

# Designing Entrepreneurial



*Our journey thus far...*

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It all starts from guys like these ...



# The Aalto University Strategy

## Vision

*The best connect and succeed at Aalto University, an institution internationally recognised for the impact of its science, art and learning.*

## Goal

*A world-class university by year 2020*

## Universal mission

*Contributions to a better world*

## National mission

*Competitiveness and welfare of Finland*

## Core strategies and KPIs

### Research excellence

*Original, impactful, interdisciplinary*

### Pioneering education

*Students in focus, a new learning culture and approaches*

### Trend-setting art

*Art, architecture and design as key drivers for improving living environments*

### Societal impact

*Adding value through entrepreneurship, business liaison and societal interactions*

**Strategic enablers** *Leadership; Internationalisation; Services; Infrastructure*

## Culture built on common values

*Passion; Courage; Freedom; Responsibility; Integrity*

## Schools

*Arts, Design and Architecture; Chemical Technology; Economics; Electrical Engineering; Engineering; Science*

# From the Head (1 of 2)

We must be active in preserving the well-being of Finland

- Consultant Company **McKinsey Finland** published a report in November (2010) stating the conditions under which the Finnish society can maintain its current welfare in the future.
- According to the report, Finland needs **150.000 – 200.000 new jobs** to be created **on private sector, by year 2020**. If taking into account of retirement, this amount is **increased by 120.000 new jobs** on private sector.
- In addition, the productivity of publicly funded services should be improved by 1.2 percent per every year (annually).
- McKinsey believes that **these measures will allow us to (only) "preserve the current valuable features" of welfare.**

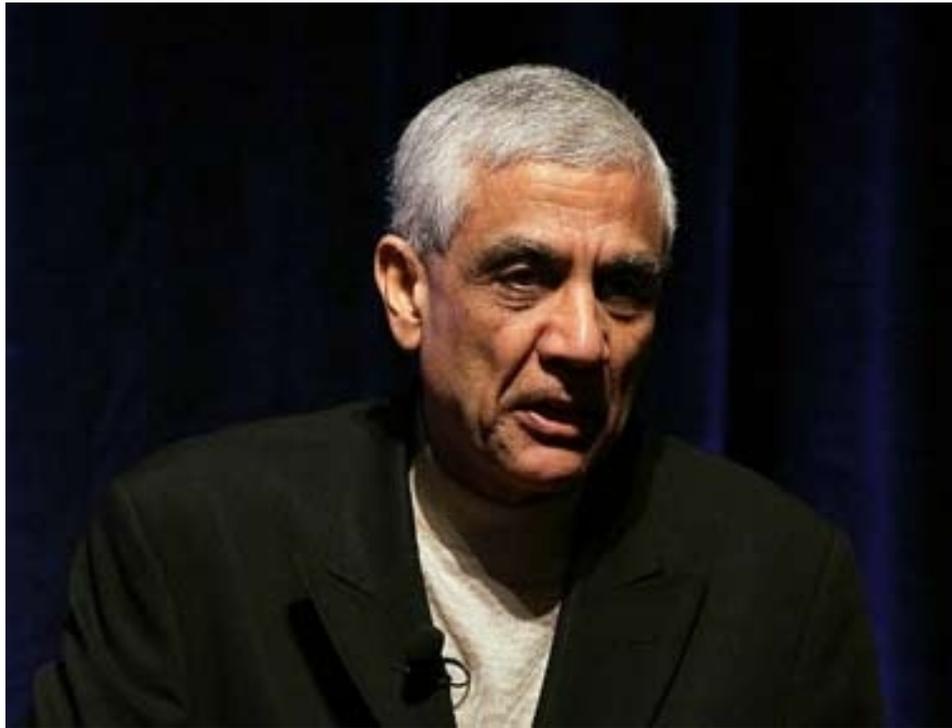
# From the Head (2 of 2)

## Why the Growth Company Focus today?

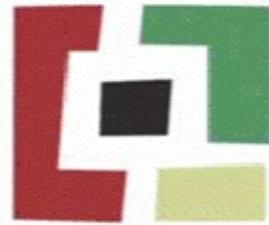
- **Majority of NEW jobs are born in young & small firms**
  - 2006-09 in Finland, less than 700 growth firms representing 4,8% share of all companies generated 50% of the total increase in employment\*\*
- Nowadays **entrepreneurial characteristics and skills are part of general hiring criteria for any paid job** in businesses of all size
- **Competitive advantages** of winner firms are typically **based on innovations**
  - Applies both to startup firms and new business development in established companies and enterprises

