

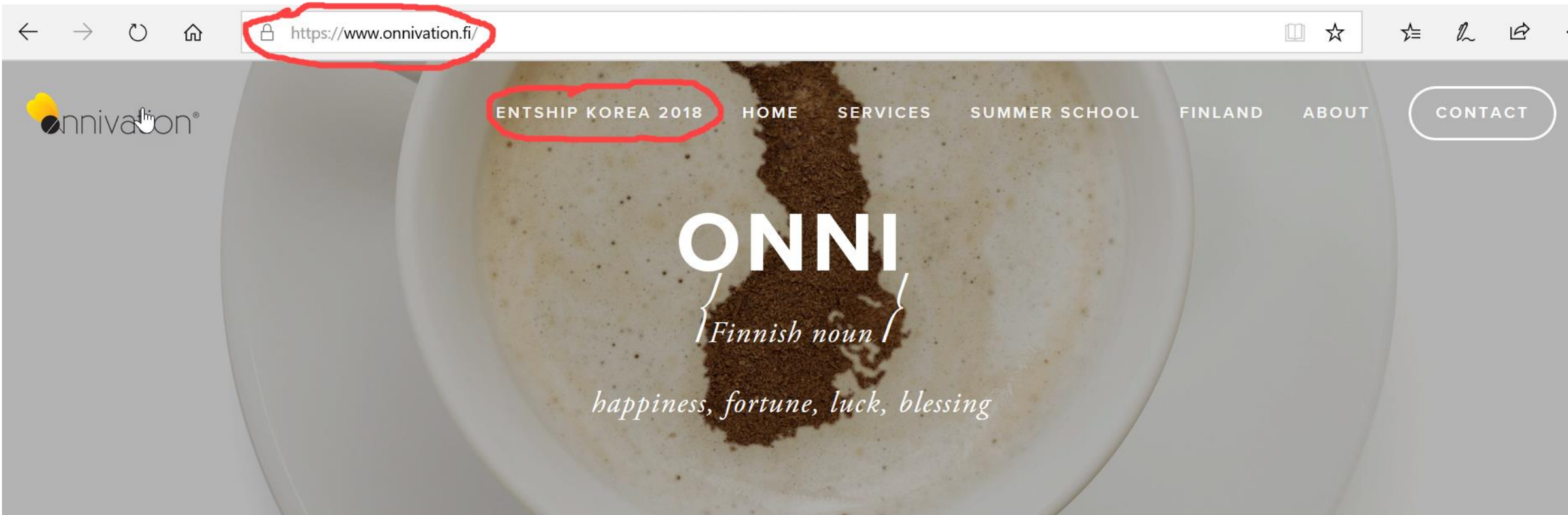
# **GREETINGS FROM FINLAND - THE ONNIVATION NATION!**

**Entship Korea Conference  
August 22, 2018  
Seoul**



**ONNI {Finnish noun}:**

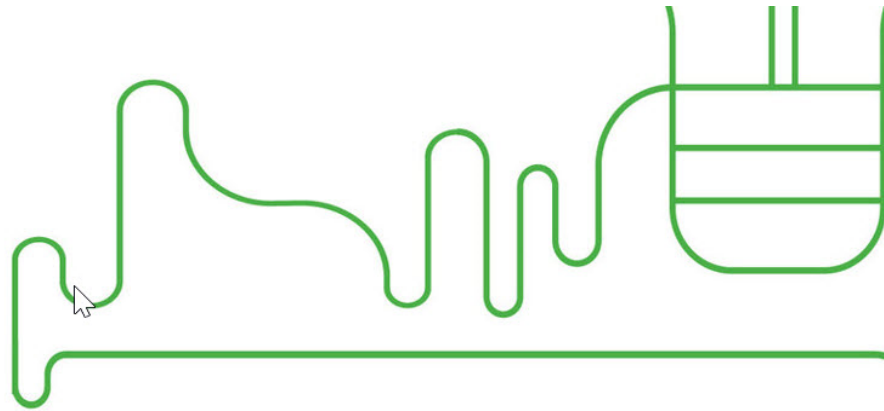
**Happiness, Fortune, Luck,  
Blessing**



**Welcome to Finland, the onnivation<sup>®</sup> nation!**

Let us be your guide to the **joy** and **happiness** of **innovation** and **learning**.

# 컨퍼런스에 초대합니다.



## 행사안내

1. 일 시 : 2018년 8월 22일(수) 09:30 - 17:00
  2. 장 소 : 대한상공회의소 국제회의실, 중회의실A
  3. 주요 내용 : 기업가정신 교육 관련 연구 발표, 기업가정신 사례 발굴 및 공유
  4. 주 최 : 한국청년기업가정신재단, 스타트업얼라이언스
- 주최 : 한국청년기업가정신재단, 스타트업얼라이언스

SO EXCITED TO BE SPEAKING AT ENTSHIP KOREA  
2018!!

If you want to have a summary of my presentation in Korean,  
please download the file [HERE](#).

# PRESENTATION OUTLINE

1. Onnivation Ltd company introduction  
([www.onnivation.fi](http://www.onnivation.fi))
2. Education reforms in Finland
3. Entrepreneurship education and ecosystem in Finland
4. School exchange programs as entrepreneurship education platforms: case Haukilahti High School visit to Ewoo High School

# COMPANY INTRODUCTION

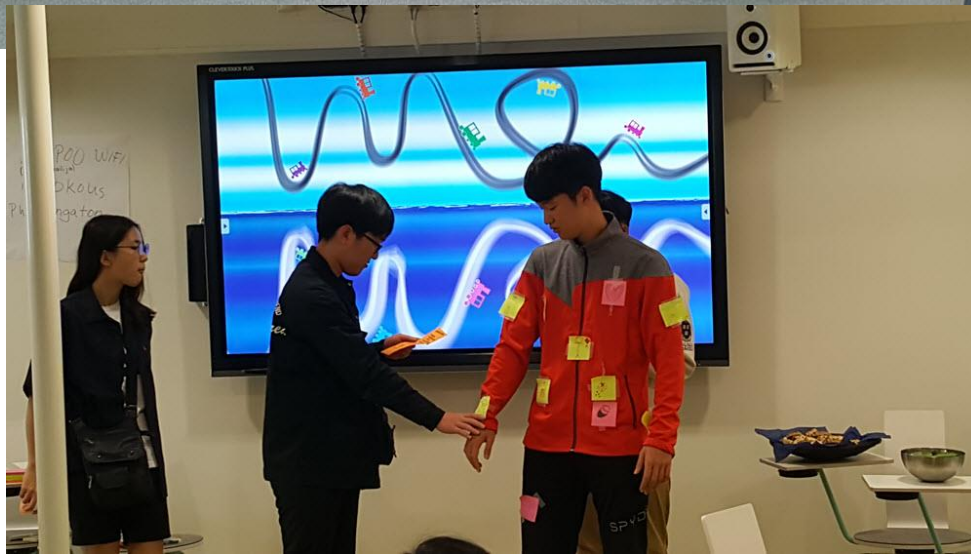


# COMPANY MISSION

**Onnivation Ltd creates on-line and face-to-face knowledge-sharing platforms where Finnish and Korean educators, educational developers, students and businesses can interact with each other, learn together and develop joint projects.**



# ...AND WHAT I REALLY DO:





# ...AND WHAT I REALLY DO:





# ...AND WHAT I REALLY DO:



# Melissa Arni-Hardén

*Founder & CEO  
Onnivation Ltd*

## Education

- Bachelor of Business Administration
- Master of Arts, East Asian Studies
- Minor in Adult Education

## Work Experience

- Entrepreneur, 1/2016 –
- Chairman of the Board, Onnivators ry
- Project Director 2009-2015, Espoo Innovation Garden
- Project Manager, Korea Trade Center Helsinki



[melissa@onnivation.fi](mailto:melissa@onnivation.fi)

