

A photograph of a modern university building at dusk. The building has large glass windows and a dark facade. In the foreground, there is a sculpture of a figure on a rock. The text "EC2U 2nd Entrepreneurial Week in Turku" is overlaid in white, with a yellow diagonal bar to the left of the text.

# EC2U 2nd Entrepreneurial Week in Turku



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# Status



Proposal on changing the due date of the deliverable 2nd Entrepreneurial Week sent to ExeCo



If the proposal is successful the Entrepreneurial Week will take place during week 46 (10.-13.11.2025)



Proposed theme is **REGENERATIVE ENTREPRENEURSHIP: TAKING RESPONSIBILITY TO CREATE POSITIVE FUTURE TOGETHER**



Aligns well with our business schools strategy, is the cross-cutting theme of our programme, and is suitable for EC2U participants with diverse backgrounds and coming from different faculties



# Planning the programme for EC2U EW in Turku

- We started building on the successful and tested schedule of EC2U Entrepreneurial week, draft! Also practicalities such as accommodation options discussed.
- We will engage our Entrepreneurs-in-Residence and Professors of Practice to the week (providing the challenges) & synergies with our international BSc programme Sustainable and Social Eship
- Overall Learning Objectives of the Entrepreneurial Week:
  - 1. Understand the principles of regenerative entrepreneurship and how it contributes to creating a positive future.
  - 2. Develop teamwork and collaboration skills essential for entrepreneurship
  - 3. Learn and apply the process of ideation, solution validation, and prototyping to real-world problems.
  - 4. Master the use of business model canvas and effective communication strategies.
  - 5. Gain confidence in pitching ideas to potential stakeholders and investors.







**Monday 10.11.**

- **THEME: Challenges, teaming, ideation**
- **Daily Learning Objectives:**
  - **Objective 1: Foster a sense of teamwork and collaboration among participants.**
  - **Objective 2: Engage in team-building activities to understand group dynamics and effective communication.**
  - **Objective 3: Generate innovative ideas through brainstorming sessions and creative thinking exercises.**





**Tuesday 11.11.**

- **THEME: Solution validation**
- **Daily Learning Objectives:**
  - **Objective 1: Learn techniques for validating business ideas and solutions.**
  - **Objective 2: Develop prototypes to test and refine ideas.**
  - **Objective 3: Understand the importance of feedback and iteration in the entrepreneurial process.**





**Wednesday 12.11.**

- **THEME: Canvas + communication**
- **Daily Learning Objectives:**
  - **Objective 1: Master the Business Model Canvas/Lean Canvas as a tool for planning and visualizing business ideas.**
  - **Objective 2: Develop clear and compelling communication strategies for presenting ideas.**
  - **Objective 3: Practice creating and delivering effective presentations.**





**Thursday 13.11.**

- **THEME: Pitching**
- **Daily Learning Objectives:**
  - **Objective 1: Learn the key components of a successful pitch.**
  - **Objective 2: Develop and refine pitching skills through practice sessions.**
  - **Objective 3: Gain confidence in presenting ideas to an audience and receiving constructive feedback.**



# UPCOMING STEPS

- Confirmation of the timing
- Agreeing the timing with our EiRs and PoPs
- The first draft of the detailed schedule is ready -> refining it
- Considering also the social programme
- Discussion on the roles of the participating EC2U partners
- Looking forward to your advice on refining the programme based on best practices and experiences 😊







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**Kiitos! Thank you!**





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