


Business idea ??

Let's Innovate Start up: 4 hour camp
How to develop Business Idea in 4 hours camp

Marja-Liisa Kaakko, Centria UAS, Ylivieska

FINHEEC
Marja-Liisa Kaakko Centria University of Applied Sciences | www.centria.fi



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Geography



FINLAND



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Finnish habits and facts


- Silence is fun.

Coffee consumption exceeds 6 cups a day.

They accept that 80°C in a sauna is chilly, but 20°C outside is freaking hot.

They love salmiakki.
Salmiakki is a salty licorice candy containing this strange stuff, and is very popular among Finns, particularly when they are abroad and cannot get it.

FINHEEC



Centria focuses on

- Education
- RDI
- Regional Development

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Centria in brief

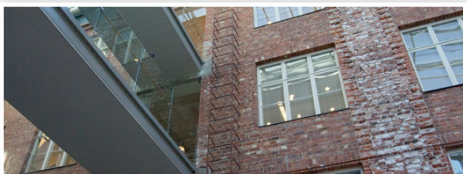
- A multidisciplinary institution
- 2852 students – 250 staff members
- 5 fields of study

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Where we are




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Campuses

- Kokkola-Pietarsaari Unit
- Ylivieska Unit

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Centria International

A genuinely international study and work environment

- 6 Bachelor's degree programmes taught in English
- 1 Master's degree programme taught in English
- 500 international degree-seeking students
- 60 visiting guest lecturers from abroad
- More than 40 different nationalities

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Centria International

Active international co-operation with partners around the world

- 130 partner institutions in 40 countries
- 100 incoming/outgoing exchange students


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Degree Programmes in English 2016

- DP in Business Management, (Ba.)
- DP in International Business, (Ba.)
- DP in Industrial Management, (Ba.)
- DP in Information Technology, (Ba.)
- DP in Environmental Chemistry and Technology, (Ba.)
- DP in Nursing, (Ba.)
- DP in International Business Management, (Ma.)
- Modules and courses taught in English

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RDI in brief

- RD volume 5,3 MC
- Number of projects 71
- Students participating in projects 237
- Lecturers participating in projects 46

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Developing business ideas

Innovativeness
 Creativity
 Entrepreneurial mindset...
 ...

Do you have entrepreneurial skills?

- **YOUR PERSONAL QUALITIES AND PROFESSIONAL SKILLS, FIELDS OF INTEREST...**
- **ACTIVENESS**
- **INDEPENDENT INITIATIVE**
- **CREATIVITY**
- **INNOVATIVENESS**
- **PERSEVERANCE (finnish SISU)**
- Etc...

Orientation task: design a tower...

- Be creative – build a tower – free standing tower as high as possible
- Material: 12 sheets A4 paper – nothing else
- Time 8 minutes...

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BUSINESS IDEA (LIIKEIDEA, YRITYSIDEA)

- One common way to describe a business idea goes through 3 questions:
- **WHAT?** (a product, a service) MITÄ?
- **TO WHOM?** (who is the customer?) KENELLE?
- **HOW?** (way of action) MITEN?

- **IMAGE ??**

Different business ideas...

- **Search and gather information about business ideas of the following companies:**
- **Kontiotuote** (wellknown finnish loghouse manufacturer – <http://www.kontio.com/>)
- **IKEA** (<http://www.ikea.com/>)
- **3M**
- **Ferrari**
- **Dolce & Gappana**
- One company of your own choice, groups of 3-4 people
- Write the idea on chosen company by one sentence; which answers; WHAT, TO WHOM, HOW?

City walking 10 minutes

- Go out, walk around the university area
- Think about this environment, with all students and other people here everyday
- Think about what kind of services, trade etc. You would like to have here..
- What do you already have there?
- Come back here with new ideas!

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Brainstorming

<http://nystartup.fi/key-steps/brainstorming-2/>

Pick up to your notes rules of brainstorming!

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Business planning starts from business idea...

