

Ideation and Venture Creation (MARK2065, 3 ECTS)
12.–16.8.2024 onsite in Vaasa
University of Vaasa's Summer school 2024

Venue: Wärtsilä Sustainable Technology Hub (STH),
 address: Teollisuuskatu 1, 65170 Vaasa

Please note! ALL participants must have their passport / ID card all days to get access to the venue.

Monday 12.8.2024	Topic: Getting started	Speaker(s)
09:15	Bus transport for the group from Vaasa City Centre to the venue Wärtsilä Sustainable Technology Hub (STH). We recommend ALL participants to go with this bus to Wärtsilä on Monday. Meeting point: Vaasa City Hall, Senaatinkatu 1 Please note! Make sure to be at the meeting point on time!	
10:00–11:00	Welcome and introduction	Mona Enell-Nilsson, Philipp Holtkamp, University of Vaasa
11:00–11:30	Presentation of course approach	Mona Enell-Nilsson, Philipp Holtkamp
11:30–12:00	Team creation	Mona Enell-Nilsson, Philipp Holtkamp
12.00–13:00	Lunch, Wärtsilä STH	
13:00–14:15	Team work	All
14:15–15:00	Team coaching sessions	Teams & course coaches
15:00–15:15	Day 1 Wrap-up	
15:30	Bus transport for the group from Wärtsilä to University of Vaasa's campus (Wolffintie 32)	
15:45	IT registration for participants & Selecting pizzas for the evening	All
16:30-	Social activity: Team building Gizzmo games (outdoors on the campus / indoors in case of rain)	Kim Kurenmaa, Away Tourism; All
18:30-	Pizza & soft drinks	All
Tuesday 13.8.2023	Topic: Defining the problem	Speaker(s)
09:45–10:00	Introduction to day 2	
10:00–11:00	Inspirational talk (incl. discussion): <i>Problem definition – users' perspective</i>	Avni Misra, RMIT University (Melbourne, Australia)



11:00–12:00	Team work	All
12:00–13:00	Lunch, Wärtsilä STH	
13:00–14:00	Testimonial (incl. discussion): <i>My entrepreneurial journey</i>	Patrik Österåker, Catalytic Capital Oy
14:00–15:00	Wärtsilä introduction and STH tour	Kasper Kalpamaa, Wärtsilä
15:00–15:45	Team work and team coaching session	Teams & course coaches
15:45–16:00	Day 2 Wrap-up	
Wednesday 14.8.2024	Topic: Solution design	Speaker(s)
09:45–10:00	Introduction to day 3	
10:00–11:00	Inspirational talk (incl. discussion): <i>Communication with prototypes</i>	Mikael Leppä, Equinor (Stavanger, Norway)
11:00–12:00	Team work	All
12:00–13:00	Lunch, Wärtsilä STH	
13:00–14:00	<i>Dialogue: How can entrepreneurial skills be applied in different professions?</i>	
14:00–15:00	Team work	All
15:00–15:45	Team coaching session	Teams & course coaches
15:45–16:00	Day 3 Wrap-up	
Thursday 15.8.2024	Topic: Business design	Speaker(s)
09:45–10:00	Introduction to day 4	
10:00–11:00	Inspirational talk (incl. discussion): <i>Business design, what is it and how does it work in practice?</i>	Head of Design Niall Shakeshaft, VTT (Espoo, Finland)
11:00–12:00	Team work	All
12:00–13:00	Lunch, Wärtsilä STH	
13:00–14:00	Testimonial (incl. discussion): <i>Successful pitching</i>	Head of Design Niall Shakeshaft, VTT (Espoo, Finland)
14:00–15:00	Team work	All
15:00–15:45	Team coaching session	Teams & course coaches
15:45–16:00	Day 4 Wrap-up	
17:00-	Social activity: Vaasa Night of Arts, drink tickets will be provided for Fondis restaurant. The full program and event locations: Night of the Arts Vaasa	
Friday 16.8.2024	Topic: Pitches	Speaker(s)
09:45–10:00	Introduction to day 5	
10:00–12:00	Team work: Pitch finalisation	All
12:00-13:00	Lunch, Wärtsilä STH	
13:00-15:00	Team pitches and feedback	All
15:00–15:30	Wrap-up and farewell	

Transport Guide

Main Location: Wärtsilä's Sustainable Technology Hub, Teollisuuskatu 1, 65170 Vaasa

How to get there:

- Bus
 - **Monday** morning and afternoon 12.8.2024, WE PROVIDE TRANSPORTATION DEPARTING FROM SENAATINKATU (in front of the City Hall, picture below) at 09:15. We also provide transport in the afternoon. **We recommend ALL participants to go with this bus to Wärtsilä on Monday.**



- **For other days (Tuesday – Friday)**- Lines 3 and 6 in the direction “VASKILUOTO” serve this purpose they go through the stop **Vaasanpuistikko 7/ Kaupungintalo** close to the Vaasa City Hall, which itself is close to the city centre.
 - The bus lines 3 and 6 have a stop called **Teollisuuskatu 8**. This is where you need to go if you choose to go by bus.
 - **!!! Check the bus schedules !!! to make sure you're on time**
 - **The bus route planner can be found here: [Vaasan reittiopas \(digitransit.fi\)](https://digitransit.fi)**
 - You may also elect to use private transportation. If you use bikes or cars or taxis we recommend using google maps to ensure you get to the correct location. Use the address provided (Teollisuuskatu 1, 65170 Vaasa) to get there.
 - E-scooters and bikes are also possible.