

***ship**

REGIONAL
COUNCIL
KYMEN
LAAKSO

Disruption Camp

May 14-26 2017

Kotka, Finland

www.facebook.com/SHIPDisruptionCamp/

apply NOW for a 2 week
transformative
learning **experience!**

(or until 21 April 2017!)



What the **shi***
is going on?

× × × × × × ×

Disruption Camp

*SHIP Disruption Camp

is a revolutionary learning programme. It brings together companies and students for an intensive two week camp experience, **challenging participants to come up with disruptive solutions to be applied in real business cases.**

The disruption camp builds entrepreneurial and creative skills to make an impact for students, businesses and communities.



Accelerated learning

*SHIP Disruption Camp takes students out of their comfort zone. It takes learning out from the conventional class-room setting to a dynamic business community setting.

Students will be guided by world class facilitators to form multidisciplinary startup teams with peers from around the world. The teams will work on company briefs utilizing startup and design thinking methodology. At the end of your camp, business mentors will give you direct feedback on your business solutions.

Pathway to job opportunities

Are you looking for an internship or summer job opportunity? Look no further! The companies participating in the programme are looking for You! Team up with 8 private companies and the City of Kotka, who invite you to disrupt their business – together with You. **Show your skills, work closely with great industry people and acquire** the professional knowledge. And who knows – You might even land the job or internship you've been waiting for!



More Shi*!

40-50 pathfinders

We are **recruiting** for **40-50 students** from Universities and Universities of Applied Sciences (UAS) to take part in the first batch of the programme. We are looking for Bachelor and Master level students towards the end of their studies from multidisciplinary backgrounds.

The selected students will form startup teams, each consisting of 5-6 students. Each team will be assigned with a host company whom the students teams will work with during the 2 week programme. The companies will participate in recruitment of the students - You should approach the application like a job interview!

International minds

The *SHIP Disruption Camp is a great place for you to work on your multicultural skills - the content will be in English and the teams will include people from different cultures. We are looking for international minds with an open mindset to learn from the international way of working.





Oh shi*?

++++++

xxxxxx



City of Kotka - home of the*SHIP

The *SHIP Disruption Camp will take place in the City of Kotka, just an hour and half east from the capital Helsinki. The City of Kotka is also the home of the *SHIP Startup Festival, taking place every summer during the Meripäivät Festival. We will use multiple venues in the City to make the camp an unforgettable experience.

Companies as open learning platform

You will be placed at company premises for two full days during the second week of the camp. **We take learning literally out of the classroom**, to a business environment where you will be challenged to apply what you've learned.

Accommodation at Santalahti resort <http://www.santalahti.fi>

A getaway on the Baltic Sea waterfront combined with a learning experience - sounds too good to be true, right? The camp participants will stay at the beautiful Santalahti resort, where **you will be accommodated at cabins right by the Baltic Sea with your peers and facilitators** - enabling new social networks. Evenings will be filled with reflections and conversations by the bonfire, not to mention the sauna!



A group of people are standing in front of a wall with a geometric pattern of yellow and purple triangles. The word "ship" is written in large yellow letters on the wall. The people are wearing lanyards and badges. One person on the left is making a peace sign. The text "Raise yourself to" is in white, and "mastership!" is in white on a purple rectangular background.

Raise yourself to
mastership!



Boost your personal and professional development

The *SHIP Disruption Camp will equip you with an entrepreneurial mindset, unleash your creativity and make you even more capable of working and communicating with peers across very different disciplines. **World class mentors will furthermore push your limits and speed up your professional career.** We know from interviews that search and selection are more likely to pick out graduates for job interviews who have taken part in learning programmes like the *SHIP Disruption Camp.

Develop the skills of the 21st Century

Creativity, professional problem solving skills, team building, multicultural communication, multidisciplinary teamwork, applied design thinking and development of novel and critical thinking – **all key skills in the labour markets of the future** – all key skills to learn at the *SHIP Disruption Camp!

Connect with companies for job opportunities

The companies participating in the *SHIP Disruption Camp are looking for new ideas and new talent. **You will be able to connect with companies who are out to hire!**

Credit points for your studies

Undergraduate earns 5 ECTS credit points. Students at graduate programmes may apply for the points at their home institution. This programme is designed to be your best class ever taken!



Enter the starship!

If you are a student within :

- Mechanical engineering, **6** students
- Software engineering, **9** students
- Enviromental engineering, **2** students
- Industrial design, **1** student
- UX/Interaction design, **6** student
- Graphic design, **1** student
- Marketing/Communications, **8** students
- International business, **6** students
- Organizational psychology, **2** students
- Infrastructure architect, **1** student
- Jounalism, **1** student
- Photo/video/animation, **2** students
- Other, tell us what you can do!

And if you are graduating no later than summer 2018/spring 2019 you have the opportunity to participate in this international programme from 14 - 26 May 2017 in KOTKA, Finland. By participating in the programme, you will get a unique opportunity to use and develop your disciplinary qualifications in a multidisciplinary, multicultural and international setting.

The course credits 5 ECTS for all students from Universities of applied sciences. Other university students may seek credits for the course at their home institution. The application deadline is **21 April 2017**.

Applying info:
facebook.com/SHIPDisruptionCamp

You will get food, transportation, accommodation and teaching during the camp. Your sign up fee - once your are accepted - is: EUR 150. This fee covers administrative costs + costs for marketing and communication.



Programme overview May 14-26

Sunday **May 14th** students arrive at the Santalahti resort, where they will be accommodated. The same day from 17:00 we will join for fun, talks, snacks and a little info. The programme formally kicks off Monday May 15th 9am at the venue: Datariina, Heikinkatu 7, 48100 Kotka, Finland.