**+358-50-5434788**

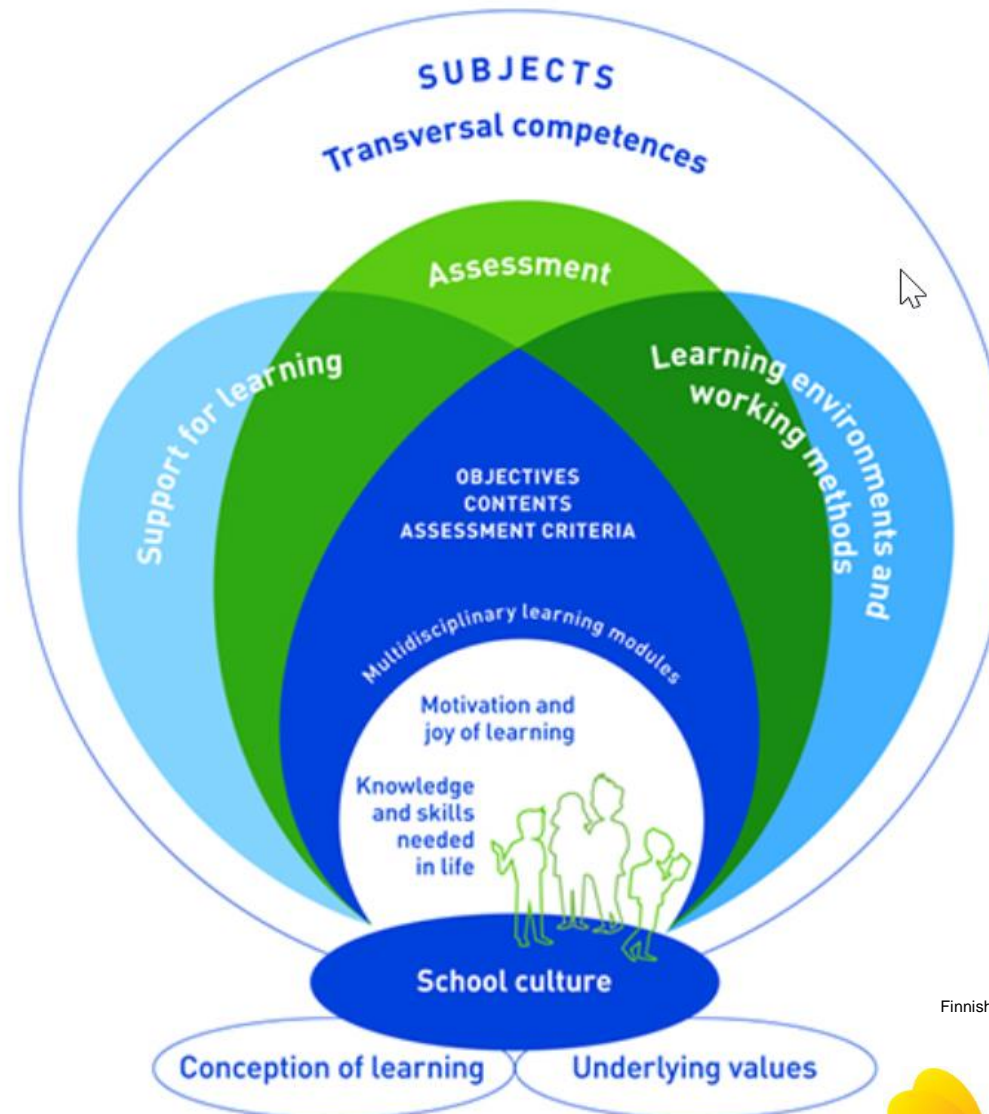


# EDUCATION REFORMS IN FINLAND



# EDUCATION REFORMS IN FINLAND

New National Curriculum taken to use gradually during 2016-2019 in basic education.



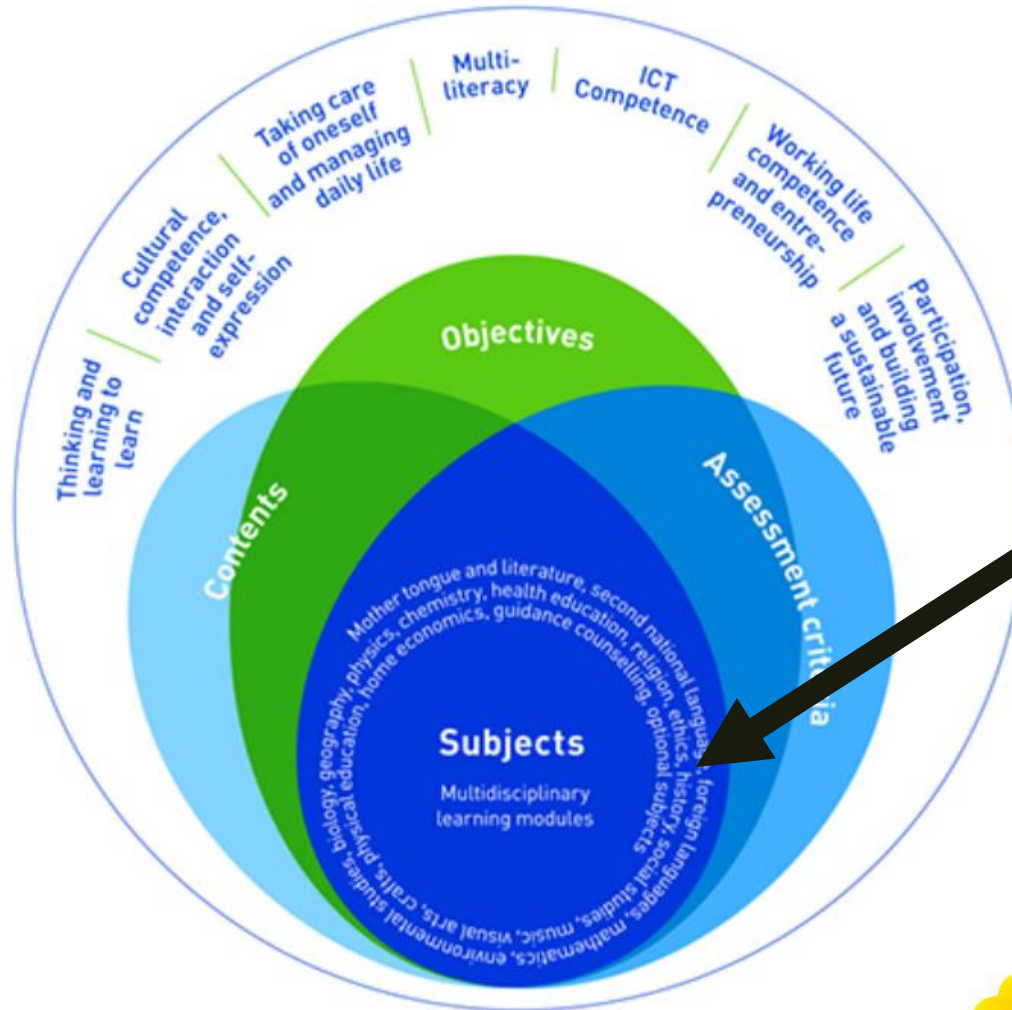
source:  
Finnish National Agency for Education - curriculum 2014



# EDUCATION REFORM IN FINLAND

Transversal competences as part of every subject.

At least one multidisciplinary learning module per year.



모국어  
제2공용어  
외국어  
수학  
생물학  
지리학  
물리학  
화학  
보건 교육  
종교  
윤리학  
역사학  
사회학  
음악학  
예술학  
체육  
공예  
가정 경제  
지도 상담

