

# ENTREPRENEUR SERVICES



*New routes to working life!*

# Three universities in one go!

It's true, an entry to one university opens the door to three! 3UAS is an alliance of the three biggest universities of applied sciences in the Helsinki Metropolitan Area – Haaga-Helia, Laurea and Metropolia.

We have strengthened our cooperation, and now, you have the use of the best parts of our entrepreneurship-related content. This means a tremendous number of courses, projects, trainings, entrepreneurial services and cooperation partners giving you a push on your journey towards entrepreneurship.

Come and experience the buzz at our events! Dissipate prejudices, meet students and experts from different fields, expand your networks and competence. We are eagerly awaiting the innovations produced in our shared projects.

You will find us on campuses, online and in social media.  
See you soon!

*Feel  
the buzz!*



# Take a fresh look at entrepreneurship

Entrepreneurship means different things to all of us. Modern entrepreneurship expands the ideas of traditional work and offers unique alternatives - we will tell you more about it here.

Do you know how to commercialize your skills? What is light entrepreneurship? How could you establish a start-up? An entrepreneurial approach is also a skill for future working life; are you an autonomous worker, an inquisitive individual or an agile networker?

Our job is to unlock these versatile possibilities and help you towards your future working life. Find out about new forms of entrepreneurship and start your entrepreneurial journey accelerated by 3UAS!



Free as  
a bee!



So many opportunities!

