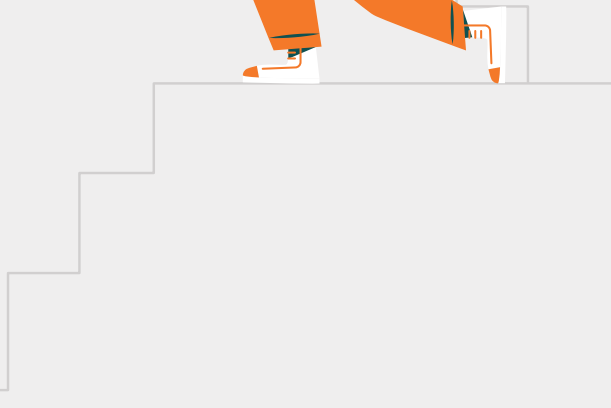


# Creating Multidimensional Experiences

3rd– 21st, August 2020



International

# 15

**Top universities  
participating**

Top ranked

# 94%

**Students would  
recommend the course**

Multidisciplinary

# 27

**Different disciplines  
among participants**

**Register here:  
CME Website**



**Follow us:  
Aalto Ventures Program  
Facebook**



**Learn how to create immersive  
experiences that lead towards  
sustainable change**

**Experience a unique summer course where students around the world come together to learn to build immersive, digital, physical and social experiences in multidisciplinary teams. During three weeks of magical Finnish summer, you will use lean, iterative methods to go from sustainable business idea to prototype, learning by doing, while having fun and getting to understand the globally renowned startup culture in Helsinki!**

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**2019 alumni are saying:**

*"Make course longer, I want to stay."*

*"Finland is amazing"*

*"I love how different study fields are brought together on campus and there are great facilities for students."*

*"Thanks for hosting one of the best courses in my life!"*

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*Aalto Ventures Program is the entrepreneurship education program at Aalto University. At AVP, students work in multidisciplinary teams, do hands-on exercises and gain tools of mass disruption, ready to be used either to construct a startup or to renovate an existing company from within. We teach students to build like an entrepreneur.*

# Creating Multidimensional Experiences

29 JULY – 16 AUGUST 2019

AALTO  
VENTURES  
PROGRAM



	Monday	Tuesday	Wednesday	Thursday	Friday	Weekend	Course components
Week 1 29.7.	Morning	9-12 Introduction to the course and life design kick-off	10-17 Understanding Multidimensional Experiences & Elements (Jenni Kaariainen)	9-12 Design-thinking and UX design intro. Workshop: Plan your user research	9-13 Aalto Campus & Aalto Startup Ecosystem tour	9-12 Workshop: Moving from data to knowledge	<ul style="list-style-type: none"> <li>DISCOVER phase</li> <li>DEFINE phase</li> <li>DEVELOP phase</li> <li>DELIVER phase</li> <li>DESIGN YOUR BUSINESS track</li> <li>SUPPORTIVE STUDY tracks</li> </ul>
	Afternoon	12-17 Welcoming lunch and team formation		13-17 Field research - interviews with end-users	14-17 Helsinki Startup Ecosystem tour	13-17 Pitching the problem in Finnish Nature	
	Evening	Voluntary after work above Helsinki rooftops	Independent group working time	18-20 Networking BBQ with Startup Ecosystem	Independent group working time	17-21 Sauna & Welcoming Dinner in Nuukso	
Week 2 5.8.	Morning	9-12 Visiting the new central library Oodi and the leading VR glass company Varjo	9-17 Creation of narratives and customer journeys (Jenni Kaariainen)	9-12 Workshop: LEAN startup process, prototyping & experimentation	9-11 Visiting Futurice: How to create new digital experience	9-12 Guided reflection on team working and life design clinic	<p>The total course workload of 162h (6 ECTS) is divided as follows:</p> <ul style="list-style-type: none"> <li>10h Pre-work exercise</li> <li>40h Contact hours</li> <li>30h Class preparation</li> <li>37h Field work and group work</li> <li>40 h Ecosystem activities</li> <li>5h Post-work</li> </ul> <p>*Preliminary program of «Creating Multidimensional Experiences» -course. Aalto Ventures Program, Aalto University reserves the right to modify program and content.</p>
	Afternoon	13-16 Idea Creation Workshop		13-17 Facilitated group working time - prototyping	13-16 «What is usability and how you test it?» intro	13-16 Facilitated group working time	
	Evening	Independent group working time	17-19 Excursion: How to create underground culture experience	Independent group working time	Independent group working time	16-17 Flow Festival Experience goals kick-off	
Week 3 12.8.	Morning	10-12 Visit to Helsinki City Museum	9-17 How to turn experiences into feasible business? (Jenni Kaariainen)	9-12 Workshop: Design Your Business	9-12 Current issues on leadership	9-12 Life design workshop	
	Afternoon	13-15 Workshop: Platform business		13-16 Pitching training with Walid O. El Cheikh	13-15 Pitch rehearsal	14-16 Pitching competition	
	Evening	Independent group working time	17 onwards Evening program	Independent group working time	Independent group working time	16 onwards Farewell party	