Finnish National Agency for



# EDUCATION REFORM IN FINLAND

## A! Aalto University



MIT has rated Aalto's ecosystem among the **top-5** rising stars in the world

**70 to 100**

**companies** are founded every year in our ecosystem

**Entrepreneurship** is a more popular career option than ever – in the last four years, over

**2000**

students have studied through the Aalto Ventures Program

**50%**

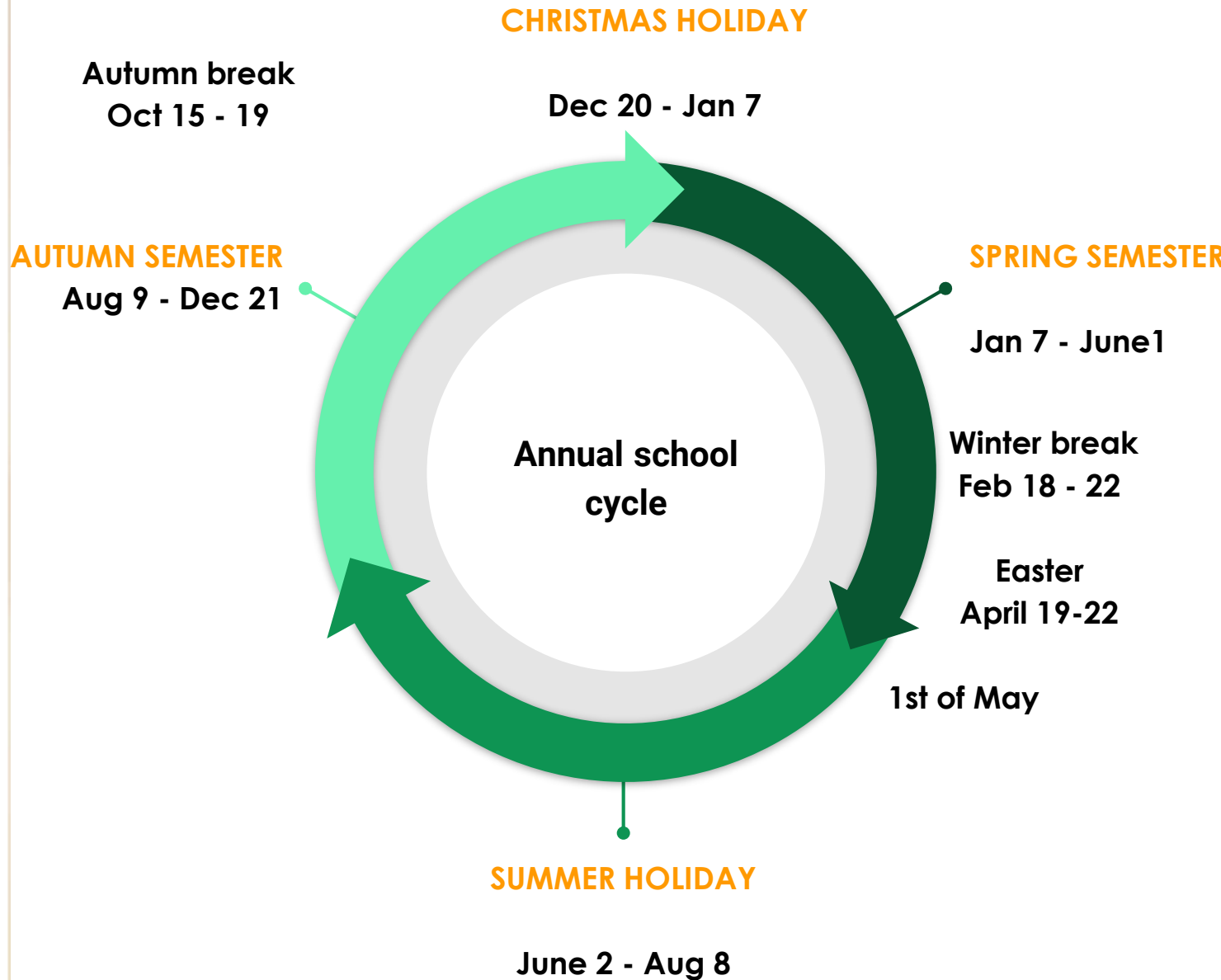
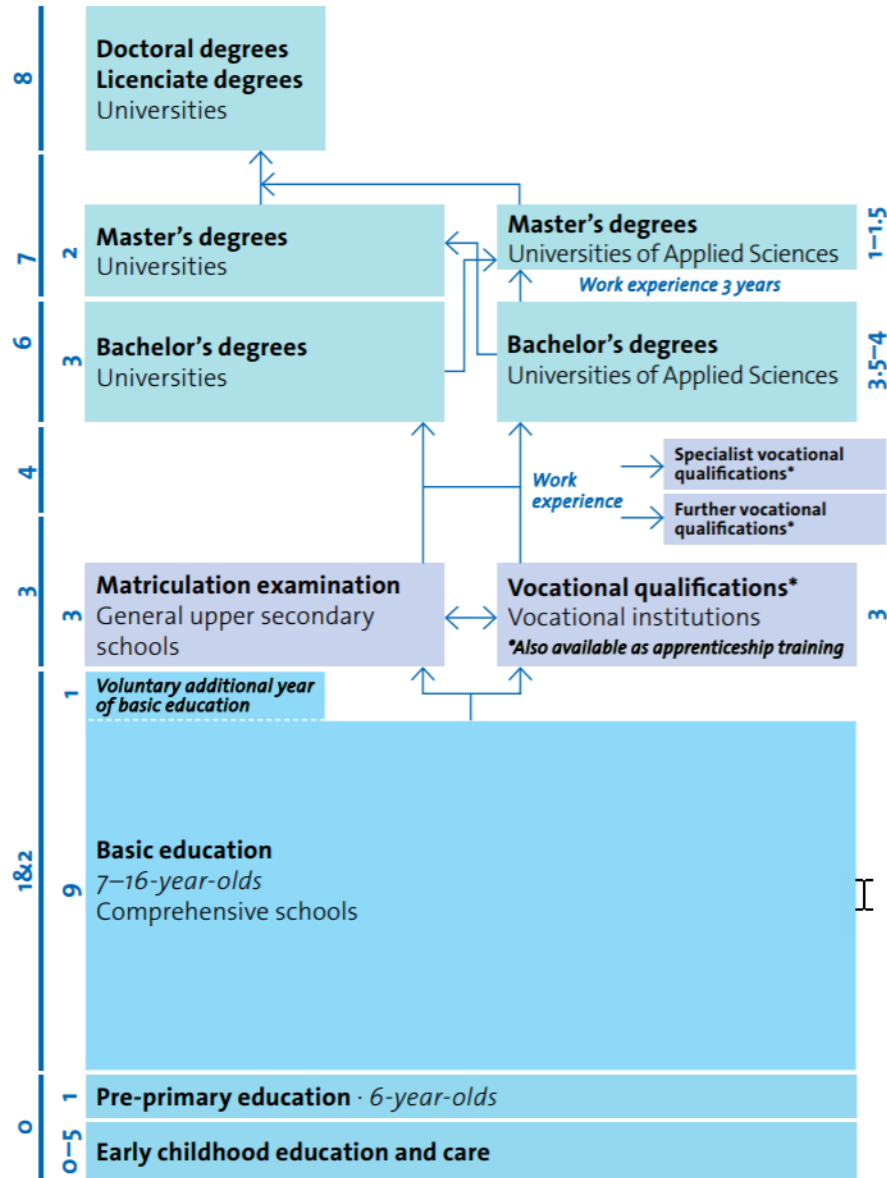
of Finnish **startups** that originate from universities come from the Aalto community

source: [www.aalto.fi](http://www.aalto.fi)

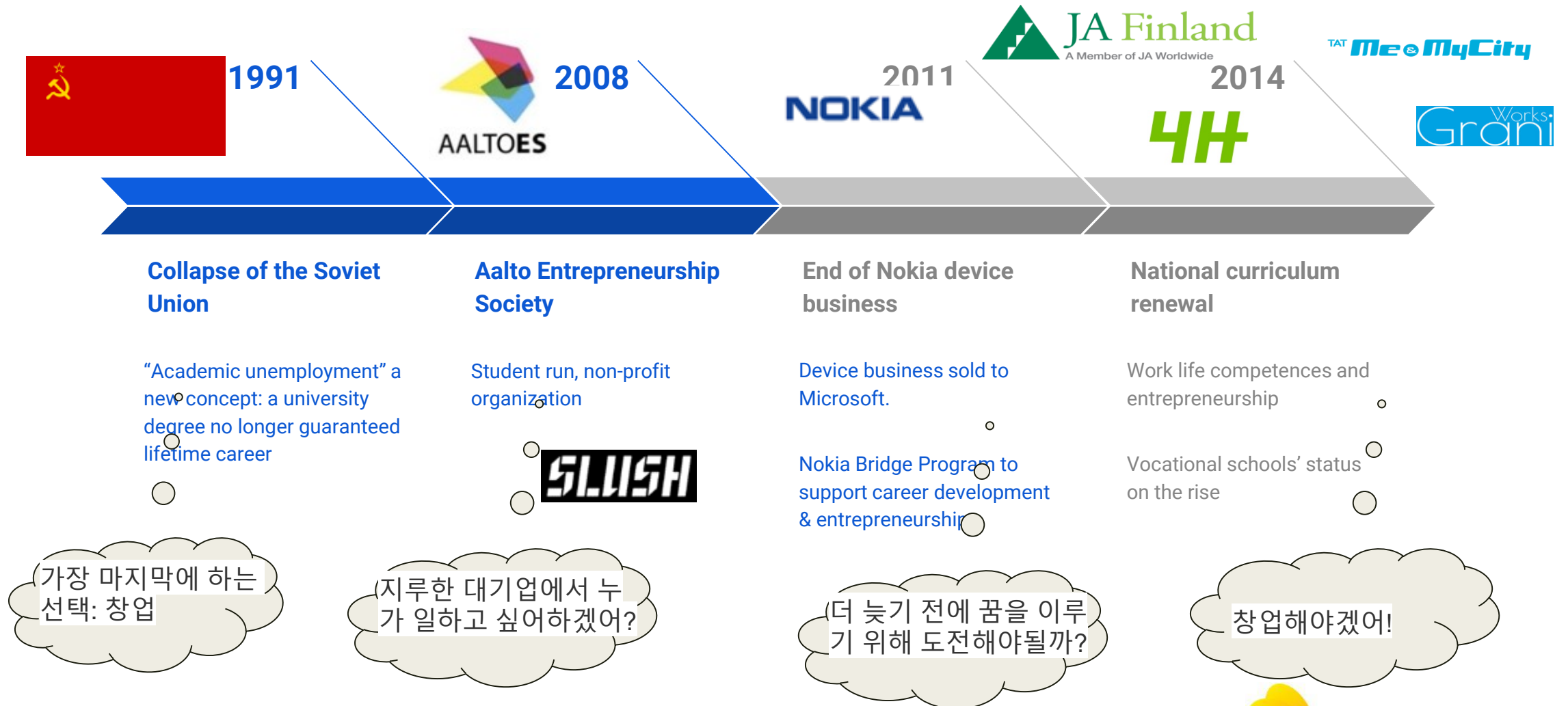
# ENTREPRENEURSHIP EDUCATION & ECOSYSTEM IN FINLAND



