

The Entrepreneurship Days: Berkeley meets Turku

Turku 13 - 15 May 2019

CO-HOSTED BY ÅBO AKADEMI UNIVERSITY AND UNIVERSITY OF TURKU



More information at www.startupabo.fi/berkeley-meets-turku



Seminar: A Critical View on Entrepreneurship in Higher Education

Register to the seminar by May 3rd [here](#)

Read more about the program and workshops [here](#)

Monday 13 May at 12.00-15.30, Visitor and Innovation Center Joki

Programme of the seminar

12.00 Welcoming words

12.15 Award ceremony of the Intoa! Entrepreneurial Act of the Year Award at the University of Turku

13.00 Keynote session

Entrepreneurship as a second language
Ken Singer, UC Berkeley

Entrepreneurship Education 3.0. From the margins to the mainstream?
Joonas Mikkilä, The Federation of Finnish Enterprises

14.00 Panel Discussion

Criticality in Enhancing Entrepreneurship in Higher Education

Ken Singer, UC Berkeley
Joonas Mikkilä, The Federation of Finnish Enterprises
Ulla Hytti, University of Turku

The panel discussion is moderated by *Ina Laakso, Åbo Akademi University*

14.45-15.30 Cocktail/coffee and networking event



The seminar is intended for those interested in enhancing entrepreneurship in higher education.

Join us for an afternoon with examples of innovative ways of teaching and learning entrepreneurial skills and knowledge; the top finalists in the Intoa! Entrepreneurship Award at University of Turku will pitch their achievements. This is followed by a keynote session, where invited speakers introduce us to entrepreneurship education – **Ken Singer** from UC Berkeley will challenge us with inspiring thoughts on entrepreneurship as a second language, while **Joonas Mikkilä** from The Federation of Finnish Enterprises will walk us through the development stages of entrepreneurship education, guiding us right into the future. These gentlemen will be accompanied by Research Director **Ulla Hytti** in a panel discussion moderated by **Ina Laakso**, the former chairperson of the Student Union at Åbo Akademi University.

Warmly welcome to a day of Entrepreneurship Education!

The Entrepreneurship Days are jointly organized by

**STUDY
IN TURKU**



Workshops 13-14 May

Register to the workshops by 3rd May [here](#)

Ken Singer from UC Berkeley will guide us into the Berkeley method of entrepreneurship and innovation through three workshops.

Workshop 1: The Berkeley Method of Entrepreneurship: The role that Entrepreneurship education plays in shaping the leaders of the future

For 150 years, UC Berkeley has played an important role in educating the academic elite. However, over the past 12 year, the university has turned its focus on preparing its students to innovate. Learn why and how Berkeley has augmented its curriculum to embrace the future.

Date: 13 May 9.00–11.00

Place: Visitor and Innovation Center Joki (Lemminkäisenkatu 12B, Turku)

Workshop 2 & 3: Creating Leaders for the Innovation Economy

This workshop will explore the challenges that universities face in preparing students for an uncertain future. With new technologies like AI and automation threatening to destroy the current demand for labor, how will your students respond? Identical workshops are run, one in the morning and another in the afternoon.

Date: 14 May 9.00–11.00 (workshop 2) or 13.00–15.00 (workshop 3)

Place: SparkUp, ElectroCity (Tykistökatu 4B, Turku)



Fireside chat: Ken Singer and Teemu Malinen

Register by 3rd May [here](#)

Wednesday 15 May at 8.30-10.30, SparkUp, Tykistökatu 4B, Turku

The Entrepreneurship Days are rounded off with a fireside chat. Ken Singer will sit down with digital multipreneur Teemu Malinen from Sofokus to discuss **innovation, startups, and business growth**. The event is open for all interested in listening to or participating in an interactive discussion. After the fireside chat startups have the opportunity to meet one-on-one with Ken.

Program:

8.30-9.00 Startup Breakfast

9.00-10.00 Fireside Chat with Ken Singer, interviewed by Teemu Malinen

10.30-12.30 One-on-one meetings with Ken Singer

Ken Singer is a serial entrepreneur, technology executive, university lecturer, and director/advisor to numerous startups in the US and Europe. A 15-year veteran of the mobile industry (enterprise software and digital advertising), he has founded or co-founded five companies in the mobility space. Ken's experience spans all forms of mobile technology from mobile video advertising to downloadable mobile apps.

Teemu Malinen has acted as a digital and mobile business developer since 1994. He's a startup enthusiast and bootstrapper since 2000. Teemu is the founder and CEO of Sofokus, shaping business concepts and technology for the digital age. Sofokus was recently noted in the Inc. 5000 List of Europe's Fastest Growing Companies and it was also ranked 35th in the latest Deloitte Technology Fast 50 Finland.

