

- **Services for Potential Entrepreneurs**
- **The Ambassador Network of South-West Finland**

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Towards the Entrepreneurship Path

- **Attitude** – learn to become entrepreneurial
- **Knowledge** – learn to understand entrepreneurship
- **Skills** – learn to become an entrepreneur
- Series of activities and support
 - Events
 - Courses, trainings, programmes
 - Contacts, networks, entrepreneurial ecosystem

The Entrepreneurship Path

INTEREST



Information
Attitude
Contacts

Events
Courses
Seminars

Awareness
raising

Networks
Teams

INTENTION

Information
Attitude
Contacts
Ideas
Knowledge
Skills
Business understanding

Ideation

Networks:
-Boost Turku
-SparkUp
-Universities
-Entrepreneurs
Like-minded people

Opportunity recognition
Study Programmes

EXECUTION

Starting a
business

Information
Attitude
Contacts
Ideas
Knowledge
Skills
Business understanding

Building
Testing

Accelerators
Coaching
Incubators
Mentoring
Investors

Business Model Canvas
Value Proposition Design

Scaling
Growth

Experiences

- Entrepreneurship is a marginal phenomenon among international students
 - More awareness raising, information, evidence of its relevance
- Plentiful and versatile supply of entrepreneurship courses
 - Entrepreneurship path helps to understand and recognise the supply
 - Particular activities in different phases
- Entrepreneurship ecosystem is international and inclusive

Ambassador Network of South-West Finland



www.ambassadornetwork.fi

Facts and figures

- The Ambassador Network of South-West Finland was established in 2015
- A joint initiative between LOURA, Turku Science Park, POLKU-project, University of Turku and Turku University of Applied Sciences
- Ambassadors' role is to promote South-West Finland within their networks and in different events
- Ambassadors are nominated for one year at a time, after which they become alumni
- Currently 32 Ambassadors (27 alumni)

The Ambassador Training

- All Ambassadors participate in series of trainings, including:
 - Competence building
 - Presentation skills
 - Social media tools
 - Marketing and communication
 - Practical information
 - Working/studying in Finland
 - Turku as a study/home town
 - Study opportunities at the HEIs in the region
 - Basics of tourism and business & invest in opportunities
 - Company visits
 - Working in Finland
 - Social networks

Some Examples of Ambassador Activities

- Global promotion of South-West Finland as a study destination and a business environment:
 - Ambassadors have participated in several events abroad with presentations of the region and its study opportunities
 - More than 4 000 people have been contacted through social media
- Support of internationalization of South-West Finland
 - Ambassadors have worked as volunteers in various events in Turku: European Maritime Days, The SHIFT, Tall Ships Races, Paavo Nurmi Marathon, Europeade
 - Ambassadors have participated as co-hosts in events organized by the city of Turku and the universities, also sharing their experiences in various international events across the universities (orientation days for incoming exchange students etc.)

Experiences

- International students are an untapped resource for place marketing
- The Ambassadors value their experience
- The Network is still rather unknown across the universities
- More links and synergy with city of Turku
- More collaboration with local companies