# EDUCATION SYSTEM IN FINLAND



# THE EVOLVEMENT OF THE ENTREPRENEURIAL MINDSET IN FINLAND



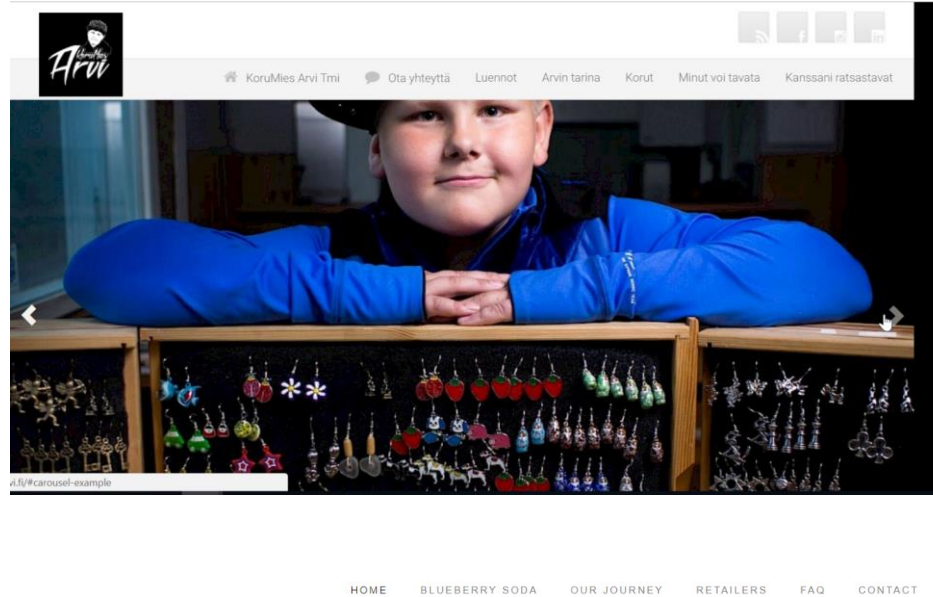


# Companies established by students

2018 JA National competition companies:

Elementary school: 26

Upper secondary school: 38



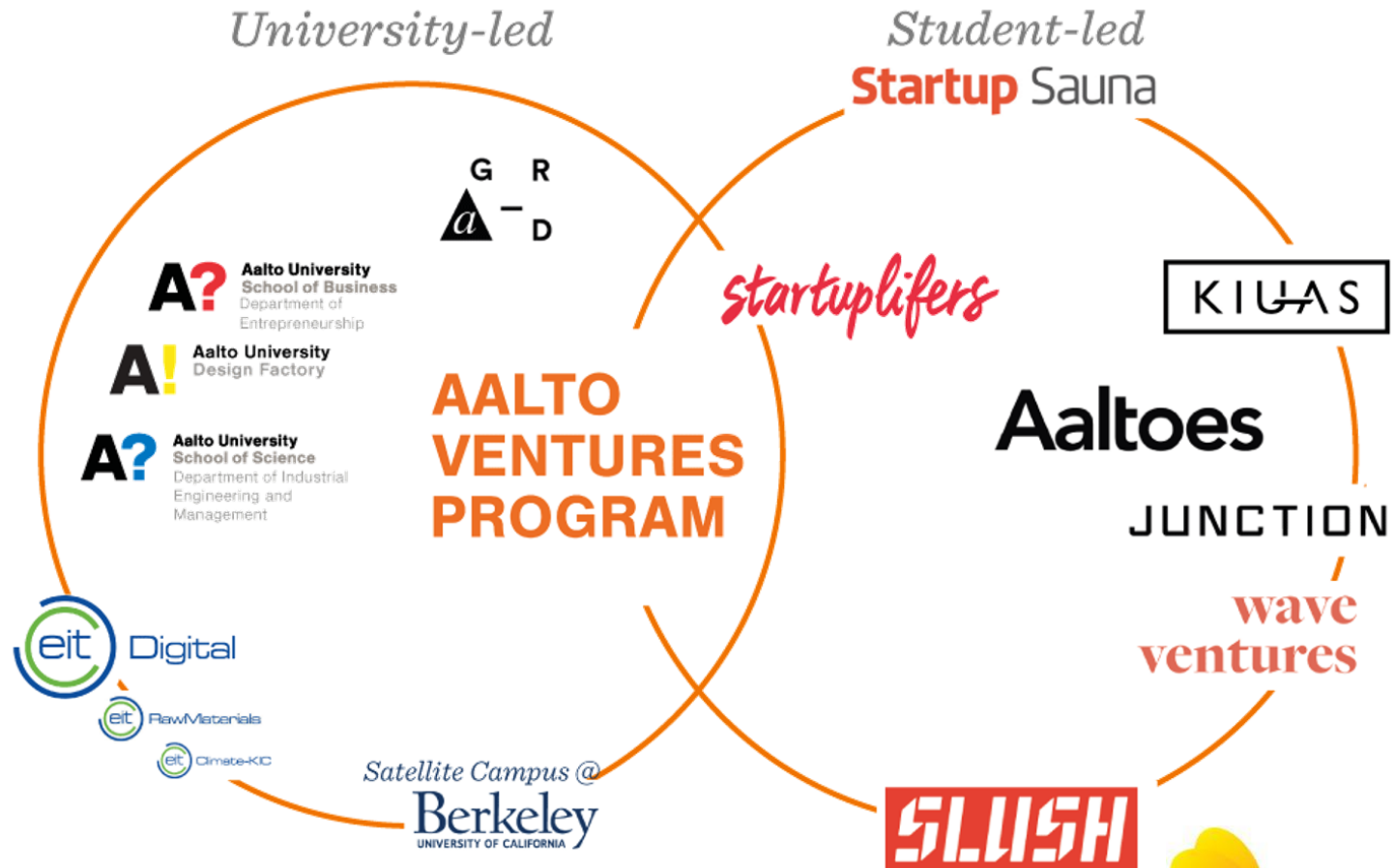
[www.onnivation.fi](http://www.onnivation.fi)

Copyright Onnivation Ltd



# ENTREPRENEURSHIP EDUCATION IN FINLAND

## *Aalto Entrepreneurial Ecosystem*



source: Aalto Venture Program  
[www.avp.aalto.fi](http://www.avp.aalto.fi)



# Aalto community startups



CANATU

# FINNISH ENTERPRISES IN NUMBERS

<b>283 563</b>	<b>companies*</b> 회사
<b>1 400 000</b>	<b>employees</b> 종업원
<b>385 000 000</b>	<b>total turnover in €**</b> 회전율
<b>119 000</b>	<b>jobs</b> 일자리
<b>50</b>	<b>state-owned companies</b>
<b>30</b>	<b>% established by immigrants***</b> 이민자가 설립했다.
<b>7.5</b>	<b>% unemployment rate</b> 실업률

source:Federation of Finnish Enterprises, 2016

\*excluding forestry, agriculture and fisheries

\*\* 59% from SMEs = 40% of GDP

\*\*\*of new companies in Helsinki region

# FINNISH ENTERPRISES IN NUMBERS

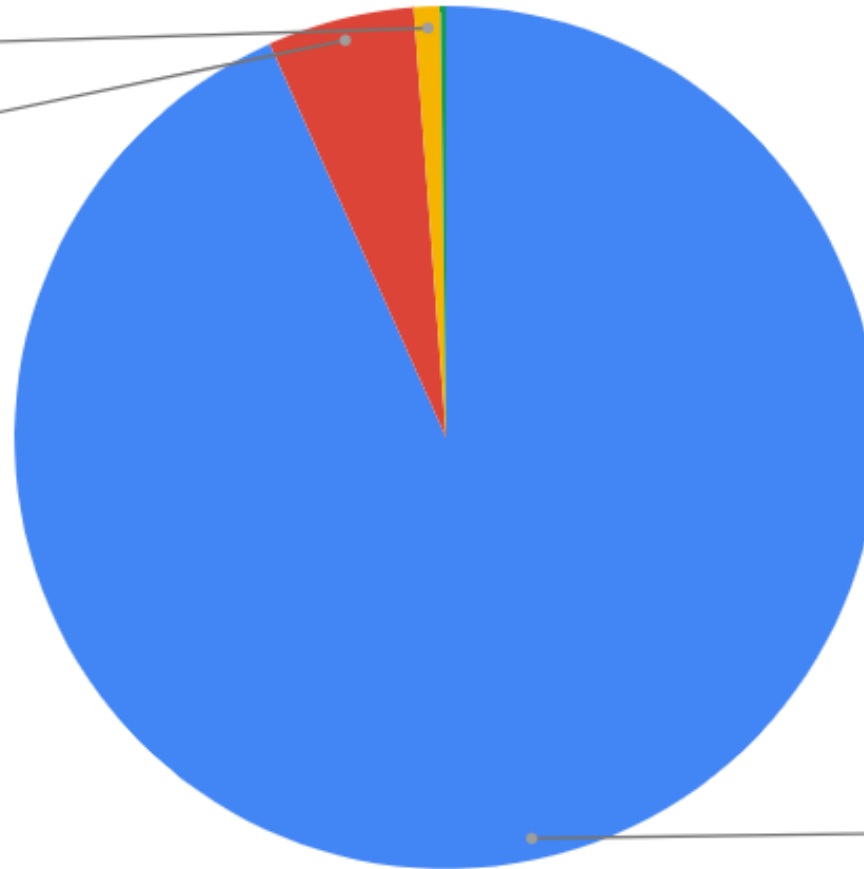
## Company size categories

SME (50-250 employees)

1.0%

Small (<50 employees)

5.5%



Micro (<10 employees)