# From the Heart

The Grand Challenges require a VERY different way of thinking



[Video link](#)



STANFORD  
TECHNOLOGY  
VENTURES PROGRAM

## Steve Jurvetson

Managing Director, Draper Fisher Jurvetson

*October 7, 2009*

[Video link](#)

# 6 Principles to Enabling Black Swans

- Invest in STEM Education EARLY
- Reward Risk-Taking and Tolerate Failure
- Engage in Customer Development
- Build Diverse and Global Teams
- Enable Effective Pitching to Investors
- Operate both Broad-based and Highly Competitive Programs

# Some Key Building Blocks

Aalto Ventures Program +

Summer of Startups

Startup Life

Startup Sauna

ACE Tech Transfer & Pre-Seed

AppCampus

**Aalto  
University  
Schools**

**Aalto  
Entrepreneurship  
Society –  
Startup Sauna  
Building**

**ACE –  
Aalto Center for  
Entrepreneurship**

# ENTREPRENEURSHIP: A STRATEGIC ISSUE FOR AALTO UNIVERSITY

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Home Resources DFJ ETL Speaker Series Go To ECorner →

## Finnish Strong: Entrepreneurial Muscle in the Arctic North

BY MATT HARVEY · NOVEMBER 4, 2011 · 2 COMMENTS  
ALL, EDUCATORS, ENTREPRENEURS, STUDENTS - TAGGED: AALTO, EDUCATION, ENTREPRENEURS, ENTREPRENEURSHIP, EUROPE, FINLAND, FUNDING, IDEAS, LEARNING, STARTUP

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- Share on LinkedIn
- Email a friend



- All
- Educators
- Entrepreneurs
- Students



STVP ON FACEBOOK



**Aalto Ventures Program (AVP): Strengthening the academic dimensions of entrepreneurship at Aalto University (with Stanford)**





**An internship in startup is a way to learn to ship a product, build a team or grow a company - skills that can't be learned by just studying in a university.**



**Startup Life - definition**

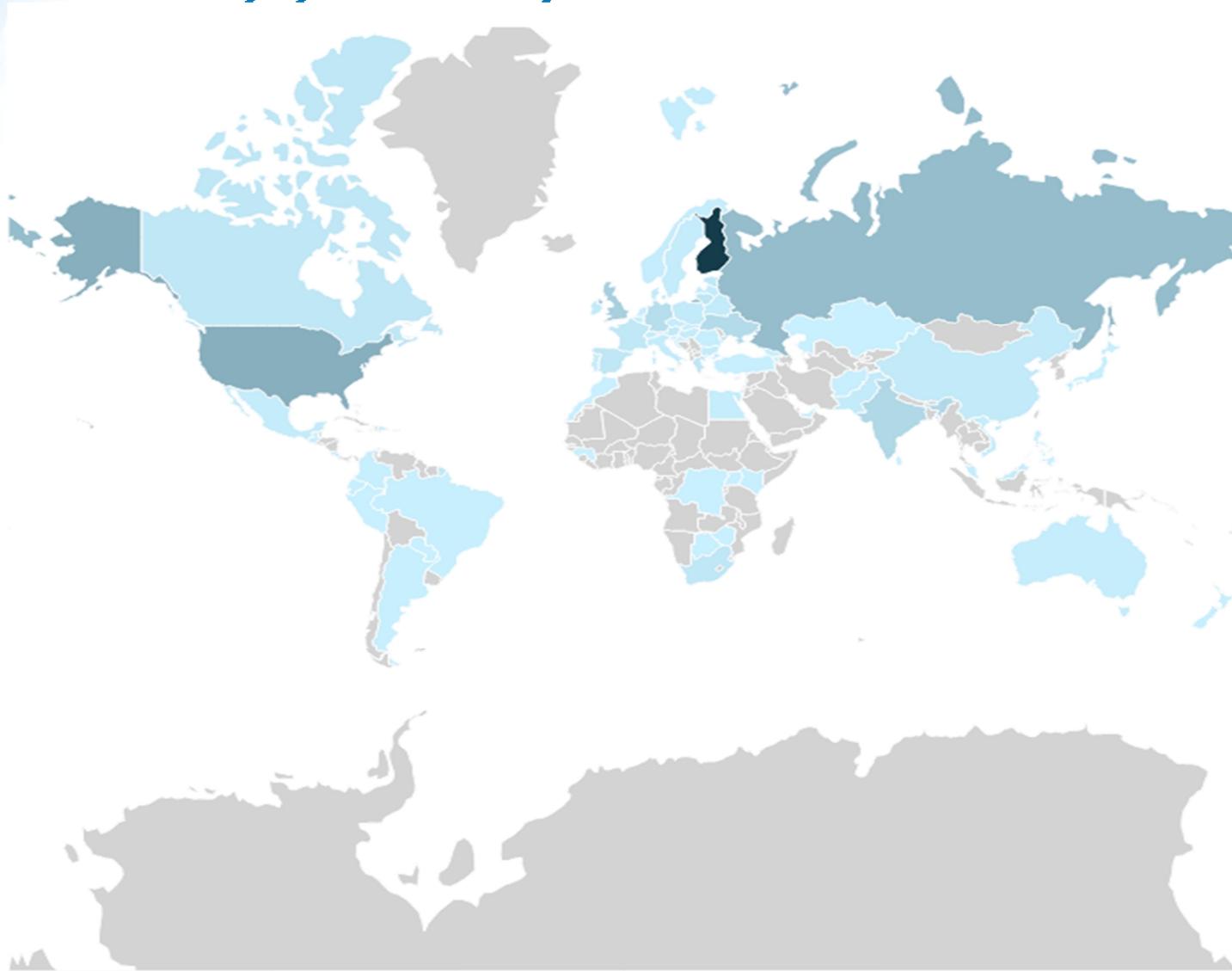
**A global network of future growth entrepreneurs.**



