

A stylized illustration on a blue background depicting a collaborative startup environment. In the top right, a woman with red hair in a red and white striped shirt works on a laptop. In the center, a woman with long black hair is seated at a desk, looking at a computer monitor that displays a red stick figure and a list of horizontal lines. To her left, a hand in a red sleeve points towards the center. In the bottom left, a man with dark hair is partially visible. On the far left, a man wearing a white baseball cap and a dark jacket is shown in profile, looking towards the center. Large, light-colored arrows point from the top and left towards the central woman. The text 'Startup Experience' and 'Fall 2018' is written in white, slanted font across the middle of the image.

Startup Experience  
Fall 2018

AALTO  
VENTURES  
PROGRAM

# Combine and get credits

- Startup Experience (9 ECTS)
- [TU-E4130 - Refresher on Business Research](#) (1 ECTS).
  - Design thinking
  - For students with no previous experience in user driven design or user research.

# Sprints

- Course consists of 5+1 sprint
- Sprint 1: Intro
- Sprint 2: How to work systematically
- Sprint 3-5: Develop and validate your concept
- Sprint 6: Finalize

# Sprint content

- New understanding of customers
- Update concept based on new information
- Present the current best understanding
  
- One supporting topic
  
- Personal learning reflection (video)

Week N

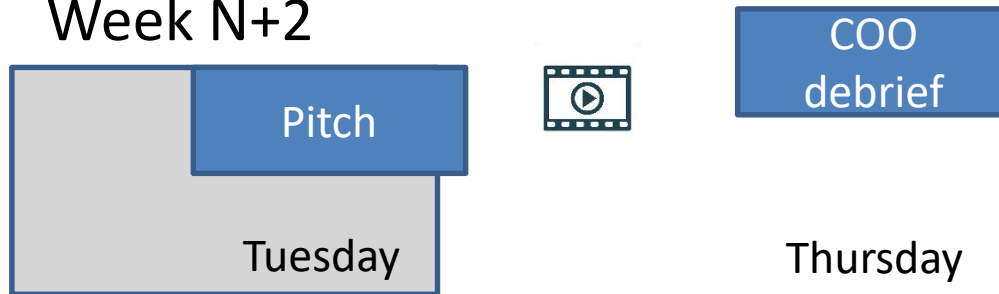
COO  
handover



Week N+1



Week N+2



**Sprints**

# Not in the mycourses calender

- CEO Brief (Doodle)
- Team coaching sessions
  - Doodle to book
- COO debrief – Thursdays at 13:00 for COO's
- Exam times (Doodle)

# Roles

- CEO – builds the team
  - Responsible for the team's well-being and performance
  - Main role in sprint 0
  - Not graded
- COO – runs operations for one sprint
  - Rotating role, each member takes turns
  - Graded, based on team performance and own reflection

# During each sprint

- Interact with at least 20 customers/team
  - First 1-2 iterations interviews are OK
  - Later iterations need to be based on testing with early prototypes
- Deliver one pitch
  - Content based on the status of your project work
- Deliver one assignment
- Update your Lean Canvas and Value Prop canvases
  - Included in COO report



# Sprint team deliverables

## Assignments

- 0 – Team agreement
- 1 – Team working model
- 2 – Marketing campaign
- 3 – Market analysis
- 4 – tbd

## Presentations

- 5 pitches
- Final presentation
- Concept video

# Sprint personal deliverables

## Reflection video

- 1-2 minutes
- Your personal reflection over what you have experienced and learnt during the sprint
- Uploaded in team forum
- Deadline Wednesday after each pitch
- COO must give comments on all videos by Thursday  
COO De-brief

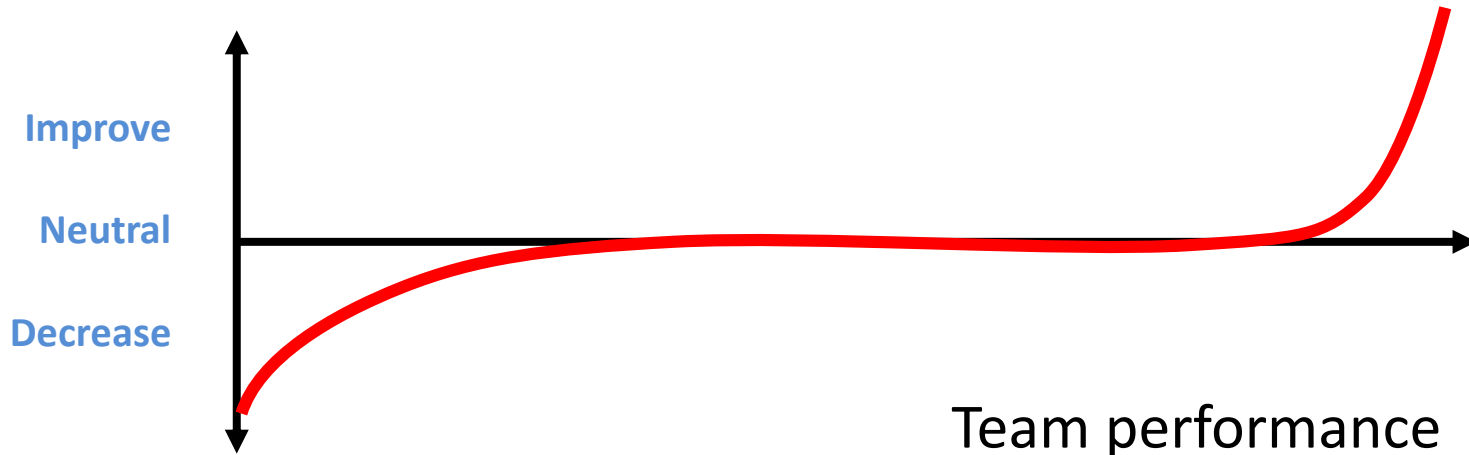
# “Exams”: 1 team + 2 personal

- Final presentation + concept video – team
- Oral exam – individual
- COO performance – individual
  
- Mid-term “exam” – team, mandatory but not graded

# Grading

Your actions impact on your grade

Grade



Team performance

# Grading principles

- Evaluation done by staff after each sprint, 2 grades/sprint
  - Pitch
  - Deliverable
- You will get an estimate of your grade after each sprint
- At the end of the course
  - All grades OK = grade 3
  - Positive or negative grades increase or lower grade
  - Roughly 0.5 grade/cumulative grades
  - Capped

# Personal grade

- Default persona grade = team grade
  - In special situations personal grade can be +/-1 OR Fail
- Personal grade based on
  - COO performance
  - Oral exam
- Failing the course
  - Excessive absences (missing more than 1 pitch session or multiple absences from lectures/workshops)
  - Free-riding
  - Not performing the COO duties (not enough customer interactions, missing reporting)

# CEO candidates

- Still open for a couple of CEO applications
  - We will announce the CEO's on Thursday
- Special CEO training session
  - Friday 12:15 – 13:45 or Monday 09:00 – 10:30
  - <https://doodle.com/poll/9q5xbuahmgkqhs7i>

# Coffee

- Lecture tea/coffee option
  - You can make coffee/tea in the AVP space
  - Agree between the teams how to handle
  - Need to be about 30 minutes before lecture start to get done on time