93.3%

source: Federation of Finnish Enterprises

# ENTREPRENEURSHIP & STARTUP ECOSYSTEM IN FINLAND

**NETWORKING**

**FUNDS & INVESTMENTS**

**SOFT LANDING**

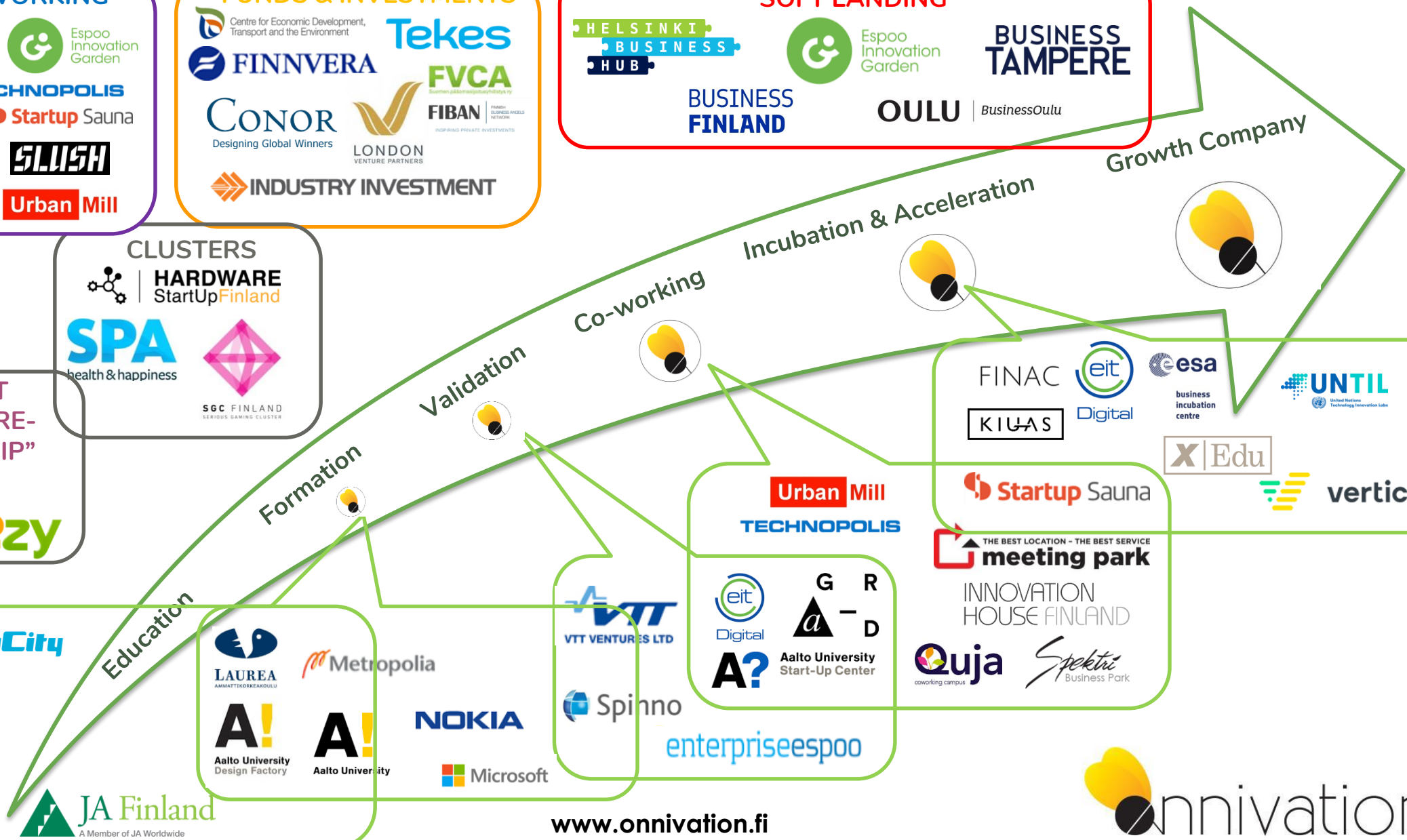
**CLUSTERS**

**HARDWARE**  
StartUpFinland

**"LIGHT ENTREPRENEURSHIP"**

Yli 50 000 hyyttöä

**Education**



# PUBLIC ENTREPRENEURSHIP SUPPORT



TE-palvelut  
tjänster | services

## Startup Grant

- unemployment benefit to individual, not a grant to company
- €32.40/day, max 12 months

## Salary subsidies & on-the-job training

## BUSINESS FINLAND

### Funding services

- Testing and user feedback
- R&D and piloting projects
- International expansion

### Expertise

### Startup Visa

## Startup loan FINNVERA

- loan to the company, backed up by government

# SCHOOL EXCHANGE PROGRAM AS A PLATFORM FOR ENTREPRENEURSHIP EDUCATION

*CASE EWOO & HAUKILAHTI HIGH SCHOOLS*





# JEDA GOES KOREA! 7.-14.4.2018



21세기의 더불어 사는 삶

이우



# JEDA GOES KOREA TRIP PROGRAM

## **Saturday, April 7**

Departure from Helsinki AY041 17.30

## **Sunday, April 8**

Arrival to Seoul 8.30

Free-time activity with Ewoo students

Homestay with families from Ewoo

## **Monday, April 9**

School tour & lesson tour at Ewoo school

Cooking class @ Ewoo highschool

Evening event for Ewoo families presenting Finnish lifestyle, culture & education

Homestay

## **Tuesday, April 10**

Visits to

- Finnish-Korean gaming company [Critical Force](#)
- [Startup Campus](#)
- [Naver Green Factory](#)

Check-in to hotel

## **Wednesday, April 11**

Visits to

[Ooground](#) & [C-program](#) & [거꾸로캠퍼스 & 대학로 Startup & Social Venture Day Heyground](#)

Shopping & free time at Songsu -area

## **Thursday, April 12**

Visit to Nokia Korea

## **Friday, April 13**

Private free program

## **Saturday, April 14**

Departure from Seoul 10.00/11.00 am

Arrival to Helsinki 14.30

# JEDA GOES KOREA BUDGET

## EXPENDITURE

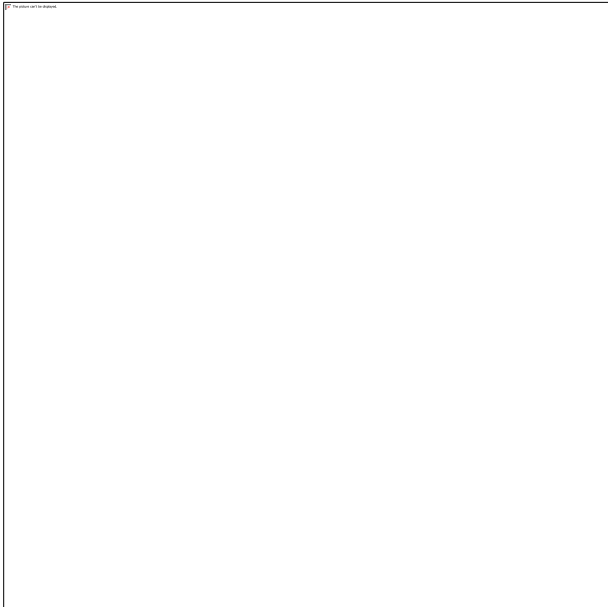
- ▶ *Flights*
- ▶ *Accomodation*
- ▶ *Transportation*
- ▶ *Meals*
- ▶ *Entrance fees*
- ▶ *Gifts*
- ▶ *Materials for Finland Day*

## FUNDING

- ▶ *Parents*
- ▶ *Sponsors*
- ▶ *Fundraising event*



# JEDA GOES KOREA with BIBIMBAP! Fundraising event 15.3.2018



# JEDA GOES KOREA THANKS OUR SPONSORS!!

**PLATINUM**

**GOLD**

**SILVER**

**BRONZE**



Support association to  
Haukilahti high school

**Trip program produced by:**



# JEDA GOES KOREA SPONSORSHIP PACKAGES

	Gift sponsor	Bronze € 250	Silver €500	Gold € 750	Platinum € 1000
Visibility in Korean groups on social media	X			X	X
Logo visibility during company visits in Korea		X	X	X	X
Company presentation during company visits in Korea					X
Logo visibility during Finland Day -event organized 9.4. at Ewoo School	X	X	X	X	X
Company presentation during Finland Day –event organized 9.4. at Ewoo School	X				X
Participants at debriefing- session after trip (by end of April)	1	1	2	3	4

