



Intergenerational Mentoring for Entrepreneurs

www.intgen-eu.com

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Country: Finland
Area/City: Helsinki

1. Summary

According to The Federation of Finnish Enterprises:

Finland has a total of 283 290 enterprises, of which 98,9 % are SMEs employing less than 50 people. 93,4 % of Finnish companies have fewer than 10 employees.

The role of SMEs in Finnish employment and the economy is quite significant. Of all private-sector employees, as many as 65 % work for companies employing fewer than 250 people. These enterprises generate about 50 % of the combined turnover of all Finnish businesses. SMEs are responsible for more than 16% of Finland's export revenue

Therefore the amount of courses are very high in the Helsinki area. The courses are organized at least 3 times per year from different organizations. The biggest provide organizations are: Enterprise Helsinki,

1.1. Please write something about what type, how many courses are available in the locality

In Helsinki area is organized many courses during the year. The courses variety according with customers' needs and stages of business. Many customers has only an idea and other have already their business. Mentoring, coaching and different types of workshop are provided in order to connect people.

The courses main include:

- Establishing a business
- Business taxation
- Employer information
- Accountancy and Notifications
- Development and Finance
- Lawyers and legal representation in Finland



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1.2. Are they well supported? Are numbers of participants available?

The participants are well supported during all process. The number of participants are limited some courses only take 20-25 participants

1.3. How are they funded – government/private/other – or do people pay commercial fees?

Mostly of the courses are founded by the government but there are as well courses in which participants need to pay for the education.

1.4. How often do they run and how long do they last?

The courses are organized 2-3 times per year. The courses' duration can be from 1 week to 2 weeks it depends in which stage the start-up is developed. In the case of HH Start Up School depends on the student own effort.

1.5. Generally – does the curriculum simply cover business essentials, financial, legal and similar or are they innovative in any way?

There are mixed of simple basic information but as well different types of methods and tools are used during the session information.

Coaching and Mentoring are well used during the development process. There are as well different types of assignments in the internet. Participants can take virtual test with the objective of identifying their entrepreneurial mindset.

1.6. Do you run any courses yourself?

StartUp School is Haaga-Helia's program that supports students who want to become entrepreneurs. We offer hands-on assistance, courses, events, and students can also earn credits while doing their own thing. Students who already have a company or a business idea can complete up to 1/3 of the degree program through StartUp School. Currently we work with over 300 students and there are some 30 new companies founded annually.

StartUp School was founded in 2012 and, for almost two years, was managed by only one person – Tommo Koivusalo. Now we operate in all six campuses and collaborate with all Haaga-Helia study programs. StartUp School is coordinated from Haaga-Helia Pasila campus (Ratapihantie 13, 00520 Helsinki), StartUp School lounge. There are now two full-time coaches and an intern, plus part-time Haaga-Helia coaches





Courses available for Entrepreneurs, Start-Up Business and similar

Studying in StartUp School happens in two phases. Phase one is meant for everyone who is interested in entrepreneurship and want to see whether they have entrepreneurial potential. Courses that belong to the first phase are WarmUp Parade, Developing Entrepreneurial Mindset and Idea Contest.

Phase two is meant for students who meet the StartUp School standards and want to develop their own business ideas further. In phase two the student will get tailored support in courses Boot Camp and Coaching 1-4.

In StartUp School you can study in English or in Finnish.

For more information check out: <https://hhstartupschool.wordpress.com/about/>



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2. Research Method

2.1. How did you find the information – internet, newspaper, college prospectus?

Information is found on internet very easily. Perhaps, Haaga-Helia has access for information thru our Start Up School which has a very good connect with Start-up organization provides.

2.2. Could the Curriculum be easily found and understood – or was it just general information?

3. Courses

The curriculums are easily found on the internet and well describe for different target groups and stages of start-ups.

Course 1: Enterprise Helsinki

<http://www.yrityshelsinki.fi/en>

Evening courses for starting and acting entrepreneurs

EnterpriseHelsinki organizes Evening Courses in which **Level A** is for those who are planning to start or just started their business and **Level B** for acting entrepreneurs who. want to update their business know-how. There are different courses in Finnish, English and Russian.

Courses are free of charge

Length of course: Level A and Level B

Cost (or funding) details: The course is free of charge

How often does it run (what is the demand): During spring the courses are organized 2 times

Topics covered:

LEVEL A

1. BUSINESS MODEL CANVAS WORKSHOP

- Level A, one evening course



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Take the next step in turning your startup dreams into reality! We all have ideas, but even the best ones may fail at execution. Get started with developing your projects in our **Business Model Canvas workshop**.

In business there is no instant recipe for success. However, certain tools and action will make failure less costly – and you live to fight another day.

The workshop covers the foundation of entrepreneurial thinking and doing. You will also learn to apply these principles in turning your ideas into ventures.

2. YOUR COMPANY IDENTITY - building your brand Level A (starting or just started)

- 1 evening course

Let your company makes a powerful impression at the very first glance, Make your company look unique, build a customer loyalty to your brand and identity. This course gives you the basics and secrets to make this real.

3. BASICS OF ENTREPRENEURSHIP Level A (starting or just started)

- course of 6 evenings

This course offers an overview of the core knowledge and skills all entrepreneurs need.

LEVEL B

1. SELLING GOODS IN THE INTERNET - and Sales of Goods and Services Level B (acting entrepreneurs)

- 1 evening course

Regulations of internet sales have been changed. Come and learn new regulations of Internet sales! You will also learn Consumer Protection Act 's regulations of sales of goods and services.

[Brochure](#)

Business Plan online (tool)

<https://www.liiketoimintasuunnitelma.com/index.php>



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http://uusyrityskeskus.fi/sites/default/files/Opas_englanti_2015_web_0.pdf

Course 2:

NewCo Factory

<http://www.newcofactory.fi/about-us.html#.VTdkJf0cTIU>

Length of course: 6-12 months

Cost (or funding) details: 400€ +VAT/ month or 280€ +VAT without co-workspace

How often does it run (what is the demand): not mentioned

Topics covered: NewCo Factory assists startups in their early phase – from conception to scaling. We believe in the power of business coaching and team work. The Business Accelerator Program is meant for serious startup teams committed to build a business! The services are helping startups to set up the company fast and focus on building a real potential growth company.

In more details:

- **Intense 6-12 month** goal-oriented business coaching program.
- Focus on practical coaching on business models and customer validation & piloting.
- Building and developing a sales & marketing strategy with core business metrics.
- **Launching a company - made easy:** support for founding a company and helpful offerings from our service providers.
- Access to **early phase funding** (Tekes, Finnvera)
- Team Member Search: Access to our monthly event **InSearch of Team Members**
- Open **co-working space** at Ensi Linja 1 (EnterpriseCastle).
- Active startup community in heart of Helsinki – events and meetups

More information on the curriculum: <http://www.newcohelsinki.fi/en/network/service-providers#headline-2241>

Who runs the course: NewCo Factory

Check up your startup phase tool

More information from here: <http://newcohelsinki.fi/en/grow/have-potential-growth-business-idea>



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