Introduction

Startup Experience 2019

Learn to be entrepreneurial,
learn to drive change.

Helping you to learn

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AUA
Ask Us Anything

Change of pace.

Build a team with..

1. Youngest child
2. Has skied this season
3. Has a bike in Otaniemi
4. Plays a string instrument

1. Has two sisters
2. Went to see LUX Helsinki
3. Uses Linux on a laptop
4. Plays a ball sport

Rules: You can only whisper with your peers
To win, all members must know each other’s name

Find a team with..

1. Has a business degree
2. Knows Photoshop
3. Can explain what PHP is
4. Personally knows a CEO

1. Has a non-IT tech degree
2. InDesign guru
3. Manages a Facebook page
4. Invests in stock

Rules:

To win, all members must know each other’s name

What you need
to know.

Your mission

Develop and validate

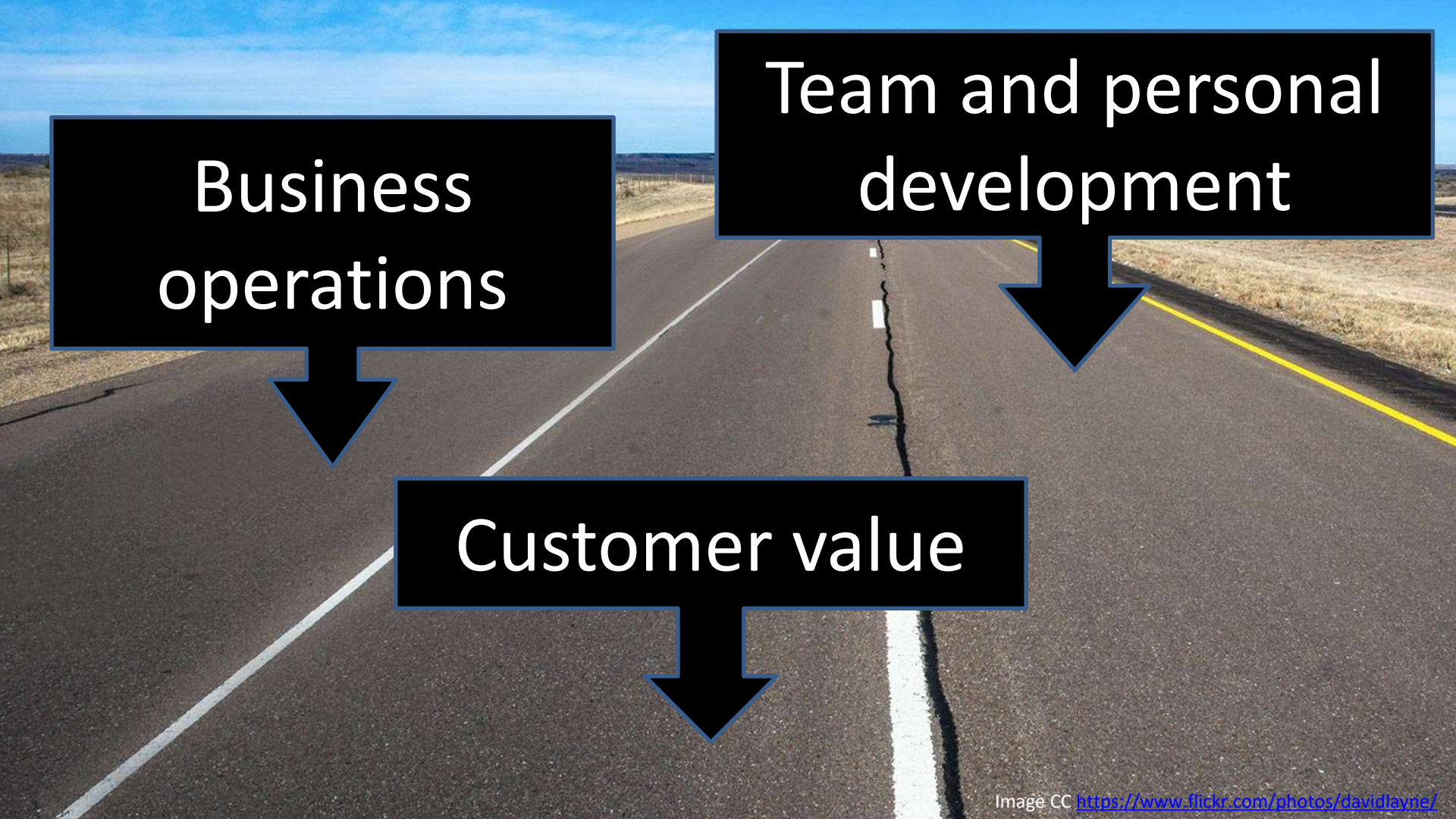
A product or service concept

With potential for independent business

Your starting point:

Huston, we have

a problem



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Customer value

Specialized topics

Startup-ups

Existing companies

nnovation

User/customer centered business development process

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The startup experience (OK, 10% of it, max)

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14 weeks of career counselling

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Pain + reflection
= learning

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Listen to your customer
(your best friend, forever)

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Development process (work systematically towards a business goal)

$$2x^2 + 7x = 36$$

$$x = \frac{-7 \pm \sqrt{7^2 - 4 * 2 * 36}}{2 * 2}$$

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Entrepreneurship is skills
(to be practiced)