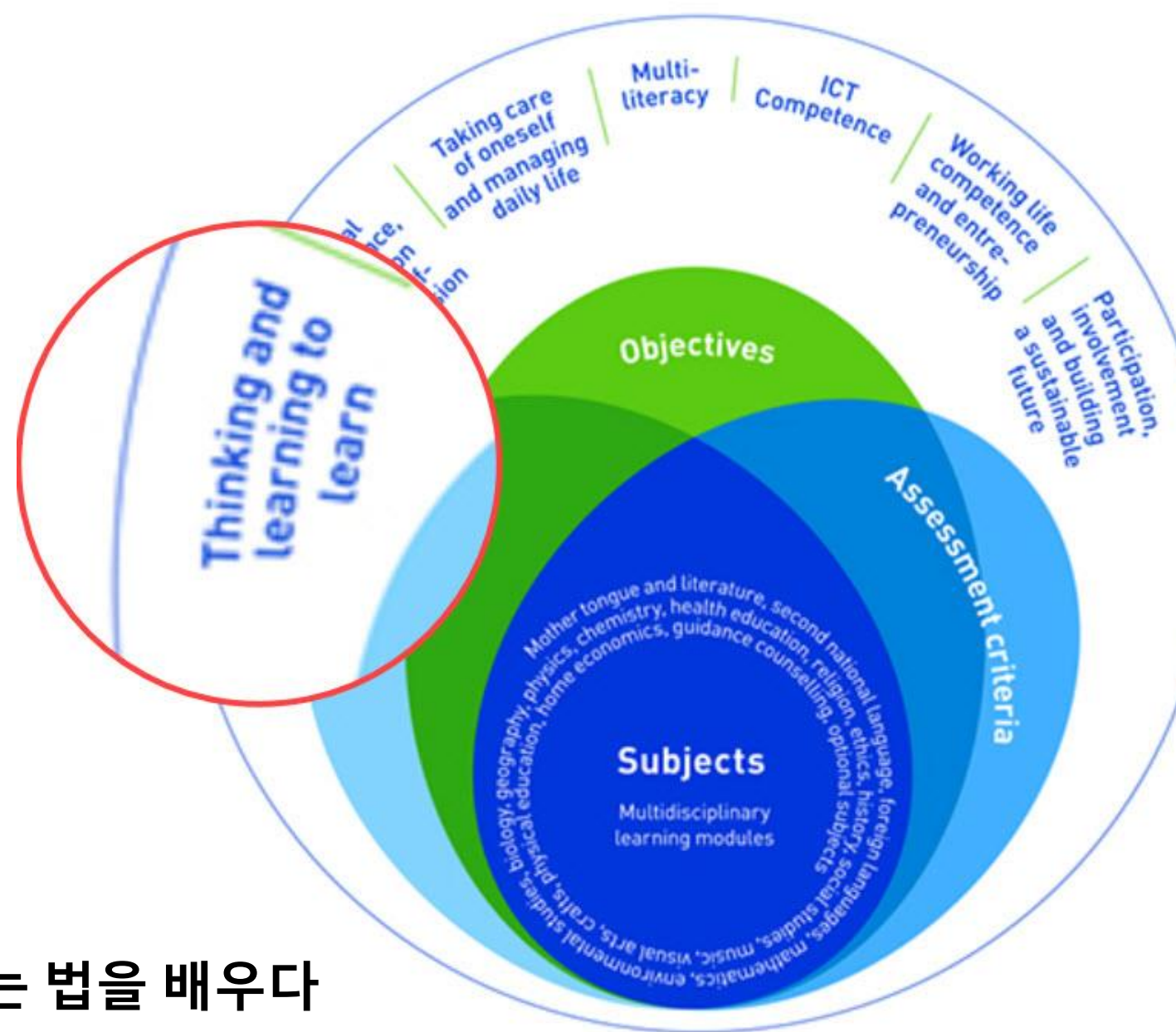


# JEDA GOES KOREA - a multidisciplinary learning module

## Tasks & activities

- Application letter: motivation to join, find information about Korea
- Define desired learning outcomes
- Present own conception of Finnish culture
- Wrap-up presentation at school after trip

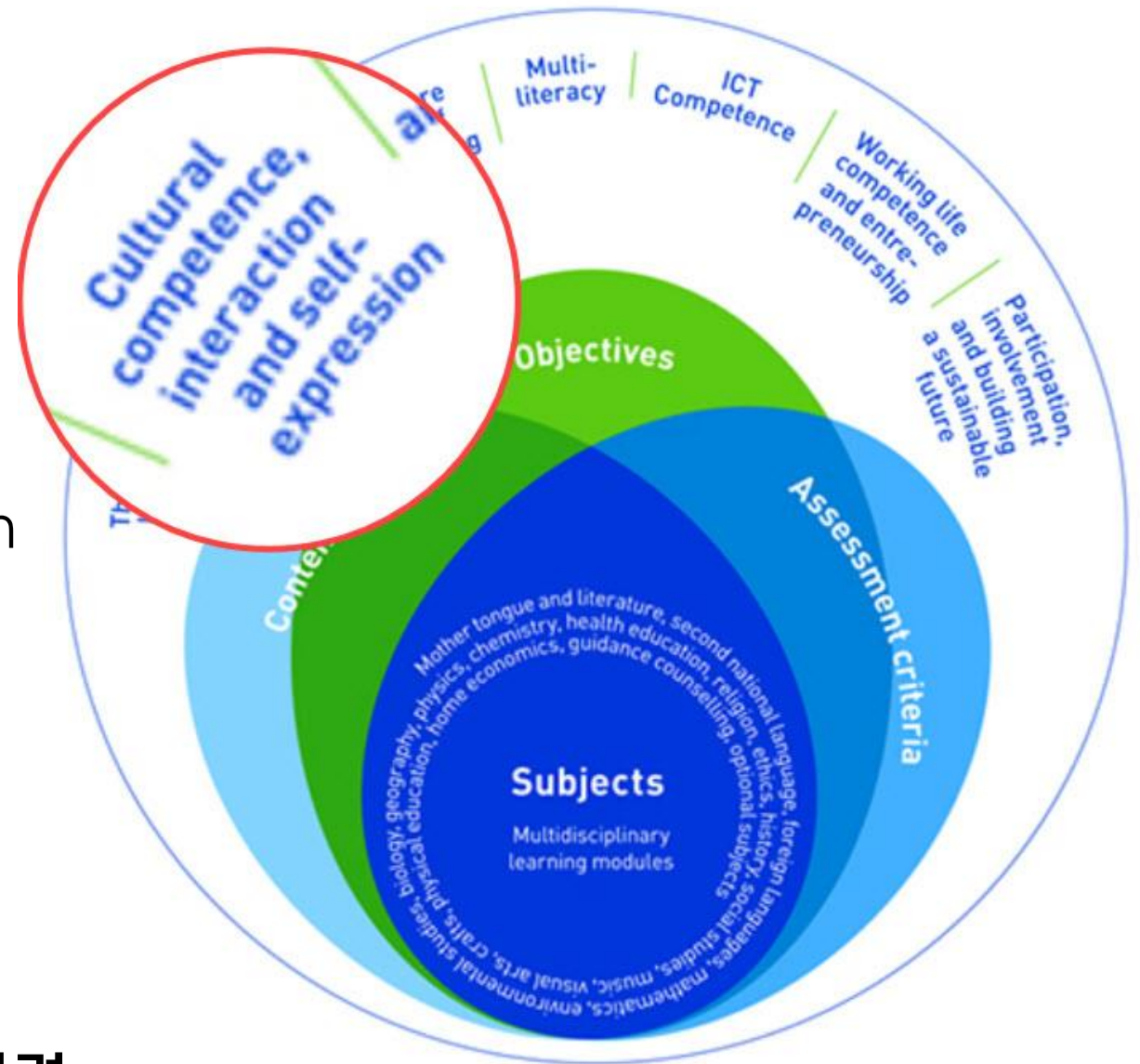
배우는 법을 배우다  
비판적 사고



# JEDA GOES KOREA - a multidisciplinary learning module

## Tasks & activities

- Fundraising event with Korean food & culture
- Home stay
- Finland Day program
- Presentation about Finland and Finnish culture



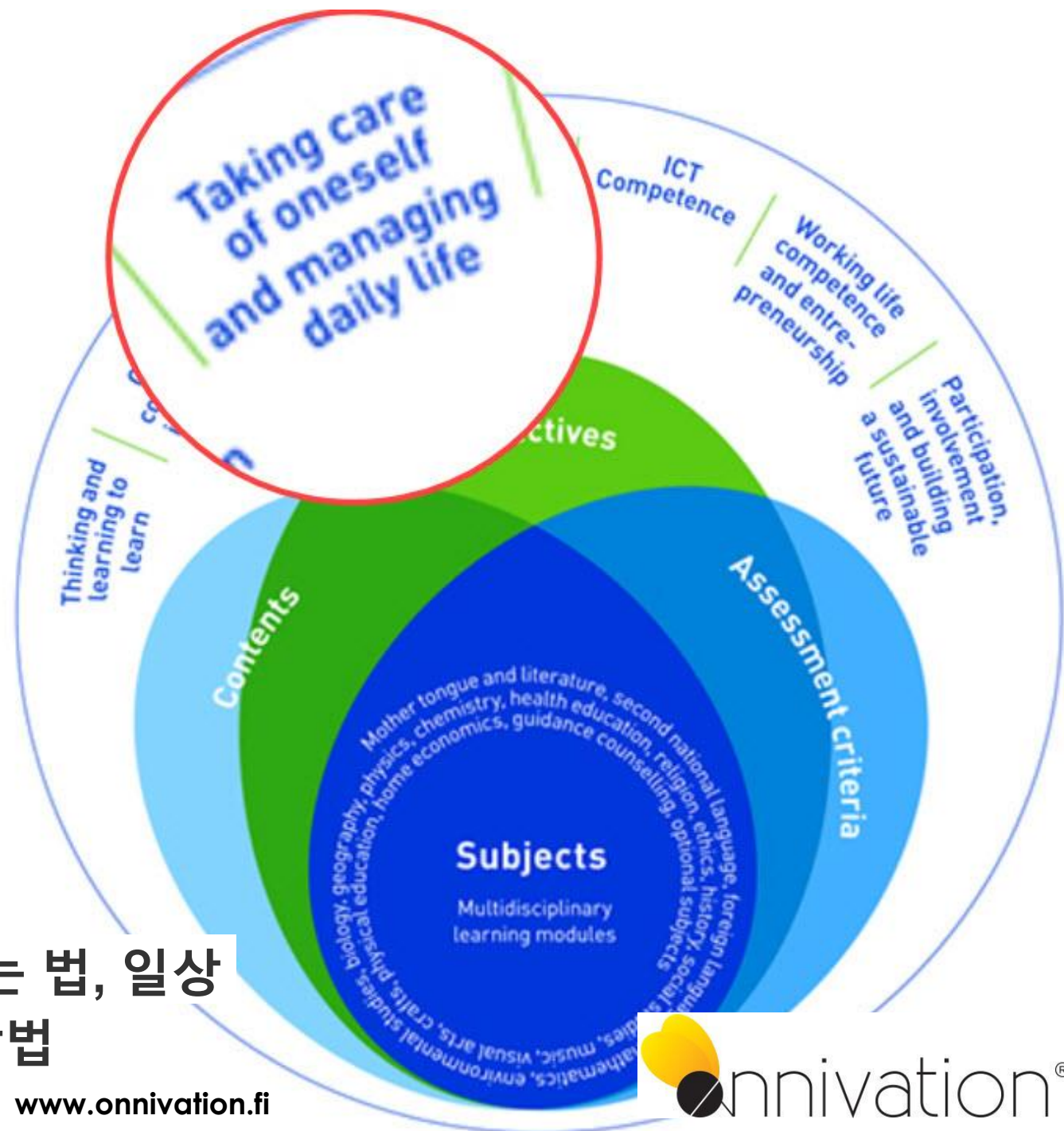
문화적 경쟁력,  
상호 작용 (대화), 자기 표현력

# JEDA GOES KOREA - a multidisciplinary learning module

## Tasks & activities

- Traveling by plane, flight check-in
- Packing
- Pocket money
- Meals
- Commuting with metro
- Free-time
- Keeping to schedule

