

2021 Startup Garden Summer Program 2021科技创业暑期班

Organizer 主办单位: Aalto Advisors (芬兰)
in collaboration with EIT InnoEnergy (欧盟)

Basic information 基本信息

- Duration时间: 2 weeks 两周 (可商议)
- Dates日期: July-August 2021 (待定, 可商议)
- Location地点: Aalto University campus,
Helsinki, Finland
芬兰阿尔托大学校区
- Language语言: English 英文

Content 课程内容

- Fundamentals of business and entrepreneurship 商务和创业的基本知识
- Value creation and opportunity recognition 如何创造价值和辨别机遇
- Intellectual property rights 知识产权
- Business strategy, innovation management and digital transformation
商务策略、创新管理及数字化转型
- Financial modelling 财务建模
- Business plan 商业计划
- Investor presentation and pitching 如何向投资人做展示*

*学生会分成模拟创业团队，在导师的指导下一步步完成模拟创业计划，并在课程最后一天向投资人评审团做展示。

Social activities 课外活动

- Company visits 企业访问
- International BBQ night 烧烤之夜 (每周一次)
- Social brunch 社交早午餐会 (每周一次)
- Social breakfast 社交早餐会 (每周一次)
- Gala dinner 晚宴 (结课一两天前)

Schedule sample

日程样本

Week 0: Arrival and welcome reception

Sunday 25 July 2021

- Arrival at Aalto University Campus
- Accommodation arrangements
- Welcome reception

Week 1: Focus on value creation — analyzing problems and developing solutions

Monday 26 July 2021

- Opening lecture
- Business fundamentals
- Team management and leadership

Tuesday 27 July 2021

- The introduction to entrepreneurship
- Analytical thinking
- Identifying and analysing unsatisfied needs
- Visit Aalto ecosystem, team formation continues

Wednesday 28 July 2021

- Opportunity recognition
- Developing solutions addressing the identified unsatisfied needs
- BBQ dinner

Thursday 29 July 2021

- Essential building blocks of a successful digital growth venture
- Financial engineering
- Visit Nokia 5G

Friday 30 July 2021

- Communication master class
- Friday brunch
- Value creation pitch and feedback

Saturday 31 July 2021

- Co-created cultural program

Sunday 1 Aug 2021

- Co-created cultural program

Schedule sample

日程样本

Week 2: Focus on value capture — developing growth business solutions

Monday 2 Aug 2021

- Monday team breakfast with first week summary and videos
- Intellectual property rights and long-term value capture
- Stone workshop and design

Tuesday 3 Aug 2021

- Strategic management theories: how to gain competitive advantage?
- Growth business financing
- Flee market, customer engagement

Wednesday 4 Aug 2021

- Flipped classroom: Business development in digital era
- Strategic management of technology and innovation
- International BBQ

Thursday 5 Aug 2021

- Flipped classroom: Scalable pitching for fundraising
- Operations and innovation management
- Visit startup community

Friday 6 Aug 2021

- Final pitching and feedback
- Student feedback
- Awards ceremony

*我们可以根据该校的需求对课程内容做相应调整，使学生能学习到与自身专业相关的商业创业知识。课程的时长以及日期也可以商议。

Previous summers 往期回顾











Course fee 课程费用

- **Program fee 课程费用:** 1900 欧元 (2周 课程*)
- **Early bird fee 早鸟价:** 1300 欧元 (2021年2月10日前报名)
- **Group discounts 团队优惠:** For every 20 students, we can sponsor one teacher to participate free of program fee 每20个学生, 可以提供1个跟队教师名额, 免课程费用
- **Items included in the program fee 课程费用涵盖:**
 - Classes and workshops 课时和工作坊
 - Company visits 公司访问
 - Social activities and snacks 课外活动和小吃
- **Items NOT included 以下费用自理:**
 - International airfare and transportation 往返机票和交通
 - Accommodation 住宿费用
 - Travel insurance 旅行保险
 - Other costs, including visa, passport, etc. 签证、护照等其他费用
 - Meals 餐饮**

*课程时长可以根据该校学生的需求而定, 费用则会做相应调整。

**每周一次的早餐会、早午餐会和烧烤, 以及晚宴已经包含在课程费用内, 其余餐费自理。学生可以在学校食堂用餐, 也可以在校外用餐。

Contacts 联系方式

更多信息: <http://startupgarden.fi>

项目负责人: Professor Dr Timo Nyberg, Head of Summer
Schools, timo.nyberg@aaltoadvisors.com

如果对我们的暑期班有任何疑问, 或者想了解更多信息,
请联系:

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