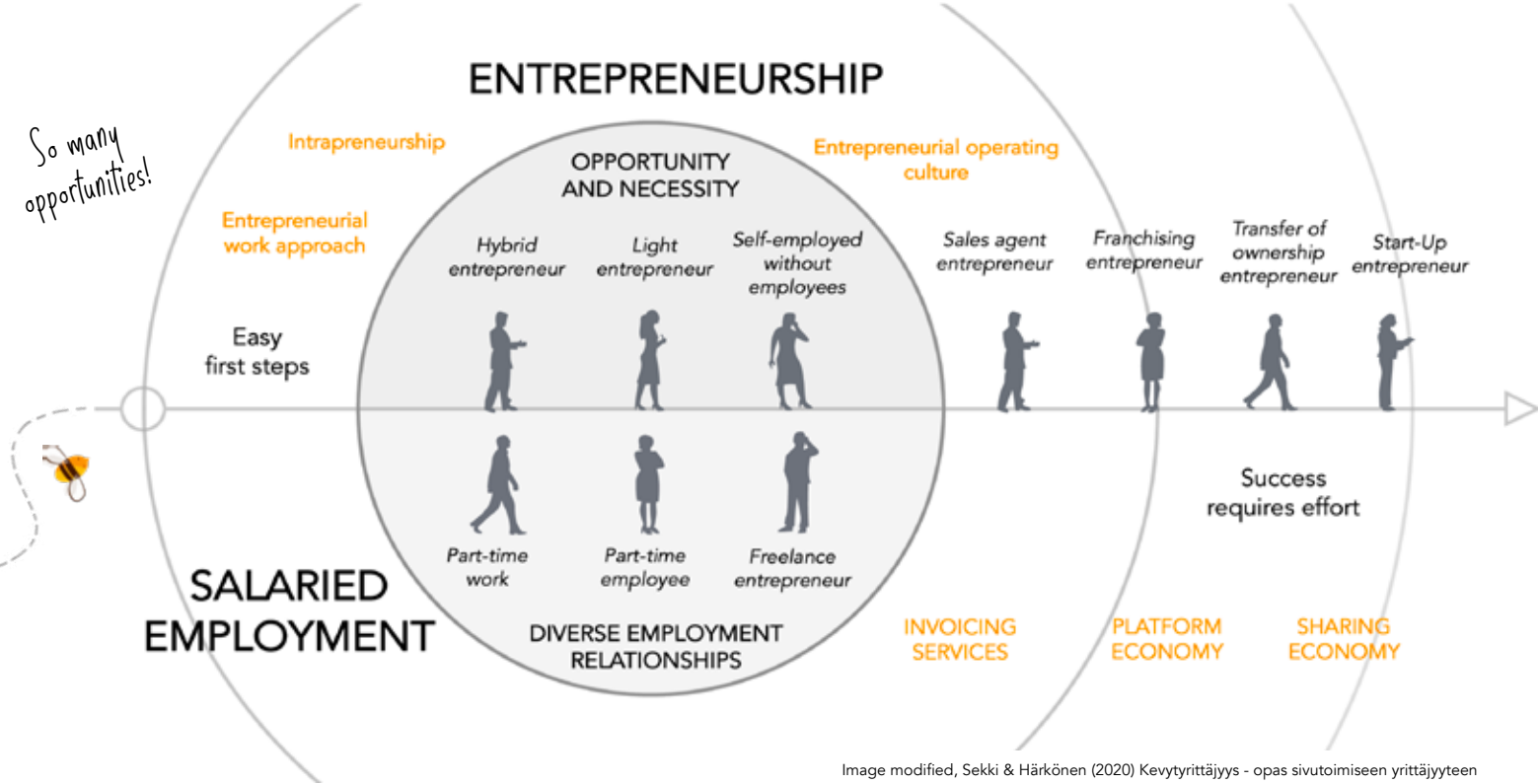


Image modified, Sekki & Härkönen (2020) Kevytyrittäjyys - opas sivutoimiseen yrittäjyyteen

Future working life will require new kind of competence and flexibility. Entrepreneurs will have different options for accommodating salaried employment and invoiced work depending on the situation.

Strengthening entrepreneurial skills and testing personal limits in a safe educational environment will help you find just the right way to fulfil your potential and to guarantee livelihood. 3UAS offers information, courses, projects, networks and training for all these different sectors of entrepreneurship.

# Entrepreneurship as part of your career



We strive to understand the changes taking place in working life and entrepreneurship and build the content for the entrepreneur courses accordingly. The current signals point to future working life that is built around freelance entrepreneurship. Researchers have predicted that by the end of the late 2030s as many as 60 % of the Finnish workforce will be entrepreneurs or freelancers, and only 40 % will be traditional salaried employees.

Laurea's entrepreneur studies start with understanding the basics:

1. Recognition and continuous development of your competences.
2. Pricing your skills and monitoring costs through single-entry bookkeeping.
3. Branding and sale of your skills in right-sized pieces to an apt target group.

We will guide you towards the interesting world of entrepreneurship through easy initial steps; entrepreneurship is a natural and important part of a career. Find out more and feel inspired at [laurea.fi](http://laurea.fi).

*Towards  
dreams and  
beyond!*



## LAUREAES

Active student organisation

### **Laurea Entrepreneurship Society**

builds bridges between entrepreneurial-minded students and offers unique opportunities through networks and entrepreneurship programmes.

Join us to unleash your full potential!

[laureaes.fi](http://laureaes.fi)





## Encouragement and coaching on your journey

The corridors of Haaga-Helia are buzzing with the future creators in service business, sales and entrepreneurship. StartUp School is Haaga-Helia's teeming entrepreneur hub where you can just drop in or participate in a versatile selection of activities.

With us, working on your competence or business idea as part of your studies creates a strong basis for your future working life and incurs study points. Coaches with their background in entrepreneurship are there to support you.

Versatile research and development projects as well as corporate cooperation expand our selection further. They also open many doors to the world of entrepreneurship and working life for you. Our way of studying is dynamic and international; modern entrepreneurship starts at **startupschool.fi**.



*Rejuvenate  
your thoughts on  
entrepreneurship!*

**XES**

**The student society Xes Helsinki** brings together entrepreneur-minded people by organizing challenges, events and visits to the start-up scene in Finland. Inspiration and community-spirit at its heart, join free of charge at [xeshelsinki.com](http://xeshelsinki.com).







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Without the StartUp School’s inspiring can-do attitude and concrete help with my business idea and presentation skills, I would not have a strong business idea with which to work. The guys working here are really nice and laidback, I can highly recommend this!

– Aurora, business student, Haaga-Helia StartUp School

Xes Helsinki’s One of Us Challenge gave me a wonderful opportunity to work for a great company and build my professional skills. Overall, Xes organizes a lot of different interesting events that I think everyone with a business-oriented mindset would highly appreciate!