자기자신을 보살피는 법, 일상  
생활을 잘 다루는 방법



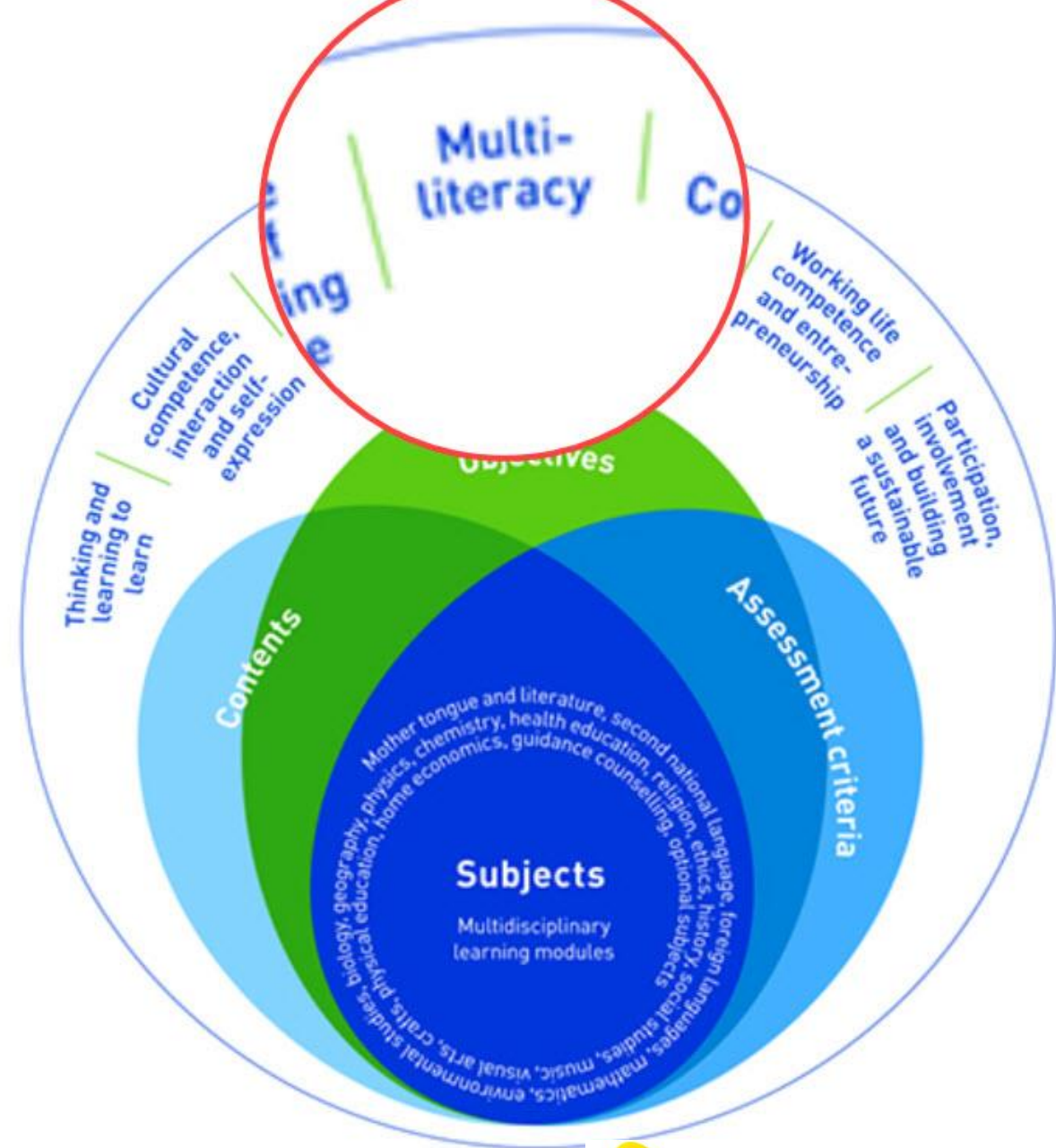


# JEDA GOES KOREA - a multidisciplinary learning module

## Tasks & activities

- Reading about Korean culture vs first-hand experience of Korean culture

다양한 응용력





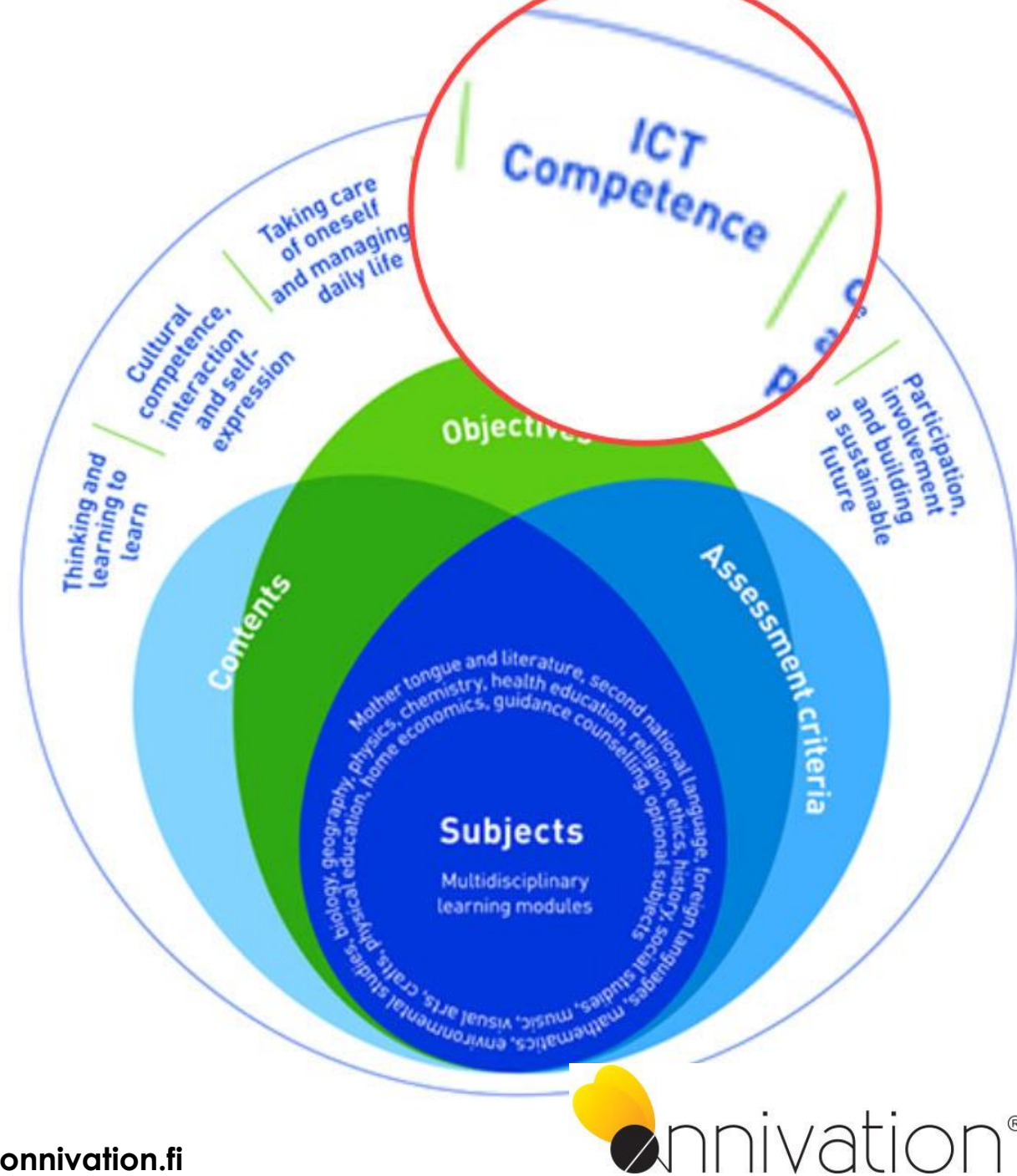
# JEDA GOES KOREA

## - a multidisciplinary learning module

### Tasks & activities

- Use of IT tools (Google Drive, Slack, Whatsapp, Facebook) for team communication.
- Creating ppt-presentations
- Mobile data use abroad
- Using Google translate
- Visit to Nokia R&D center

