## Creating Multidimensional Experiences

August 3rd-21st, Aalto University, Espoo, Finland

### Week 1
3-7 August

<table>
<thead>
<tr>
<th>Morning 10:00-12:00</th>
<th>Well-being Boost</th>
<th>Engine Check</th>
<th>Well-being Boost</th>
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<tbody>
<tr>
<td>Monday 03.08</td>
<td>Course Introduction &amp; Kick-off</td>
<td>Pitching Training Workshop</td>
<td>Team Idea Pitches</td>
<td>Understanding Multidimensional Experiences &amp; Elements Workshop</td>
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<td>Sustainable Development Goals &amp; Measuring Impact Workshop</td>
<td>Teamwork</td>
<td>Introduction to Remote User Research</td>
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<td>Remote Teamwork Practicalities</td>
<td>Independent Teamwork</td>
<td>Independent Teamwork: User Research</td>
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<td>Afternoon 14:00 onwards</td>
<td>Good Life Engine (GLE) Kick-off</td>
<td>Experts Fair</td>
<td>Well-being Boost &amp; Lunch</td>
<td>Analysis of User Data Online Workshop</td>
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<td>Independent GLE Teamwork</td>
<td>Independent Teamwork: Ideas</td>
<td>User Research Plan Clinic</td>
<td>Team Dynamics &amp; GLE Clinics</td>
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<td>Independent Teamwork: User Research</td>
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### Course components
- **Explore & Discover**
- **Define Phase**
- **Deliver Solution & Business Model**
- **Deliver & Presenting**
- **Supporting Study Tracks**
- **Self Development & Well-being**
### Week 2
**10-14 August**

**Morning 10:00-12:00**
- **Monday 10.08**: Solution Ideation Process Workshop
- **Tuesday 11.08**: Solution(s) Presentation
- **Wednesday 12.08**: Circular Business Model
- **Thursday 13.08**: Solution Clinic
- **Friday 14.08**: Solution Presentation

**Lunch**
- **Monday 10.08**: Ideation Results Clinic
- **Tuesday 11.08**: Independent Teamwork: Refining Solution
- **Wednesday 12.08**: Self Development Track & Well-being Afternoon
- **Thursday 13.08**: Mentor Afternoon & Elevator Pitch
- **Friday 14.08**: Team Dynamics & GLE Sparring Clinics

**Afternoon 14:00 onwards**
- **Monday 10.08**: Independent Teamwork: Ideation Revision
- **Tuesday 11.08**: Business Modelling & Scalability Workshop
- **Wednesday 12.08**: Creation of Narratives & Customers’ Journeys Workshop

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### Week 3
**17-21 August**

**Morning 10:00-12:00**
- **Monday 17.08**: Virtual Visit: VCs, Funding & Financials
- **Tuesday 18.08**: Pitch Design
- **Wednesday 19.08**: Pitch Rehearsal
- **Thursday 20.08**: Challenges in Startups & Next Steps
- **Friday 21.08**: Entrepreneurial Ethics

**Lunch**
- **Monday 17.08**: Independent Teamwork: Financial Estimations
- **Tuesday 18.08**: Entrepreneurial Leadership Workshop
- **Wednesday 19.08**: Sake’s & Going to market
- **Thursday 20.08**: Individual Work: Pitch Preparation

**Afternoon 14:00 onwards**
- **Monday 17.08**: Independent Teamwork: Pitch Design & Preparation
- **Tuesday 18.08**: Cross Pitching with EIT Students
- **Wednesday 19.08**: Alumni Story
- **Thursday 20.08**: Self Development Track Wrap-up Workshop
- **Friday 21.08**: Well-being Boost

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**All times in the schedule are in the Helsinki timezone (GMT +3)**

**Students are expected to participate in real time in all of the sessions**