

**Friday, 2 February 2018**

## **The NordAqua Entrepreneurship Workshop**

*Directed by: WP7 Leader Prof. Jarna Heinonen & Research Director Ulla Hytti (UTU)*

**Workshop description:** The researchers need entrepreneurial competences to be able to accommodate with the challenges related to changes in working-life. **The workshop promises to its participants** to understand what it takes to commit oneself to entrepreneurship and new business creation; to be better equipped to assess their own relationship to entrepreneurship.

**Participants:** Members of NordAqua- both junior and senior researchers are invited to participate to the workshop.

### **The goal of the workshop:**

- ✓ to understand the entrepreneurship as an idea and opportunity of a creation process rather than purely –economic- business activity;
- ✓ to become familiar with the entrepreneurial process: what it takes to map problems and how to turn these problems into interesting challenges;
- ✓ how to transfer someone’s ideas into –business- opportunities and to present these ideas to others

**09.45 WP7- Entrepreneurship Workshop-session 1**

Content: (i) Introduction to topic and goals (ii) Mapping problems  
(iii) Turning the problems into challenges and business opportunities-*part 1*

**10.30 Coffee Break**

**11.00 WP7- Entrepreneurship Workshop- session 2**

Content: (i) Turning the problems into challenges and business opportunities-*part 2*  
(ii) Presenting and pitching ideas

**12.00 Lunch**

**13.00 WP7- Entrepreneurship Workshop-final session**

Wrap up discussion on researchers’ relationship/standing towards entrepreneurship and commercialization and related challenges

**14.15 Wrap up & end of the Meeting**