IT 능숙도



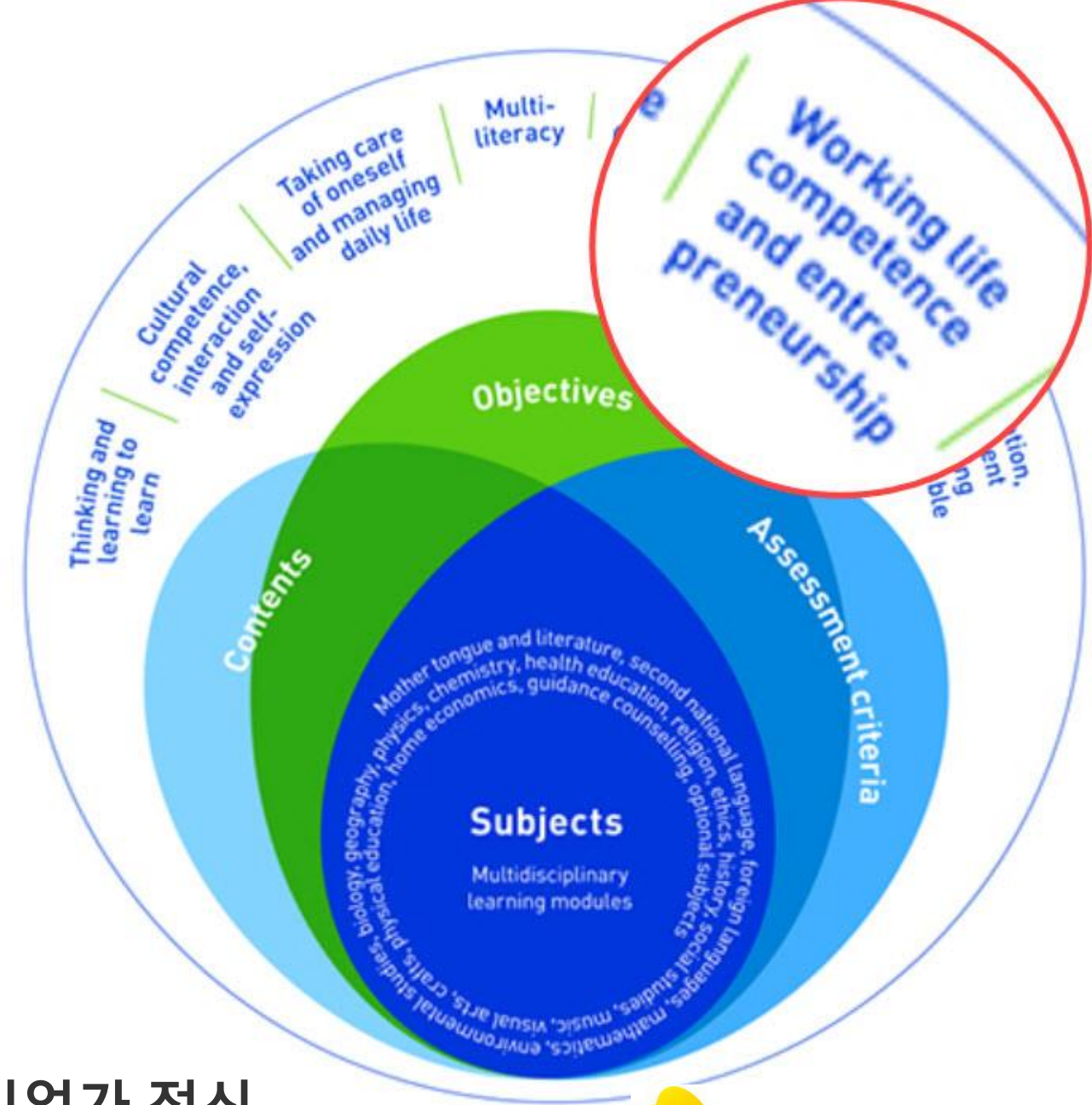
# JEDA GOES KOREA

## - a multidisciplinary learning module

### Tasks & activities

- Manage event production project
- Create marketing materials for fundraising event & sponsors
- Sell fundraising event tickets & sponsorship packages
- Contact companies
- Budgeting
- Decision making in a team

직장생활 내 경쟁력, 기업가 정신

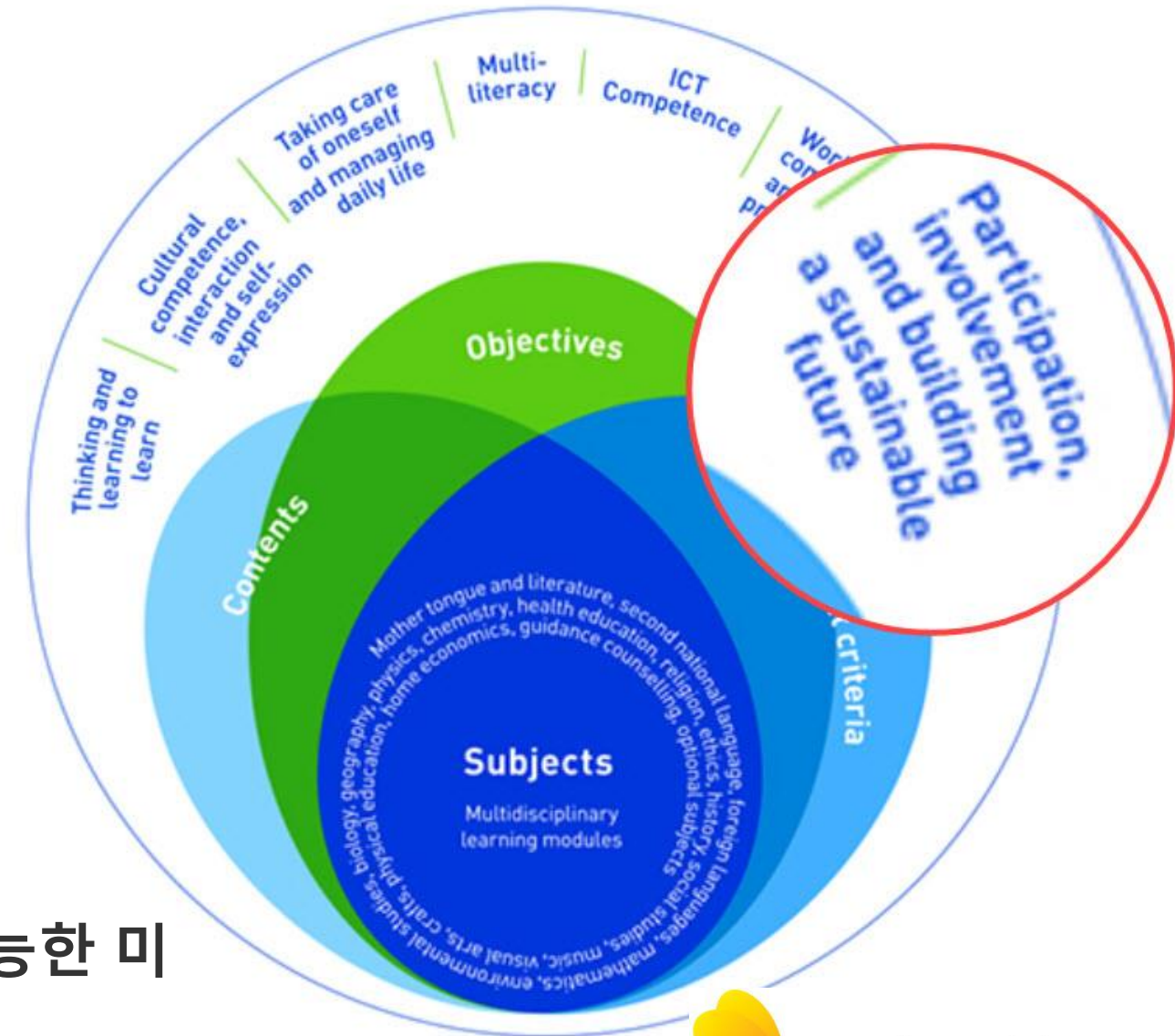


# JEDA GOES KOREA

## - a multidisciplinary learning module

### Tasks & activities:

- Decision to apply to trip
- Fundraising event planning & organizing in team
- Contributing to Finland Day program at Ewoo



참여, 열중, 관여, 그리고 지속가능한 미래 만들어 나가기



# COMPANIES GETTING CLOSER TO SCHOOLS & UNIVERSITIES - WHAT DO THEY DO?

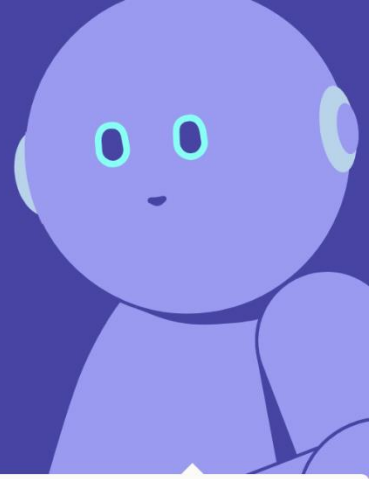
- Act as mentors
- Visit schools
- Receive students as visitors to companies
- Provide internships and work-life experience
- Thesis work
- Run co-creation projects with teachers and students
- Elements of AI -online course



# COMPANIES GETTING CLOSER TO SCHOOLS & UNIVERSITIES - WHAT DO THEY DO?

Welcome to the Elements of Artificial Intelligence free online course

Start the course



- Do you wonder what AI really means?
- Are you thinking about the kind of impact AI might have on your job or life?
- Do you want to understand how AI will develop and affect us in the coming years?

Then this is the course for you!

Reaktor



UNIVERSITY OF HELSINKI

## KYKY Living Lab

The school community develops products and services to support learning and growth with companies and communities.



# COMPANIES GETTING CLOSER TO SCHOOLS & UNIVERSITIES - WHY?

- Employer branding
- Candidate testing
- Feel the beat of future customers
- Co-develop local curriculums to ensure skills match with requirements of working life

# THANK YOU!

What else would you like to know about education & entrepreneurship in Finland?  
Would you like to receive my presentation digitally?

Please send email to  
[melissa@onnivation.fi](mailto:melissa@onnivation.fi)!