

21UNI

*SHIP Disruption Camp

Kotka | 17 March 2017

shi* happens all the time!

...but WHY a 21UNI in Kotka-Hamina?

Companies

- Talent
- Ideas
- Rejuvenate industry
- Employer branding

Students

- Professional development
- Talent pathway
- Accelerated learning

Kotka-Hamina Region

- Rejuvenate the region
- Promote prosperity & quality of life
- Brand & image

shi* happens all the time!

... so WHAT is a 21UNI?

21UNI is a Kotka-Hamina movement towards talent development

The purpose is to capacity build

“A system providing cross disciplinary knowledge to solve problems in any professional field” (pull)

By innovating

“A system “just” delivering qualifications as the main purpose of teaching” (push)

shi * will happen again this year! ... but HOW do we scale it up?

3 new learning configurations

- *ship StartUP Festival (student accelerator programme)

- *LevelUP Hub

- *SKILLship Camp

+ visions of further prototyping

- *greenbattleship. 1 day green tech student challenge per year.

- *hackship. 24h company challenge for young people (15-25y).

- *communityship. Joint social enterprise startup education.

- *citizenship. Citizen learning program through libraries etc.

- *eventship. Student supported/operated local festivals & events.

- *techship. Kotka-Hamina regions version of TOA Berlin.

- *starship. Talent network for regional professionals & their families.

+ much more

Mon. 15 May	Tue. 16 May	Wed. 17May	Thu. 18 May	Fri. 19 May	Sat. 20 May	Sun. 21 May
Registration Opening Ceremony (Mayor, Bruce Oreck, UAS?) MC: JE LO's/Skills/Program/Teams/Assessment Criteria	Biz + Stars Biz dating Biz presentations Task solving & competitions Presentations BRIEFS shortly presented	Customer Cent. BizThinking #2 Customer Experiences & journeys, contact points, <i>Sketch together small story boards</i>	Lecture Value Proposition Design + Business Model Ideation	Biz Intra-startup*ship 1 Internal workshop Validate solutions	Social Program #3	KOTKA TRAIL / Volunteer work
LUNCH	LUNCH	LUNCH	LUNCH	LUNCH		
Be an entrepreneur (meet enterprisers + start up rookies) Hear their stories Know their Biz * <u>Bruce Oreck story</u> * <u>Google's entrepre. spirit?</u>	WS 2 * <u>Google team input</u> & maybe team building? Team presentations	Explore the BRIEF Company + team Biz insights: e.g.: CS + CC + CR + Value chains & stakeholders. Interviews/Q&A's	Concept Sketching	2 nd draft of value proposition Supervision	Social Program #3	OFF
WS 1 Your entrepreneurial personality: Personality Building by coat of arms + Peer 2 peer feedback Presentations	Customer Cent. BizThinking #1 - Personas * - Stakeholders B2C / B2B Peer 2 peer feedback	Lecture Value Proposition Design 1 WS 3 Jobs & Pains & Gains = opportunity Masterclass	1st draft of value proposition	WS 4 Field guide preparation	Social Program #3 Briefing, Kotka Trail	
DINNER	DINNER	DINNER	DINNER	DINNER		
Social activity #1 (Sauna)	OFF	Social activity #2 (Maritime Museum + café)	OFF	OFF	OFF	OFF

Mon. 22 May	Tue. 23 May	Wed. 24 May	Thu. 25 May	Fri. 26 May
Customer/Value Chain Field Work	Biz Intra-startup*ship Incl. facilitators	Biz Intra-startup*ship Incl. facilitators	WS 6 Build the Value Proposition	Presentation 2 Feedback + Adjust
LUNCH	LUNCH	LUNCH	LUNCH	LUNCH
Lecture From data to decision	Biz Intra-startup*ship Incl. facilitators	Biz Intra-startup*ship Return to camp site	Presentation 1	Finish Panel pitches Panel voting Panel feedback Self + team assessment
WS 5 Ready for intern*ship	Biz Intra-startup*ship Incl. facilitators	Lecture Build the Value Proposition	WS 7 Build the Value Proposition	Party
DINNER	DINNER	DINNER	DINNER	Party
Social activity #4	Social activity #5	Social activity #6	OFF	Party

Notes:

Sunday 14 May is a 2-3 hour informal come together for students and facilitators.

Week 2, Monday, Tuesday and/or Wednesday dinner out with company people in their families/in restaurants....

Proposed Company work package & process - TBD

Preparation phase

- Brief creation & skills needed definition 1-3 hours
- Brief validation & indicators for successful deliverables 1-2 hours
- Optional: Partake in selecting students < 1 hour
- Planning the brief presentation < 1 hour
- Planning the Start-Up internship in company (incl. facilitator) 2-3 hours

Execution phase

- Supporting field study / validating Value Proposition Design 1-3 hours
- Executing the Start-Up internship in company (incl. facilitator) 4-10 hours
- Feedback on the student deliverables < 1 hour
- Optional: Social programme – e.g. dining / family visits - - - - -

Total hours of company involvement ~ 10–24 hours

Applied learning principles in Innovation Camps...

- **Learn in** (1st order = practice)
- **Learn from** (2nd order = theory)
- **Learn about** (Meta order = research)

4 Learning/Innovation Domains

