Project Proposal – Aalto Arts

1. Introduction

For many artists, creating art is a natural calling, where they can express themselves. However, creating art in any field requires focusing on core competencies, and selling art, which provides financial security for making art, is also time-consuming. It is common that artists do not know how to sell their art, and in this, they are supported by independent art galleries, but despite decent sales results, the artist's share of the sales remains small. New, effortless sales channels are needed to help Aalto's emerging artists in all their areas of specialization so that they too have the financial security to focus on creating art in the future. The project is an **Aalto Start Up Venture,** and all participants have the right to continue developing the platform after May 2025 if they so wish.

2. Project goals

The creation of a general marketplace where Aalto artists, art enthusiasts, and even major art collectors can explore and engage with art in a common space. Aalto artists need the ability to upload images and videos of their artworks. Art enthusiasts need a bulletin-board-like view where they can discover the latest artworks. Major art collectors typically want to collect specific types of art, so there must be a way to filter artists by art type. Implementing these core functionalities for the three main user groups is one of the key objectives of the project.

3. Technologies

Figma. Core backend language undecided (Javascript). Javascript&React on the client side. Database structure to be decided. (Probably PostgreSQL as primary relational database for handling user data, posts, comments). Also, some highly scalable NoSQL database for storing large amounts of data.

4. Requirements for the students

Web software development can be challenging in the first sprints. However, prior experience and genuine motivation for web software development can significantly ease the demands of the project as it progresses.

5. Legal Issues

Intellectual Property Rights (IPR):

- The client gets all IPRs to the results. Also, all developers and Scrum Masters will retain full rights to commercialize their own source code.

- Confidentiality: The client will share some confidential information with the students.

6. Client and client representative:

JTL is a Finnish research company advancing jurionomical research methodology at Aalto University, founded in 2007. JTL Oy plans to launch several software products in the summer of 2025 and aims to become a connection point for all researchers and students at Aalto who are interested in taking AR technologies to the next level. The core vision is that this new software will provide a more enjoyable user experience with future AR smart glasses compared to desktop usage. Product Owner Tom Railio is a doctoral student at Aalto University and will join the Scrum meetings to keep the backlog tickets up to date. He has participated in this course several times in different roles (Developer, Scrum Master, Product Owner, Course Coach) and can support the team in achieving its objectives without significant delays.

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Preselected Student Team Members: Joel Häkkinen for the role of Scrum Master.

7. Additional information

Feel free to ask for any additional details if needed.

World Top 3 University Business Accelerator in 2021/22

Aalto Startup Center is a powerhouse of innovation, proudly ranked among the top three university-based business accelerators in the world. With a remarkable 25-year legacy and an impressive 80% success rate, we have empowered hundreds of early-stage, tech, and research-driven startups to transform their visions into thriving, sustainable businesses.

Comprehensive ecosystem offers unparalleled matchmaking opportunities, peer support, world-class mentoring, and a vast investor network, all designed to foster breakthrough success. As a cornerstone of the Aalto innovation and entrepreneurship community, and with a robust alumni network of 900 companies, Aalto Startup Center is driving Finnish technological innovation to new heights, making a significant impact on the global stage. The Scrum events will often be held in negotiation rooms in the A-Grid building at Otakaari 5. In addition, student teams benefit from state-of-the-art facilities, including Fablab devices (https://studios.aalto.fi/fi/fablab/), and cutting-edge multimedia technologies in the new Marsio building. These resources are crucial for taking your projects from concept to reality.

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General information on the Aalto Startup Center: https://startupcenter.aalto.fi/services/accelerator-program/

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