isn't as dreamy as you had thought

Money or no money..?
-The jobs that are `not perfect enough`
-Your own boundaries, what do you want to do vs can do, sometimes you just can't take a low paying project
-visibility and low paying cases have a role = make the most of it
-visibility is OK but it doesn't pay your bills

To us sharing our career path here in Aalto has also been part of our dream :}
Contracts, yikes!
- there is no right or wrong answers here
- get to know the company you are making contracts with: royalty contract vs other contracts

Negotiating
Our experiences of negotiating

Pricing
- 50 vs 500€
- the vision you are building in the clients head
- Cheap = cheap quality
- change pricing later

Running start:
- Don't waste time in just building your portfolio
- Invest in communication and building network, Start now! Today!
- Us designers think that after the product etc is done then the money starts flying in.. its not true
Create your own possibilities, see them, feel them, make them real

YFD story:
5 years ago founded
Now we invest in building the company
Business Finland Tempo, now Market explorer
We have sold our shares to investors (angel) advisors and board members
Antti, Petro. Paula, Petra
Looking to raise more money to invest in building the company
This is about long term goals

How to:
Think about long term goals, value your everyday steps towards your dream, do them with even more great passion. Know more also about things outside the design scene, businesses, people, learn from them

Our passion:
We have a personal mission, we really want to change things
What makes a difference:
Be excited about your career that is the only thing that matters
Build a clear vision= a hobby or career? You decide
The only thing that matters is you and your vision, nobody is going to do that for you = create your own possibilities, see them, feel them, make them real

What drives you? Really?
What does our work days look like?
-Fun, hard, long
-We have decided to invest a lot of time, money in this
-When you are working with your friend you are also responsible of his/her/their career and future dreams
-In the beginning you need to put 110% of your time into it
-We work in Kamppi
-Our team
-What drives us: making a change, creating something new, freedom

Patience is a virtue
-Be it
-Process might take long or short time
-Find a way to move forward that suits you there is no right or wrong
-Do your best and be better tomorrow, be more interested, be excited
-Be patient if there isn’t sales immediately, everyone doesn’t know you and your brand immediately
-You will learn how much you don’t know when you go forward
Tips!

- Start building network, look around you: cooperators, customers, partners, advisors
- Don't spend time here in school competing against each other
- School is the easiest part and the most fun
- Get to know EVERYONE
- Discuss and share everything
- Be kind to everyone, people want to cooperate with nice people in the business world
- Think about yourself as an equal with your customers, cooperators and partners, you are not better or worse than them
- Be kind to yourself, you are amazing, you are in the beginning and you have so many options ahead of you! Getting into business will only broaden your possibilities so make the most of it!
THANK YOU

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