Aalto Ventures Program

Fall 2023

Session 4
Leap
What can be done better? What conventions can be challenged?
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
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
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?
Offering

Customer segment 1

Customer segment 2

Customer segment 3
“People don’t buy 6mm drill bits, they buy 6mm holes”
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“People don’t buy 6mm drill bits, they buy 6mm holes”
<table>
<thead>
<tr>
<th>Type of outcome</th>
<th>Design for</th>
</tr>
</thead>
<tbody>
<tr>
<td>Values</td>
<td>Personal fulfilment</td>
</tr>
<tr>
<td>Activities</td>
<td>Experience, habits</td>
</tr>
<tr>
<td>Actions</td>
<td>Effectiveness, skills, muscle memory</td>
</tr>
</tbody>
</table>
Action: Drilling a hole in the wall
Activity: Interior decoration
Values: Collecting art
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?
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