



# Satakunta University of Applied Sciences

## - Entrepreneurial Spirit -

Marko Mikkola, Senior Adviser

THINK FUTURE.

# Why?

- According to a study one out of three students is interested in starting a company
- Most of the new jobs are created in SMEs
- We have a strong heritage of large industry. Startup genre is needed to balance and strengthen this.



# Why?

“Investing in entrepreneurship education is one of the highest return investments that Europe can make: research shows that pupils and students who have participated are three to six times more likely to start a business at some point later in life than those who do not receive entrepreneurship education.”

# Enterprise Accelerator™

- Encouragement to start, support to grow.
- Funding for good business ideas.





# Results in some 20 years

~ 600 students gone through

Entrepreneur Accelerator

programme

~ 350 companies started

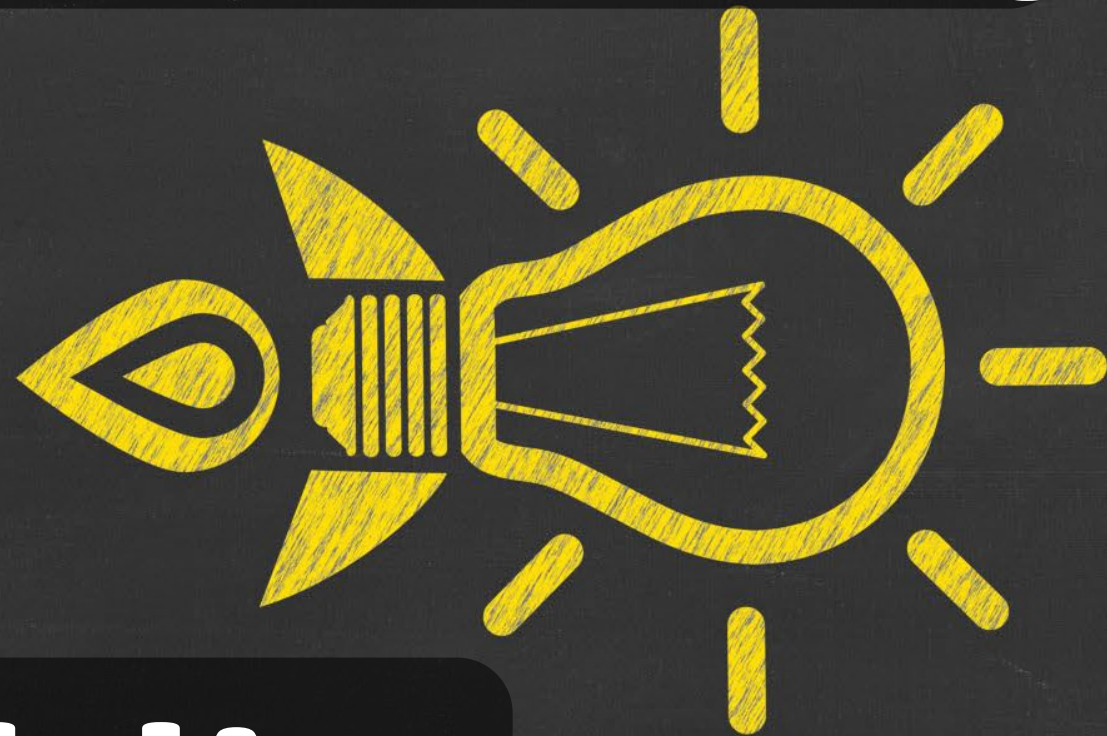
## And currently

~ 100 entrepreneurs are doing their studies

# For all students



# Entrepreneurship?



# Enabling



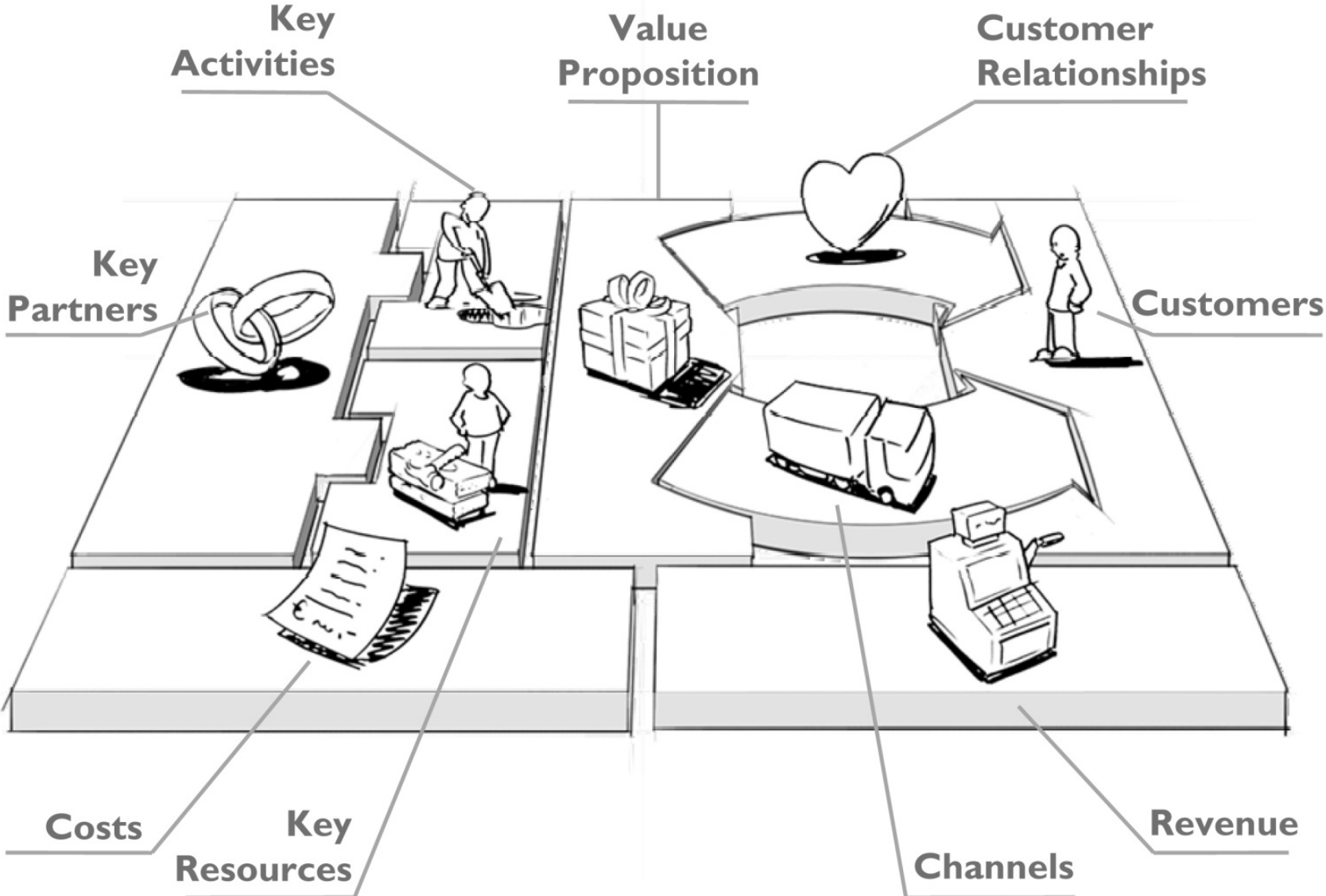


# Mentoring

- 1-on-1 discussions
- Business planning
- Mindset



# Business model canvas (BMC)



drawings by JAM

# Support for growth

A conceptual illustration of digital growth. A laptop is shown with a rocket launching from its screen. The rocket is white with an orange nose cone and is emitting a bright yellow and orange flame. In the foreground, a low-poly mountain range in shades of yellow and orange sits on the laptop's keyboard. The background is a soft, light blue gradient.

- Digital solutions and R & D
- Service design
- Market analysis
- Building a team





# Funding



Venture Capital

Angel investment

Additional investment (25-500