First week

Focus is on how to proceed from an open idea for a new solution concept, to sketching various concepts – and to start designing a strong solution. You center your work around “personas and user insights”, “value proposition design”, “business model creation” and “Lean StartUP” methods.

Second week

You focus on selecting the best conceptual ideas, bringing them to life as a concept, codevelop this with a specific company and finalize your work and pitch it for a board of specialists. Here you test your concept’s attractiveness, feasibility and viability – **and get valuable feedback from professionals and peers.**

The programme is full of interesting master classes, workshops and practical learning from workshops and co-meetings in our partner companies. The programme also includes a range of fun social activities like participating in a recruitment fair, a trail running competition, dinners with local staff from partnering companies and social fun within and across student teams.

World class mentors



Erik L. D. Kristiansen (Denmark)

Erik Kristiansen is a Danish entrepreneur within education and teaching. Erik has received several awards and recognitions for designing challenging educational programmes accelerating students' learning and professional development for the benefit of their career. Furthermore, the companies engaged in the programs provenly have strengthened their products and services by embedding young talents in their businesses. Erik has done 25 international camps with more than 1400 selected students in countries like Korea, China, Denmark and UK. For more readings about student benefits from similar programmes read this article:
<http://www.tandfonline.com/doi/full/10.1080/03043797.2016.1261278>.

Dr. Neal Hartman (United States)

Neal Hartman is a Senior Lecturer in Managerial Communication at the MIT Sloan School of Management. His teaching of management communication and intercultural communication emphasizes working in teams, conflict and conflict resolution, leadership, and cross-cultural communication. Hartman has lectured on cross-cultural, leadership, and organizational communication issues, and has taught in the International MBA Programs at Tsinghua, Fudan, and Zhongshan (Lingnan College) Universities in China. He also serves as co-lead facilitator for CMI-Enterprises, which is part of the Cambridge-MIT Initiative, working with undergraduate students from MIT Sloan, Cambridge University, and other European universities to develop their entrepreneurial skills.

Ambassador Bruce Oreck (United States)

Bruce Oreck served as the United States Ambassador to Finland from 2009 until 2015. Ambassador Oreck has been a public speaker for over 20 years – addressing topics as diverse as creativity, envisioning the future, entrepreneurship and marketing. Currently Ambassador Oreck is an Executive in Residence at Aalto University in Helsinki focusing on business and entrepreneurship. He also serves as a member of the Board of Directors for several for profit and Non-Profit organizations, including the Board of USGBC, the largest and most influential high performance building and urban redesign organization in the world.

Dr. Shai Vyakarnam (United Kingdom)

Dr Vyakarnam is Director of the Bettany Centre for Entrepreneurship at Cranfield. He is presently Co-Founder and Director of AcceleratorIndia, Chairman of KisanHub and on the Advisory Board of Smart Vineyards, both in the agritech sector. Dr Vyakarnam is Trustee of The GEN Initiative. Prior to Cranfield, Shai worked at University of Cambridge, Judge Business School where he led the Center for Entrepreneurial Learning.



A unique social programme

Learning made fun

Will the camp be intense and demanding? Absolutely! **Will it also be fun? You betcha!** The *SHIP Disruption Camp is designed to combine learning with fun activities and networking opportunities along the way.

Kotka Trail

www.kotkatrail.fi

As part of the programme, students have the opportunity to participate on the full day Kotka Trail run Sunday 22nd May.

Dining with companies

As an important part of the social mingling the organizers will find families from companies to dine with the student teams.

Key partners and networks

Participating **companies:**

Pöyry

Kotkan Energia

City of Kotka

Osuuspankki Group

Ahlström Glasfibre

United Founders

Nitroid

Andritz

Kymdata

Produal

Kotka Mills

Partner **organizations:**

XAMK University of Applied Sciences

Cursor Oy

Google

Cranfield University Bettany Center for Entrepreneurship

MIT Sloan School of Management

Regional Council of Kymenlaakso





*SHIP Movement -

a global **community**
of **changemakers**

Story behind the *SHIP

Two years ago we came up with a big idea. **The idea was to pack students, startups, investors and global leaders on a cruise ship and sail across the Baltic Sea on a four day idea acceleration workshop.**

We would call this the Entrepreneur-SHIP. Yes – you got it. The Noah's ark for entrepreneurial learning. SLUSH on a cruise boat. It ended up we never got the actual cruise ship, but we indeed sparked a movement what has now attracted hundreds of students from all over the world to learning events and programmes in Finland's best kept secret, City of Kotka just one hour east from Helsinki:

The third annual *SHIP startup festival will take place in July 2017 in Kotka, Finland celebrating Finland's 100th birthday as well as the Tall Ships Races – **symbolically referring to a journey we're about to take to deliver on the promise of Finland being the global leader in education and learning.** We received over 900 applications from 90 different countries through the *SHIP ambassador programme to join the startup festival in Kotka this summer.

Applying to the *SHIP disruption camp will plug you into a global network of changemakers. What are you waiting for – get onboard the *SHIP!

Vision for the future

SHIP is about reimagining the learning offering for the future. We need to come up with radical approaches to equip students with the skills needed in the jobs of the future. In other words – teach people how to get SHI done. We connect the next generation of entrepreneurs with mentors worldwide.



For more **information:**

Jouni Eho: **jouni.eho@cursor.fi**

Erik Kristiansen: **brains@brains.camp**

Momal Mushtaq: **momal@shipfestival.org**

Antti Viitanen: **antti@shipfestival.org**

www.facebook.com/SHIPDisruptionCamp/



Disruption Camp