

## Ehitatud keskkonna iduettevõtluse tegevuskava - EPX5020

| Staadium        | Nädal<br>Kuupäev/Koht      | Loeng + praktikum   | Ülesanded ja kodune lugemine  |
|-----------------|----------------------------|---|---|
| Käivitamine     | 1<br>25.01; Mektory Hub    | <ul style="list-style-type: none"> <li>• Sissejuhatus ainesse – Ergo Pikas</li> <li>• Iduettevõtte vs traditsiooniline ettevõtte – Kadri Tammai</li> </ul>  | <b>Nädala lõpuks:</b><br>enesehindamine õpiväljundite vastu                         |
|                 | 2<br>01.02; Mektory Hub    | <ul style="list-style-type: none"> <li>• Ehitusvaldkonna väljakutsed: külalisesinejad:                             <ul style="list-style-type: none"> <li>○ 14:00 – 15:00 Lauri Koskela;</li> <li>○ 15:00 – 16:00 Antti Peltokorpi</li> <li>○ 16:00 – 16:30 Targo Kalamees;</li> <li>○ 16:30 – 17:00 Martin Thalfeldt</li> </ul> </li> <li>• Ettevõtete väljakutsed (10 minutit / organisatsioon):<br/>17:00-18:00                             <ul style="list-style-type: none"> <li>○ Ülemiste City;</li> <li>○ Liven;</li> <li>○ Nordecon;</li> <li>○ Welement;</li> <li>○ Merko;</li> </ul> </li> </ul> |   |
|                 | 3<br>08.02; Mektory Hub    | <ul style="list-style-type: none"> <li>• Ehitusvaldkonna trendid ja tehnoloogiad: külalisesinejad                             <ul style="list-style-type: none"> <li>○ 14:00 – 15:00 Rafael Sacks;</li> <li>○ 15:00 – 16:00 Olli Seppänen;</li> <li>○ 16:00 – 16:30 Jaan Saar;</li> <li>○ 16:30 – 17:00 Lauri Tuulberg</li> <li>○ 17:00 – 17:30 Simo Ilomets</li> </ul> </li> </ul>   | <b>Nädala lõpuks:</b> probleemi kirjeldav OnePager ja kuni 3 minutiline videositlus |
|                 | 4<br>15.02; Mektory Hub    | <ul style="list-style-type: none"> <li>• Meeskond ja meeskonna juhtimine:                             <ul style="list-style-type: none"> <li>○ 14:00 – 17:00 Helena Laus (Belbin Eesti)</li> </ul> </li> <li>• Probleemide esitlus ja meeskonnaliikmete värbamine:                             <ul style="list-style-type: none"> <li>○ 17:00 – 18:00 Ergo Pikas</li> </ul> </li> </ul>   | <b>Tunniks:</b> probleemide liftikõne   |
| Uuring          | 5<br>22.02; Mektory Hub    | <ul style="list-style-type: none"> <li>• Probleemide lahendamise alused ja eetika:                             <ul style="list-style-type: none"> <li>○ 14:00 – 18:00 Ahti-Veikko Pietarinen</li> </ul> </li> </ul>   |   |
|                 | 6<br>01.03; Mektory Suzhou | <ul style="list-style-type: none"> <li>• Disaini metodoloogia ja meetodid                             <ul style="list-style-type: none"> <li>○ 14:00 – 18:00 Jana Kukk</li> </ul> </li> </ul>   |   |
|                 | 7<br>08.03; Mektory Hub    | <ul style="list-style-type: none"> <li>• Väärtuspakkumise määratlus:                             <ul style="list-style-type: none"> <li>○ 14:00 – 16:30 Jana Kukk</li> </ul> </li> <li>• Andmed ja väärtuspakkumine:                             <ul style="list-style-type: none"> <li>○ 16:30 – 18:00 Innar Liiv</li> </ul> </li> </ul>   | <b>Tunniks:</b> kasutajauuringu ettekanne<br><b>Nädala lõpuks:</b> lean lõuend      |
| Kontseptsioon   | 8<br>15.03; Mektory Hub    | <ul style="list-style-type: none"> <li>• Disaini mõtlemisest disaini loomiseni, raamistamine:                             <ul style="list-style-type: none"> <li>○ 14:00 – 18:00 Martin Pärn</li> </ul> </li> </ul>   |   |
|                 | 9<br>22.03; Mektory Hub    | <ul style="list-style-type: none"> <li>• Ärimudeli kavandamine:                             <ul style="list-style-type: none"> <li>○ 14:00 – 17:00 Antti Ainamo</li> </ul> </li> </ul>  | <b>Nädala lõpuks:</b> Prototüüpimise plaan  |
|                 | 10<br>29.03; ?             | <ul style="list-style-type: none"> <li>• Juriidika:                             <ul style="list-style-type: none"> <li>○ 14:00 – 16:00 Lauri Liivat</li> </ul> </li> <li>• Finantsid:                             <ul style="list-style-type: none"> <li>○ 16:00 – 18:00 Kert Kaljula</li> </ul> </li> </ul>  |   |
|                 | 11<br>05.04; Mektory Hub   | <ul style="list-style-type: none"> <li>• Turundus ja müük:                             <ul style="list-style-type: none"> <li>○ 14:00-16:00 Kristjan Kolbre</li> </ul> </li> <li>• Liftikõned praktikum:                             <ul style="list-style-type: none"> <li>○ 16:00-18:00 Kristjan Kolbre</li> </ul> </li> </ul>  |   |
| Proto-tüüpimine | 12<br>12.04; Mektory Hub   | <ul style="list-style-type: none"> <li>• Tehnoloogia juhtimine:                             <ul style="list-style-type: none"> <li>○ 14:00 – 16:00 Lauri Antainen</li> </ul> </li> <li>• Andmemahakate tehnoloogiaprojektide juhtimine:                             <ul style="list-style-type: none"> <li>○ 16:00 – 18:00 Innar Liiv</li> </ul> </li> </ul>  | <b>Tunniks:</b> äriplaani ja prototüübi esitlus (50% valmis)                        |
|                 | 13<br>19.04; Mektory Hub   | <ul style="list-style-type: none"> <li>• Agiilne tarkvaraarendus:                             <ul style="list-style-type: none"> <li>○ 14:00 – 16:00 Gunnar Piho</li> </ul> </li> <li>• Prototüüpimisse meistriklass:                             <ul style="list-style-type: none"> <li>○ 16:00 – 18:00 Tõnn Talpsepp</li> </ul> </li> </ul>   |   |