Initial investment (5000 €)



Developing a startup 5 cr

Developing an Enterprise 5 c

Developing a Business Idea 5

Basics of entrepreneurship 3

Effectual entrepreneurship

# Meet our mentors



**HELI LEPISTÖ**  
044 710 3948

- Palvelujen kehittäminen ja muotoilu
- Sote-alan yrittäjyys



**TEPPO LUNDELL**  
044 710 3531

- Tuotekehitys ja liiketoimintakonseptit
- Verkostot ja niiden hyödyntäminen



**PIA MARJANEN**  
044 710 3356

- pienet tipset
- verkostoituminen
- myyntipersoonan kehittäminen & markkinointi



**PETRI MARTIKKALA**  
044 710 3382

- valinta
- rohkeus
- yrittäjyys



**MARKO MIKKOLA**  
044 710 3724

- itsensä johtaminen
- esitysten laatiminen
- pitchaus



**ANSSI PAJALA**  
044 710 3527

- logistiikka (coresubstAnssi)
- kansainvälinen liiketoiminta
- liiketoiminnan kehittäminen



# Meet our mentors



**JUSSI BERGMAN**  
045 121 1477

- Teknologiaprojektit, tekoäly
- Startupit, IPR, rahoitus



**KATRIINA HEISKANEN**  
044 710 3359

- Ratkaisujen etsijä
- Liikennevalot yritys juridiikkaan
- Kulttuurien kohtaamiset



**MIKKO LEHTONEN**  
044 710 6362

- Markkinointi
- Verkostot
- Ideoiden pallottelu




**TOMI KUUSIMÄKI**  
044 710 6113

- Luovan alan välittäjätoiminta
- Projektitoiminta



**RIITTA KÄRKKÄINEN**  
044 710 3010

- Sosiaali- ja terveysalan yrittäjyys
- Työssä hyvinvointi
- Projektitoiminta



Ollipekka Kivin, founder of  
Virtual care clinic Kätevä

“affordable remote healthcare  
services across the country”



# Enterprise Accelerator™

- We welcome you to join us.
- We are glad to help you get going with our tools and experience.





# Thank you!

**Marko Mikkola**

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**Senior Adviser**

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