



Art Life Entrepreneurship 1

Aalto
Ventures
Program

Fall 2023

Session 4

Leap

What can be done better? What conventions can be challenged?

**Group
Discussion**

20min

Do I have enough time to run a business

Is there something I can change in my way of using time?

Is my pricing correct?

Break 10 mins





Jenni Jauri

Poster A1

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

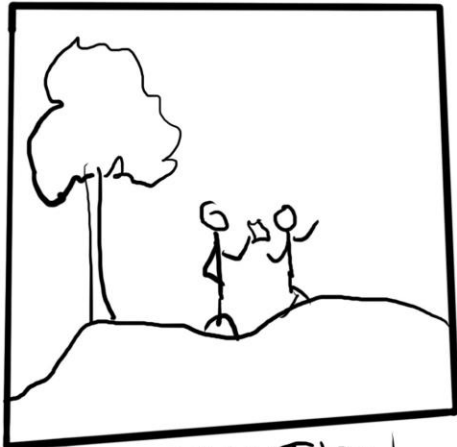
What is the easiest way to identify the potential customer? (behaviour, values, lifestyle)

What are the most useful resources and networks available?



2 min video

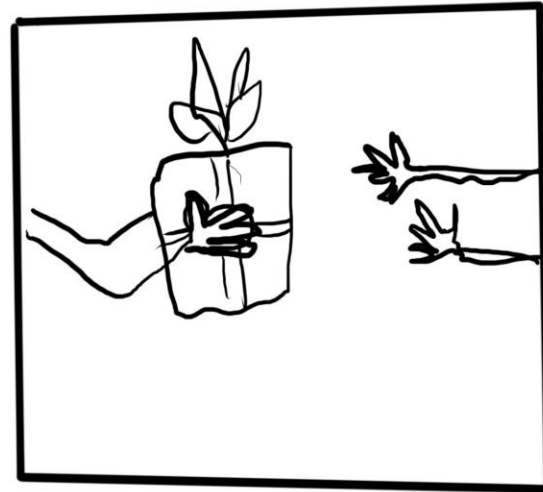
Storyboard



TEXT DESCRIPTION
DURATION
DIALOGUE
ETC ...



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Pair work

20min

Get to know your pair

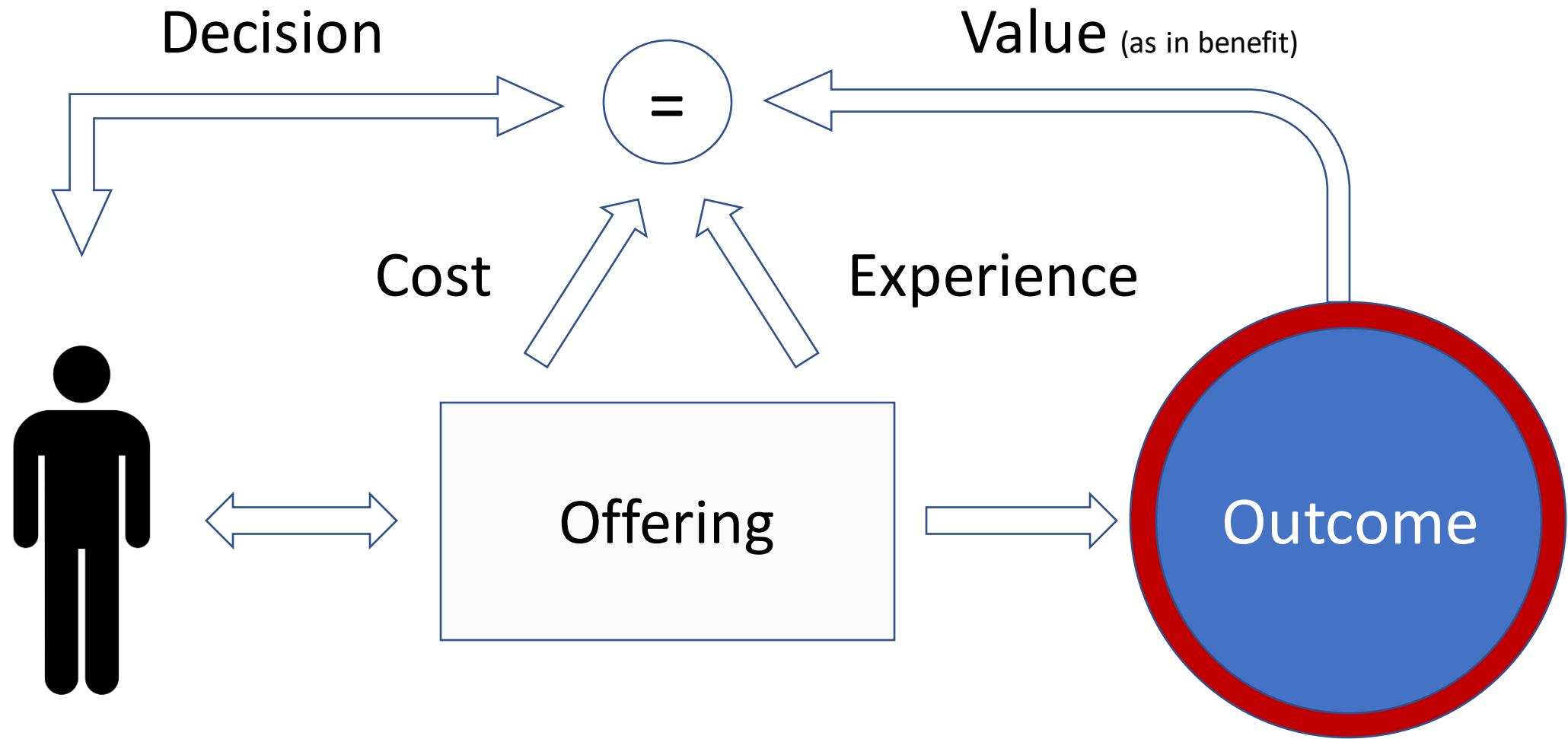
Make a storyboard of your video you going to make with a pair. (2min video)

