

Proakatemia

Autumn 2014

Proacademy

- .TAMK's entrepreneurship unit
- .Founded on 6.9.1999
- .Business administration, business information systems, and service business students
- .Combines entrepreneurship in team companies and team learning

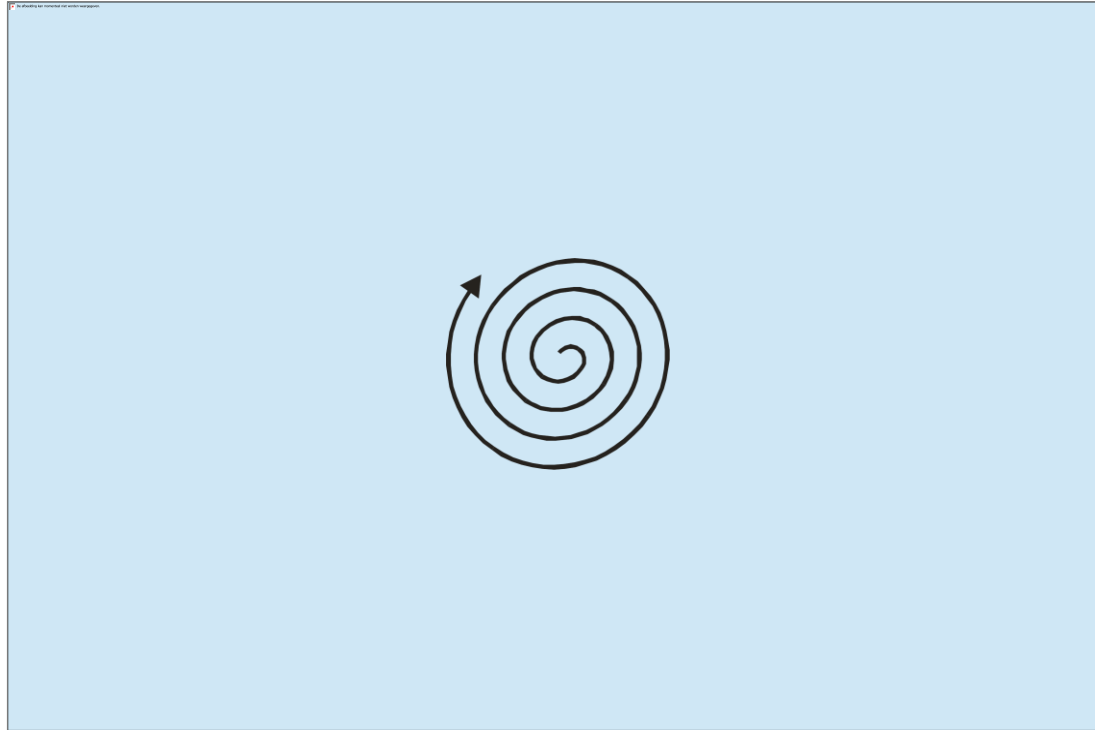


Proacademy

- .15 years of operation
- .27 team-operated companies created
 - 3rd largest marketing agency in Pirkanmaa
- .In 2013 the combined turnover of Proacademy companies was approx. 600 000 €

Four-field of learning

DIALOGUE



EXPLICIT KNOWLEDGE

LEARNING BY DOING

Modified: Nonaka, Ikujiro & Takeuchi, Hirotaka. 1995.
The Knowledge-Creating Company.

Proacademy

- .~30 innovation projects with local companies every year
- .Hundreds of customer visits and meetings with local businesses
- .Transfer of information via Proacademy seminars
- .New ideas and ways to do business