# ACE SPIN-OUT EQUITY AND LICENSE GUIDELINE



# AppCampus Dashboard



26.11.2012



Microsoft

NOKIA



# Inspiration From The Community

*Companies formed by students and alumni on a global stage*

## Rovio wants a billion daily active users

by **Mike Schramm**

Nov 23rd 2012 at 3:30PM



Supercell is Accel's fastest growing company ever. (And it has a ball pit)

BY HAMISH MCKENZIE  
ON NOVEMBER 27, 2012



Ilkka Paananen is slumped in a high-backed office chair, wearing a blazer, blue jeans, and a black T-shirt that bears the name of his two-year-old gaming company, one of the most buzzed-about in the world right now, spelled out over three lines:

## '2012: The Beginning' Most-Watched Documentary in Cannes

Print Email Save to Favorites

BOOKMARK



# Inspiration From The Labs

3 of Finland's 5 fastest growing companies are from Aalto Labs



## LATEST NEWS > Demolition

November 28, 2012



ZENROBOTICS

An automated robotic construction and demo waste sorter has been developed in Finland.

### Industrial robotic system sorts construction and demolition waste

10



HOME APPLE CLEANTECH CLOUD DATA EUROPE MOBILE VIDEO

Nov 22, 2012 - 8:37AM PT

## Futureful plots smarter StumbleUpon for the iPad

BY David Meyer

3 Comments

*Backed by Skype co-founder Janus Friis, Futureful is a content discovery tool that's not dissimilar to StumbleUpon, only more heavily based on semantic tagging and machine learning. It's due to launch in the U.S. in January.*



