

Entrepreneurship Project

ITE4330/IDU0450

Regina Sirendi

Introduction to the course

28.01.2019

Objectives

- Give thorough overview and knowledge of start-ups
- Practical experience
- Service and product modelling
- Hands-on sessions in partnership with STARTERtallinn

About the course

- First time in collaboration with Mektory STARTERtallinn
- Hands-on sessions mostly on Mondays in STARTERtallinn
- Practical exercises on Tuesdays with Regina

STARTERtallinn Sessions

- Friday, February 15, 13.30-18.00, STARTERtallinn Launch Event – **MEKTORY**
- Monday, February 18, 17.00-19.30, Kick-Off – team forming, ideation – **MEKTORY**
- Monday, February 25, 17.00-19.30, Business Models and Value Propositions – **Estonian Business School**
- Monday, March 4, 17.00-19.30, Finalising teams and canvas – **Tallinn University**
- Monday, March 11, 17.00-19.30, Design Thinking and prototyping – **Estonian Academy of Arts**

STARTERtallinn Sessions

- Monday, March 18, 17.00-19.30, Finalising the one-liner, practicing pitch for SSDN – **Estonian Academy of Music and Theatre**
- Wednesday, March 27, 17.30-..., Start-Up Speed Dating Night – **Erinevate Tubade Klubi**
- Monday, April 1, 17.00-19.30 – Finances, taxes legal issues – **MEKTORY**
- Monday, April 15, 17.00-19.30, Finalising one-pager, getting ready for pitch training – **Estonian Entrepreneurship University of Applied Sciences (Mainor Ülemiste)**
- Monday, April 22, 17.00-19.30, Perfect Pitching: how to present your idea? – **SEB Innovation Centre**

STARTERtallinn Sessions

- Monday, April 29, 17.00-19.30, Preliminary rounds, **Tallinn University**
- Monday, May 6, 17.00-19.30, Preliminary rounds, **Tallinn University**
- Thursday, May 16, TBC – **STARTERtallinn SPRING 2019 Demo Day during Latitude59**

Practice sessions with Regina

1. Team-building and formation
2. Idea formation, ideation
3. Persona
4. Business Model Canvas
5. Service Design workshop
6. One-liner
7. Marketing and market research workshop
8. Pitching

** May change a little depending on what you need for successful projects*

Set up and evaluation

- “Pass” or “fail” principle
- 10% - Attendance (will be recorded)
- 40% - Presentation and one-pager (STARTERtallinn participation)
- 50% - Assignments, group work, and seminar work (Practical sessions with Regina)
- Minimum of 51 points needed
- All assignments are mandatory (Practical sessions with Regina)

Attendance

- 8 practical sessions with Regina
- Out of 13 STARTERtallinn sessions you should attend at least 60% of the sessions (8 sessions)
- One representative of the team at least every STARTERtallinn session
- You will get a certificate from STARTERtallinn based on attendance, presentation and submitted one-pager

Finally...

- Too much work?
- Not really!
- Opportunity to learn from the best in the field
- Practice and get ready for the programme with Regina
- Validate your ideas
- Entrepreneurial lifestyle

What to do next

- Visit <https://starteridea.ee/STARTERtallinn/>
- Signing up individually **BEFORE March 1!**
- <https://www.facebook.com/events/2264208946931212/>
- Moodle course registration
- ITE4330
- Password: 4330
- See you tomorrow at 12.00 at Mektory Business Model Lab