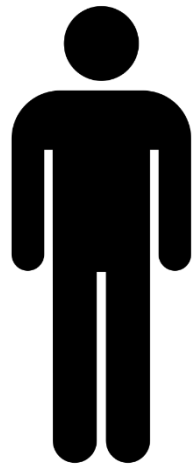
What would you tell your friend who wants to be an entrepreneur?

How do you want to tell it?



What is the outcome you create?

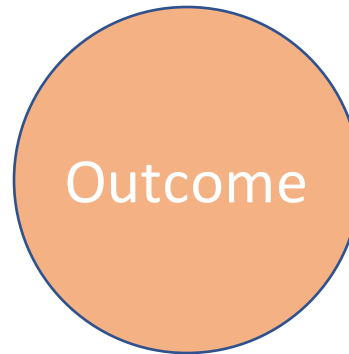
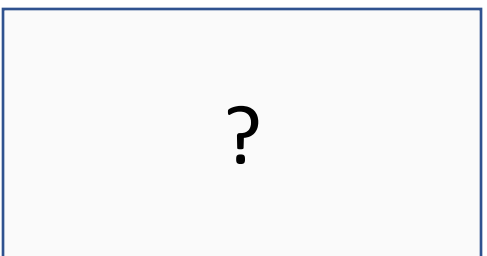