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|            | 14<br>26.04; Mektory Hub | <ul style="list-style-type: none"> <li>• Investeeringu kaasamine – ingelinvestor</li> </ul>        |   |
|            | 15<br>03.05; Mektory Hub | <ul style="list-style-type: none"> <li>• Iduettevõtete kogemuslood</li> </ul>                      | <b>Nädala lõpuks:</b> toote ja/või teenused valideerimise raport                                    |
| Lõpetamine | 16<br>10.05; Mektory Hub | <ul style="list-style-type: none"> <li>• Lõpuüritus: Liftikõne ja võitjad – Sven Illing</li> </ul> | <b>Nädala lõpuks:</b> õpiväljundite saavutamise enesehindamine (essee); meeskonnakaaslase hindamine |

# Course Plan: Startup Entrepreneurship for Built Environment - EPX5020

| Stage       | Week<br>Date/Place         | Lecture + Practices   | Assignments and Readings   |
|-------------|----------------------------|---|--|
| Inception   | 1<br>25.01; Mektory Hub    | <ul style="list-style-type: none"> <li>• Intro to course – Ergo Pikas</li> <li>• Startup versus Traditional Business:               <ul style="list-style-type: none"> <li>○ 16:00-18:00 Kadri Tammai</li> </ul> </li> </ul>  | <b>By the end of the week:</b> self-assessment against learning outcomes                         |
|             | 2<br>01.02; Mektory Hub    | <ul style="list-style-type: none"> <li>• Built Environment Challenges: visiting lecturers:               <ul style="list-style-type: none"> <li>○ 14:00 – 15:00 Lauri Koskela;</li> <li>○ 15:00 – 16:00 Antti Peltokorpi</li> <li>○ 16:00 – 16:30 Targo Kalamees;</li> <li>○ 16:30 – 17:00 Martin Thalfeldt</li> </ul> </li> <li>• Company Challenges (10 minutes per organization): 17:00 – 18:00               <ul style="list-style-type: none"> <li>○ Ülemiste City;</li> <li>○ Liven;</li> <li>○ Nordecon;</li> <li>○ Welement;</li> <li>○ Merko;</li> </ul> </li> </ul> |  |
|             | 3<br>08.02; Mektory Hub    | <ul style="list-style-type: none"> <li>• Built Environment Trends and Technologies: visiting lecturers:               <ul style="list-style-type: none"> <li>○ 14:00 – 15:00 Rafael Sacks;</li> <li>○ 15:00 – 16:00 Olli Seppänen;</li> <li>○ 16:00 – 16:30 Jaan Saar;</li> <li>○ 16:30 – 17:00 Lauri Tuulberg</li> </ul> </li> </ul>   | <b>By the end of the week:</b> OnePager for selected problem and the 3-minute video presentation |
|             | 4<br>15.02; Mektory Hub    | <ul style="list-style-type: none"> <li>• Teams and team management:               <ul style="list-style-type: none"> <li>○ 14:00 – 17:00 Helena Laus(Belbin Eesti)</li> </ul> </li> <li>• Problem pitch and job fair:               <ul style="list-style-type: none"> <li>○ 17:00 – 18:00 Ergo Pikas</li> </ul> </li> </ul>  | <b>For lecture:</b> problem pitch  |
| Research    | 5<br>22.02; Mektory Hub    | <ul style="list-style-type: none"> <li>• Fundamentals of Problem-Solving and Ethics:               <ul style="list-style-type: none"> <li>○ 14:00 – 18:00 Ahti-Veikko Pietarinen</li> </ul> </li> </ul>   |  |
|             | 6<br>01.03; Mektory Suzhou | <ul style="list-style-type: none"> <li>• Design Thinking Methodology and Methods:               <ul style="list-style-type: none"> <li>○ 14:00 – 18:00 Jana Kukkk</li> </ul> </li> </ul>  |  |
