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 has previously worked with Slush and Flow Festival – 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.

Learn how to create immersive experiences that cross the digital and physical space with multidisciplinary teams of international students.

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Course timeline and registration

**Week 1**
Understanding customer experience
- Creative teamworking
- Design Thinking
- UX design
- User research
- Personas
- Customer journey

**Week 2**
Ideation & Prototyping
- UX design
- Lean Startup
- Ideation workshop
- Prototyping experiences
- Testing with end users

**Week 3**
From concept to business
- Business modeling
- Pitching training
- Platform business
- Emotional design
- Designing your life

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**Start-up ecosystem tours**
- Helsinki Intro
- New cultural experience tours
- Flagship Digital
- Innovators visits
- FLOW

**Networking**
- Helsinki City Museum
- Networking
- Closing Party

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**Participation:**

Please sign up to the course through our [website](#). Participation fee is 2000€ per student. For partnership and group pricing, please contact:

Ilja Riekki  
ilja.riekki@aalto.fi  
+358 40 849 6647  
Wechat: iliija
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.
## Creating Multidimensional Experiences

**29 JULY – 16 AUGUST 2019**

### Course components

<table>
<thead>
<tr>
<th>Design &amp; UX Theory</th>
<th>Workshop &amp; Exercises</th>
<th>Multidimensional Experience</th>
<th>Contact hours and classroom preparation</th>
<th>Extracurricular program</th>
<th>Group working time</th>
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<tbody>
<tr>
<td>40 h</td>
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### Course schedule

#### Week 1

**29.7**

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**Welcome & Introduction to the course**

#### Week 2

**5.8**

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**Workshop: Moving from Data Knowledge to Understanding Multidimensional Elements**

#### Week 3

**12.8**

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**Design experience & Design thinking**

**Introduction to Lean Startup Process**

**Design Your Business**

**Total course work load of approximately 160 hours (6ECTS) is divided as follows:**

- 10h Pre-work exercise
- 100h Contact hours in classroom
- 40h Contact hours in classroom
- 60h Independent & Group working time

*Preliminary program of Creating Multidimensional Experiences course. Aalto Ventures Program. Aalto University reserves the right to modify program and content.*