Customer segment 1



Customer segment 2

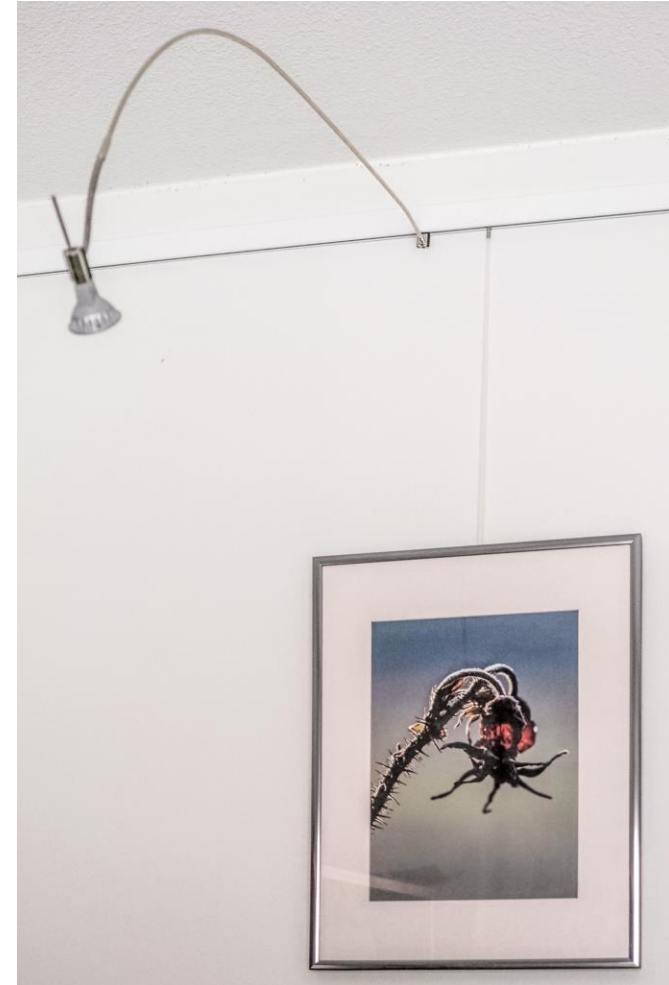


Customer segment 3

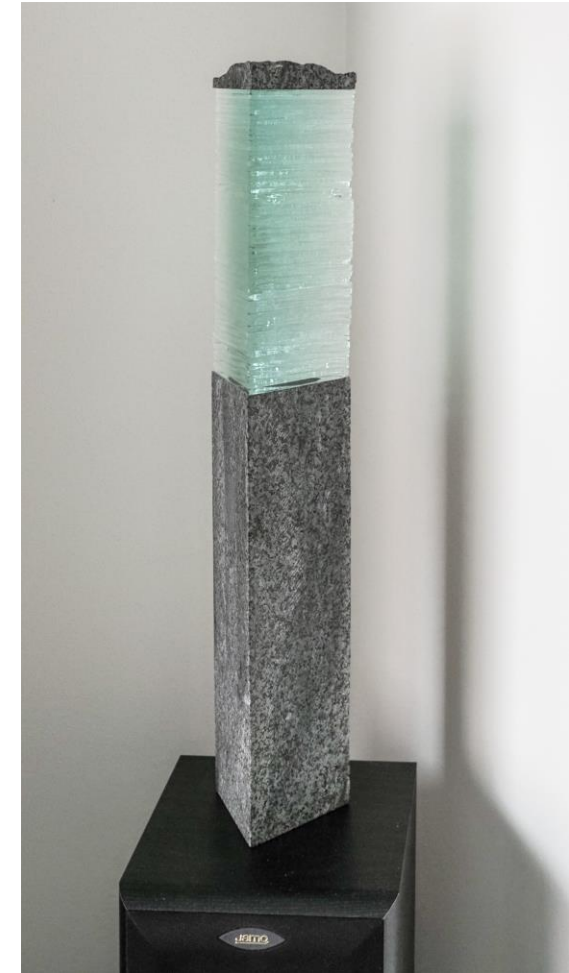
“People don’t buy 6mm drill bits, they buy 6mm holes”

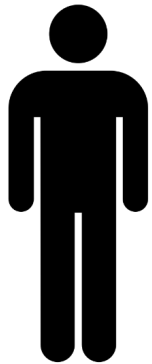


“People don’t buy 6mm drill bits, they buy 6mm holes”



“People don’t buy 6mm drill bits, they buy 6mm holes”