|             | 7<br>08.03; Mektory Hub    | <ul style="list-style-type: none"> <li>• Definition of Value Proposition:               <ul style="list-style-type: none"> <li>○ 14:00 – 16:30 Jana Kukkk</li> </ul> </li> <li>• Data and Value Proposition:               <ul style="list-style-type: none"> <li>○ 16:30 – 18:00 Innar Liiv</li> </ul> </li> </ul>   | <b>For lecture:</b> User research presentation<br><b>By the end of the week:</b> Lean Canvas     |
| Conception  | 8<br>15.03; Mektory Hub    | <ul style="list-style-type: none"> <li>• From Design Thinking to Design Doing, Framing:               <ul style="list-style-type: none"> <li>○ 14:00 – 18:00 Martin Pärn</li> </ul> </li> </ul>   |  |
|             | 9<br>22.03; Mektory Hub    | <ul style="list-style-type: none"> <li>• Business Model Design:               <ul style="list-style-type: none"> <li>○ 14:00 – 17:00 Antti Ainamo</li> </ul> </li> </ul>  | <b>For lecture:</b> Prototyping plan presentation  |
|             | 10<br>29.03; ?             | <ul style="list-style-type: none"> <li>• Startup Legal Matters:               <ul style="list-style-type: none"> <li>○ 14:00 – 16:00 Lauri Liivat</li> </ul> </li> <li>• Financial Matters:               <ul style="list-style-type: none"> <li>○ 16:00 – 18:00 Kert Kaljula</li> </ul> </li> </ul>  |  |
|             | 11<br>05.04; Mektory Hub   | <ul style="list-style-type: none"> <li>• Marketing and Sales:               <ul style="list-style-type: none"> <li>○ 14:00-16:00 Kristjan Kolbre</li> </ul> </li> <li>• Pitch Practice:               <ul style="list-style-type: none"> <li>○ 16:00 – 18:00 Kristjan Kolbre</li> </ul> </li> </ul>   |  |
| Prototyping | 12<br>12.04; Mektory Hub   | <ul style="list-style-type: none"> <li>• Technology Management:               <ul style="list-style-type: none"> <li>○ 14:00 – 16:00 Lauri Antalainen</li> </ul> </li> <li>• Management of Data Intensive Technology Projects               <ul style="list-style-type: none"> <li>○ 16:00 – 18:00 Innar Liiv</li> </ul> </li> </ul>  | <b>For lecture:</b> Business plan presentation and showcasing the prototype (50% ready)          |
|             | 13<br>19.04; Mektory Hub   | <ul style="list-style-type: none"> <li>• Agile Software Development:               <ul style="list-style-type: none"> <li>○ 14:00 – 16:00 Gunnar Piho</li> </ul> </li> <li>• Prototyping Masterclass:               <ul style="list-style-type: none"> <li>○ 16:00 – 18:00 Tõnn Talpsepp</li> </ul> </li> </ul>   |  |

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|---------|--------------------------|---|--|
|         | 14<br>26.04; Mektory Hub | <ul style="list-style-type: none"> <li>• Startup Financing – Angle Investors</li> </ul>         |  |
|         | 15<br>03.05; Mektory Hub | <ul style="list-style-type: none"> <li>• Startup Experiences</li> </ul>                         | <b>By the end of the week:</b><br>product and/or service<br>validation report                            |
| Closing | 16<br>10.05; Mektory Hub | <ul style="list-style-type: none"> <li>• Final Event: Pitch and Prices – Sven Illing</li> </ul> | <b>By the end of the week:</b> self-<br>assessment of learning<br>objectives (essay); peer<br>assessment |