VUODEN KASVUYRITYS ■ Kauko Ollila, 21.11.2012, 18:30

### Dream Broker on superkasvaja



Kuva: Antti Mannermaa

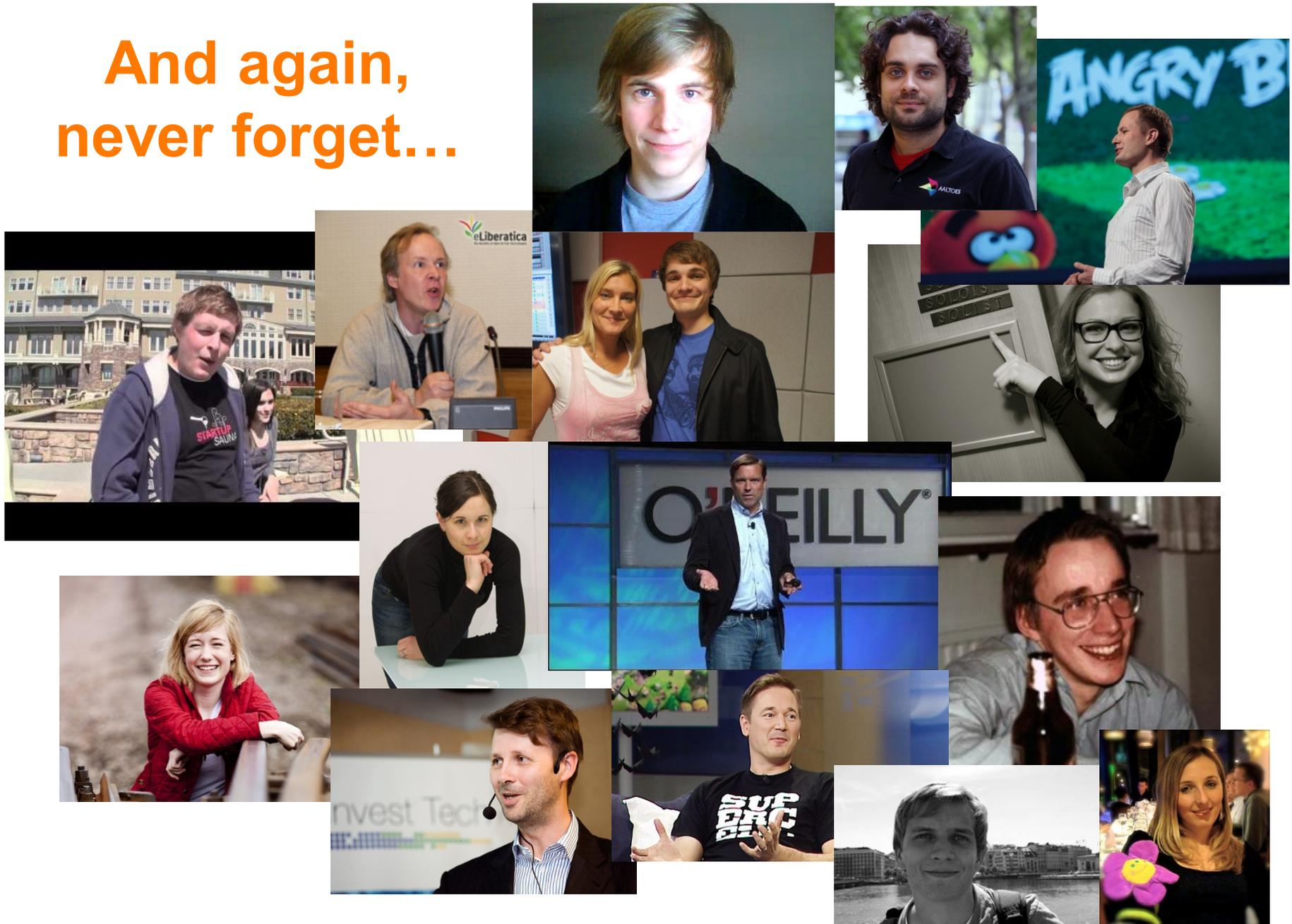
# From One of Aalto's Leading Scientist's Entrepreneurship is a mindset

When invited to join a group visiting Stanford in May, I was happy to join. In addition to learning more about the Aalto Ventures Program, the visit would allow me to refresh contacts with Stanford physics/materials science colleagues and see the newly opened SUNCAT center at the nearby SLAC laboratory. Its research mission is to develop new solutions to solar energy capture, for example catalytic conversion of sunlight into fuels such as hydrogen (artificial photosynthesis, one might say). Moreover, visiting California and the immaculately maintained Stanford campus in springtime is hard to resist.

I was not disappointed. The visit was most inspiring and useful, and gave me several ideas to bring home for further pursuing. We had a chance to interact with Stanford faculty, staff and students, attend classes, meet and discuss with key players of the Stanford Technology Ventures Program (STVP), visit startup companies in the Silicon Valley and even attend a Stanford-San Francisco baseball game. The visit was professionally planned and arranged by Aalto Ventures Program, and I would like to specifically thank Juhana and Mikko for their great work. Stanford is an ideal model and partner for Aalto, and we should use every opportunity to widen and deepen our collaboration and interfaces across the whole spectrum of our activities. Stanford is also an example how entrepreneurial culture can be systematically nurtured without compromising the highest academic standards of basic research and education.



And again,  
never forget...



Still much work to do  
but we are  
starting to lift off...



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