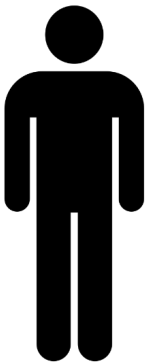
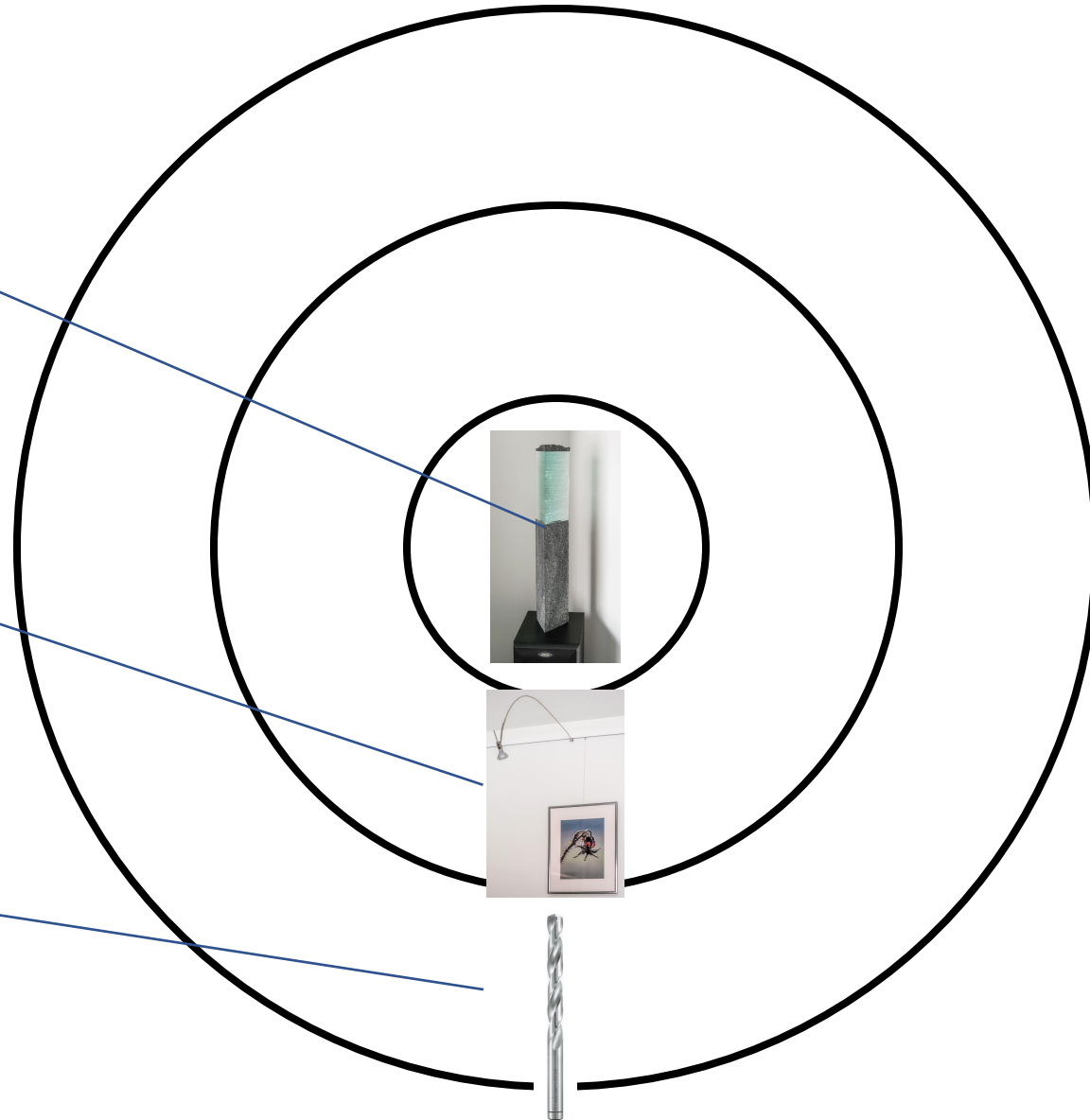


Type of outcome	Design for
Values	Personal fulfilment
Activities	Experience, habits
Actions	Effectiveness, skills, muscle memory

Values:
Collecting art

Activity:
Interior decoration

Action:
Drilling a hole in the wall



Independent work

20min

Summarise your opportunity

What kind of problem your customer has that I can solve?

What is the outcome you can create?

How would you describe your customer's lifestyle and behaviour?

What is the convention you're challenging?

Pair work
(with you own pair)

20min

**Get feedback about your
opportunity sketch**

1. Present your sketch to your pair
2. Pair will give feedback and ask questions

Final Session:

Gala

+

Exhibition build in Väre Lobby

28.11 13.00-17.00