- **Business idea workshop, part I.**
- **Individual task: Innovate and write down business ideas based on this walking (as many you can) in 5 minutes.**
- **Remember rules of brainstorming**

Business idea, workshop continuing... part II

- **In groups: Present and discuss the ideas – realistic? Possible? Novelty? Part of your future...?**
- **Choose the best one to continue planning.**

Working with business ideas...

- Some tips for developing ideas...
- Describe your business in one sentence
- What specific products and/or services will your business sell and why?
- How will your products and/or services benefit the customers and/or end users? Describe the product critically from the customer's point of view. Explain the product's features compared to the competitors': pricing, advantages, uses, weaknesses...
- Who exactly are your customers and what are their needs? How many? Where are they? On what basis they decide? What is the customer problem or requirement for which you have a solution?

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Pitching the ideas...

- Students' presentations: 3 minute pitch ("elevator speech"), absolutely no longer
- How do you confirm the audience in 3 minutes about the value (possibilities, success...) of your idea...

Prepare pitch! After that presentations!

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Will your business idea work?



(Source: Startia enterprise agency, www.vasek.fi)

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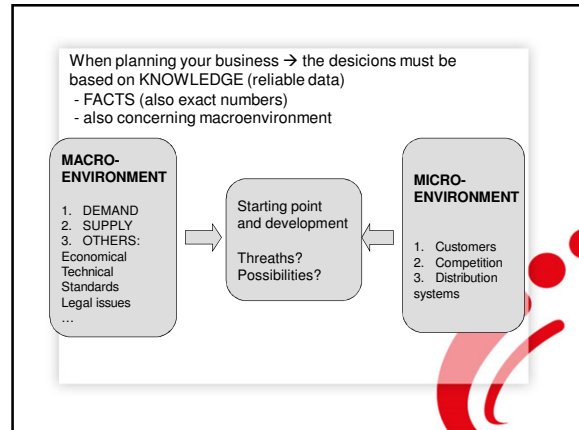
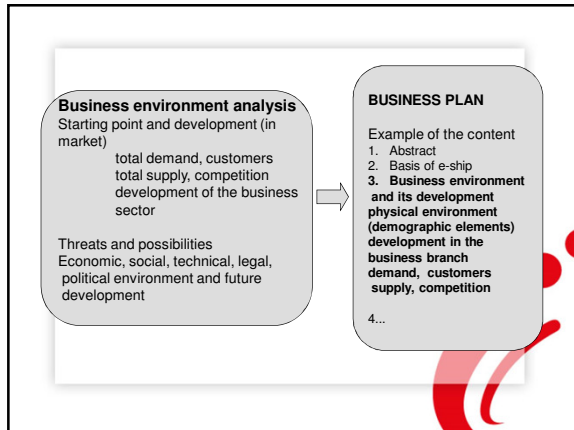
A business plan - What? Why?

- Written document telling what a company is doing and how the practical actions will be implemented
- Tool for planning and developing a company
- To organize your own thoughts
- Support in financial negotiations
- Tool for developing: strategic planning, periodplanning (year)... also when environment is changing

Start-up business planning

- The idea comes first, then:
- Testing the idea
- Analysing own entrepreneurial knowledge and qualifications
- Rough plan of the course of action

Analysing business environment and its development as a part of business planning and writing business plan



Business Canvas Model

- Tool to work with business idea is the business model canvas
- Created by Alex Osterwalder and Yves Pigneur in book Business Model Generation, 2010
- More information <https://strategyzer.com/canvas/business-model-canvas>
- It gives you 9 components to present main points of business idea

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- <http://nystartup.fi/key-steps/business-model-generation-2/>

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- <http://nystartup.fi/key-steps/business-model-generation-2/business-model-assesment/>


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Workshop, part III

Task based on your idea

- Fill in Business Canvas Model based on your idea
- Do it practical and simple way! How you would like to start with your team idea.

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- Gallery walking

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Thank you

- Find you own idea, develop it
- Be entrepreneurial©
- Marja-liisa.kaakko@centria.fi

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