– Elisa, Community member, Xes Helsinki



## Speed and networking power to entrepreneurship

At Metropolia, students grow into experts within culture, business, social and healthcare as well as technology or into future developers. Turbiini Accelerator supports entrepreneurship by offering education on customer, product and agile development methods which you can apply to your own field.

By participating in multi-disciplinary entrepreneurial projects, you get new perspectives and may find important experts to support your business idea. Accelerate to **turbiini.net** and start building your dream entrepreneur team!



*Switch on the turbines,  
we're about to  
take off!*



**Metropolia Entrepreneurship Society**  
**METES** is eager to test boundaries and get to know new people, phenomena, projects and of course the opportunities entrepreneurship provides.

"We greet every idea with enthusiasm!"

Follow us on social media

@wearemetes







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I think the 10-Week Sprint Social and Healthcare Edition has been a hugely inspiring experience. You really had to challenge yourself in the sprint and step outside your comfort zone. Everyone took the plunge!

– *Minna, student of elderly care, Metropolia*

Hatch incubator is the best thing that has happened to me professionally. I learnt that founding a business is not only about throwing something out there and hoping that it takes off. It takes patience, perseverance and hard work.

– *Rasheed Ataruwa, Laurea*

Examples  
of our  
offering

Choose  
exactly what  
works for you!

Read more at  
3amk.fi  
and register



  
The route is free!

Young  
Entrepreneurs  
project 10 ECT

home hub Laurea  
& Haaga-Helia

10 Days  
100 Challenges  
-intensive course

3UAS  
joint project,  
read more >>

Hatch incubator  
-programme 5 ECT

home hub Laurea ES,  
collaboration with  
Laurea

Workshops  
for action 5 ECT  
- various themes  
around entrepreneurship

home hub  
Haaga-Helia  
StartUp School

Entrepreneurship  
as part of career  
5 ECT

home hub  
Laurea

Entrepreneur teams  
- networking strength  
and support for  
entrepreneurship

home hub  
Metropolia

Multidisciplinary  
innovation project  
10 ECT  
5 projects/year,  
duration 8 weeks

home hub  
Metropolia

10 week sprint  
- industry specific  
entrepreneurship  
programme

home hub  
Metropolia

Cambridge  
Venture Camp  
5 ECT

home hub Laurea,  
collaboration with  
LaureaES

Also  
online studies

You don't  
need a business  
idea, just join us!

Developing  
Entrepreneurial  
Mindset 5 ECT  
- find your inner  
entrepreneur

home hub  
Haaga-Helia

# 10 DAYS 100 CHALLENGES



*2 weeks of  
buzzing and  
teeming!*

3UAS organises annually the popular 10 Days 100 Challenges intensive course on which students solve businesses' topical challenges together with companies.

The two-week event brings together active students, leading innovation companies and their experts as well as inspiring coaches. The project, organised as a summer course, incurs study points (5-10 ECT), expands the super important networks and looks great in your CV.

Find out more and register at [10days100challenges.fi](https://10days100challenges.fi)



I found the 10 days 100 challenges program extremely insightful. It's an amazing learning and integrating process, where participants get to do something meaningful. Furthermore, this project helped me expand my professional network and take an in-depth look at Finnish businesses.

*- Ekaterina Podnebesnikova,  
Metropolia*

# Limitless opportunities for entrepreneurship

Our shared goal is to offer students better skills, new options and important networks for future working life and entrepreneurship. Find out about our versatile course selection and events; message us or come and visit!

[www.haaga-helia.fi](http://www.haaga-helia.fi)  
[www.laurea.fi](http://www.laurea.fi)  
[www.metropolia.fi](http://www.metropolia.fi)

[startupschool@haaga-helia.fi](mailto:startupschool@haaga-helia.fi)  
[yrittajaksi@laurea.fi](mailto:yrittajaksi@laurea.fi)  
[info@turbiini.net](mailto:info@turbiini.net)

[www.3amk.fi](http://www.3amk.fi)  
[#3UASentrepreneurship](https://twitter.com/3UASentrepreneurship)



Bee an  
entrepreneur!



# ENTREPRENEUR SERVICES

powered by  
**3UAS**

  
Haaga-Helia

**LAU  
REA**

 Metropolia

*New routes to working life!*