



Summer
Course
2019

CREATING MULTIDIMENSIONAL EXPERIENCES

29 JULY – 16 AUGUST 2019
(6 ECTS)



AALTO
VENTURES
PROGRAM

Learn how to create immersive experiences that cross the digital and physical space with multidisciplinary teams of international students

This summer, Aalto Ventures Program offers a unique summer course, where participants from around the world come together to create multidimensional experiences. During three weeks of magical Finnish summer, you will go from an idea to a prototype, learn by doing, and get to know and understand the globally renowned startup culture in Helsinki.

The course has three focus areas: understanding the culture and people, learning the methods and tools of creating an experience and building a viable business model around the experience.

In order to create an experience, you must understand the environment. Course participants will get a deep dive into the Aalto University Startup Ecosystem, as they visit venues such as Startup Sauna and Aalto Design Factory and meet with passionate students as well as employees and founders of some of the most innovative companies in the country. Additionally, the participants will visit some iconic locations and events in Finland, such as museums and the state-of-the-art Oodi library, and experience the best Helsinki has to offer during the short but intense Nordic summer.

Creating an experience takes more than lectures. During the course, participants will form groups and get their hands dirty, delving deep into teamwork, design thinking, UX design, business modeling and user research in order to get from an idea into a prototype of an experience. Guided by Jenni Kääriäinen – who has previously worked with Slush and Flow Festival – and AVP teachers, students will use an iterative process where they interview real potential customers and work their way from the original idea to an experience that includes a physical, digital and a social dimension.

No experience is good enough if you can't sell it. After designing an experience worth experiencing, it needs to be shared with others. With the help of training provided by the course staff, groups will prepare pitches with the mindset of blowing the socks off of potential investors. The course then culminates in a showcase, where the groups will present the prototypes of the experiences they have created to the international audience.



Course timeline and registration

Week 1

Understanding customer experience

Creative teamworking
Design Thinking
UX design
User research
Personas
Customer journey

Startup ecosystem tours
Kick-off party
Networking
Dinner at a Finnish National Park

Week 2

Ideation & Prototyping

UX design
Lean Startup
Ideation workshop
Prototyping experiences
Testing with end users

Helsinki Intro
New cultural experience tours
Flagship Digital
Innovators visits
FLOW

Week 3

From concept to business

Business modeling
Pitching training
Platform business
Emotional design
Designing your life

Helsinki City Museum
Networking
Closing Party

Participation:

Please sign up to the course through our [website](#). Participation fee is 2000€ per student. For partnership and group pricing, please contact:

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About Aalto Ventures Program

Aalto Ventures Program provides students with the inspiration, capability and network necessary to build new scalable businesses as startups or in established organizations. In Aalto University, Aalto Ventures Program organizes entrepreneurship education in form of 20 courses, keynote speeches and other activities.

Education in Aalto Ventures Program is integrated to practice and local industries. We value passion for exploration, freedom to be creative and critical, courage to fail and succeed and learning by doing. AVP courses often include students working in teams on real business ideas or even working with companies. Local companies value students' opinions and company executives see value in their ideas. In exchange, students get to practice their entrepreneurial skills with support from companies that provide insight on their operations and markets



Summer Course
website



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	Monday		Tuesday		Wednesday		Thursday		Friday		Saturday Sunday	
Week 1 29.7	Morning	● Welcome & Introduction to the course	● Understanding Multidimensional Experiences & Elements	● Design experience theory: design thinking	● Aalto Campus & Aalto Startup Ecosystem	● Workshop - Moving from Data to Knowledge	● Design & UX theory					
	Afternoon	● Welcoming Lunch	● Independent & Group working time	● Interviews with end-users	● Group working time - interviews	● Pitching the problem in Finnish National Park Nuuksisio	● Workshops, Exercises, Interviews					
	Evening	● Get out out of the building: Team building	● Evening with other international students @Aalto	● Networking BBQ with Startup Ecosystem	● Sauna & Welcoming Dinner in Nuuksisio	● Independent & Group working time	● Extracurricular program					
Week 2 5.8	Morning	● How to Create Experience - Oodi, Helsinki Central Library	● Creation of Multidimensional Experiences & Phenomenons	● Introduction to Lean Startup Process	● Company Visits - Flagship Digital Innovators: Digitalist, Futurice, Reaktor	● Visiting Flow site, introduction						
	Afternoon	● Idea Creation Workshop	● Evening with other international students @Aalto	● Prototyping Methods	● UX Design Intro & Testing Methods	● Flow Festival						
	Evening	● Independent & Group working time	● How to Turn Experiences into Feasible Business?	● Networking BBQ with Startups & Entrepreneurs	● Group working - Prototyping Digital Experience							
Week 3 12.8	Morning	● How to Create Experience - Helsinki City Museum	● Pitching Basics	● Design Your Business	● Emotional Design	● Pitching Competition						
	Afternoon	● Pitching Basics	● Evening with other international students @Aalto	● Platform business & Online marketing	● Pitch Rehearsal	● Designing Your Life						
	Evening	● Independent & Group working time	● Independent & Group working time	● Networking BBQ with startups	● Independent & Group working time	● Farewell dinner party						

Total course work load of approximately 160 hours (ECTS) is divided as follows:

- 10h Pre-work exercise
- 40h Contact hours and exercises in classroom
- 60h Class preparation (classroom exercises)
- 10h Field work
- 10 h Other activities (tours, excursions etc.)

*Preliminary program of «Creating Multidimensional Experiences» -course, Aalto Ventures Program, Aalto University reserves the right to modify program and content.