



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 now works for Tuska Festival and is the original creator of Slush design guidelines – 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

#### DEFINE & DISCOVER

Creative teamworking  
Designing your life  
UX design  
User research

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

### Week 2

#### DEVELOP & DELIVER

Personas  
Customer journey  
Ideation workshop  
Lean Startup  
Prototyping experiences  
Testing with end users

Helsinki Intro  
New cultural experience tour  
Dive into underground culture  
Flagship Digital innovators visits

### Week 3

#### DESIGN YOUR BUSINESS

Business modeling  
Platform business  
Leadership  
Pitching training  
Designing your life

New cultural experience tour  
Farewell dinner 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



AVP on Facebook

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