



Tampere3 Y-kampus - Innovation and Entrepreneurship Services

Leena Köppä

Coach, Entrepreneurship and Impact

Back in year 2014 we were doing something together (events) and dreaming about the future...

Main challenges? Lessons learned? Benefits of collaboration?

University of Tampere:

- Know-how of Business Management, Law Studies, Human Sciences



Tampere University of Technology, Talli:

- Technology ideas, inventions, know-how and know-how of commercialisation of technology

University of Applied Sciences TAMK, Y-kampus:

- Entr<http://www.tampere.es/epreneurial> program (Proacademy) and Coaching for entrepreneurship (Y-kampus)



TAMPERE.ES
TAMPERE ENTREPRENEURSHIP SOCIETY

<http://www.tampere.es/>



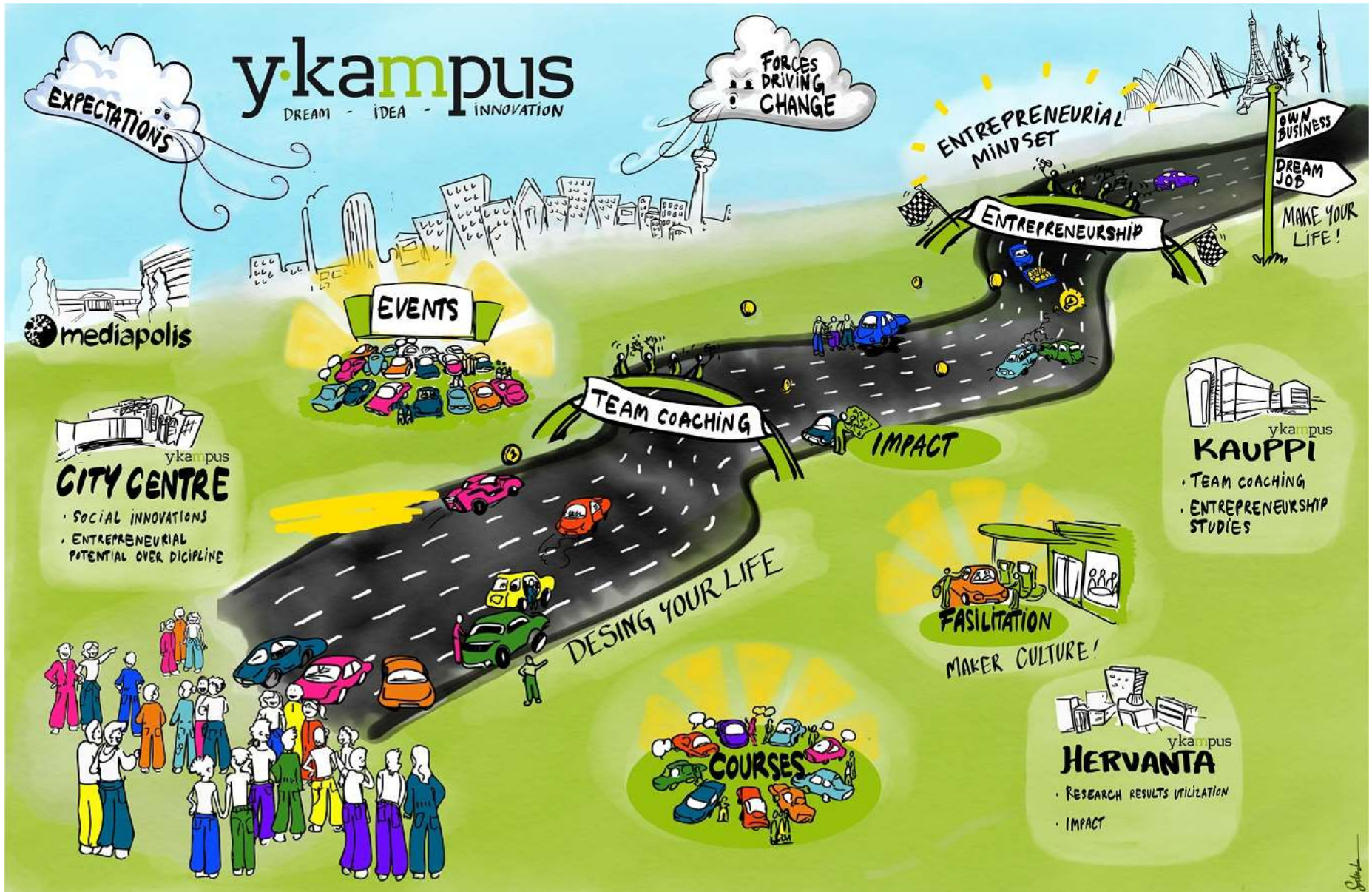
TAMPERE UNIVERSITY OF TECHNOLOGY

TALLI – Entrepreneurship, Creativity,
Innovation / Leena Köppä



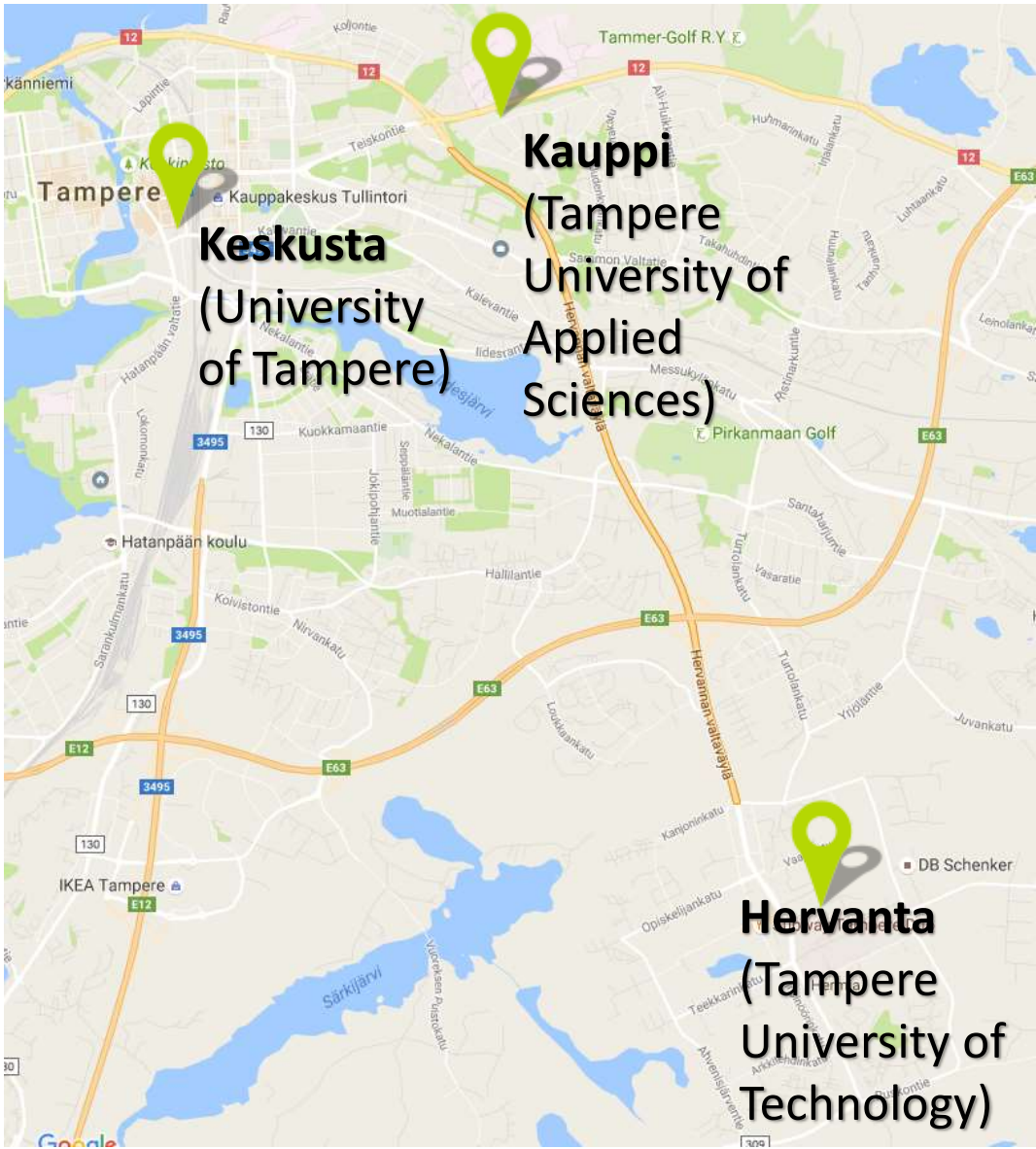
From the presentation of Leena Köppä @ EUC Peer Review meeting Tampere, 24-26 September 2014

.. and here comes...: The Vision of Tampere3 Y-kampus (spring 2016)





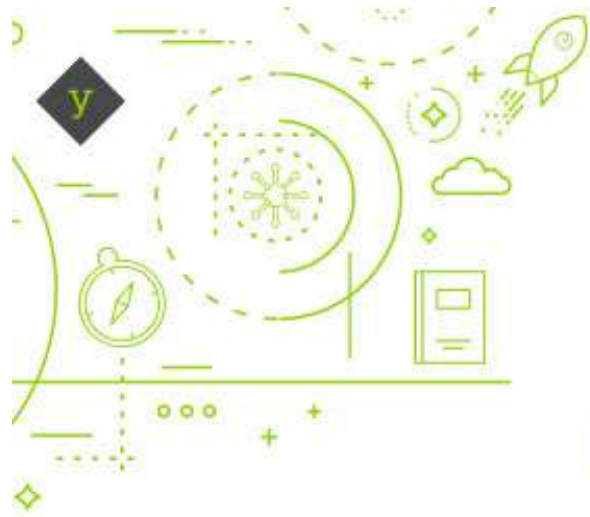
Locations (November 2016)



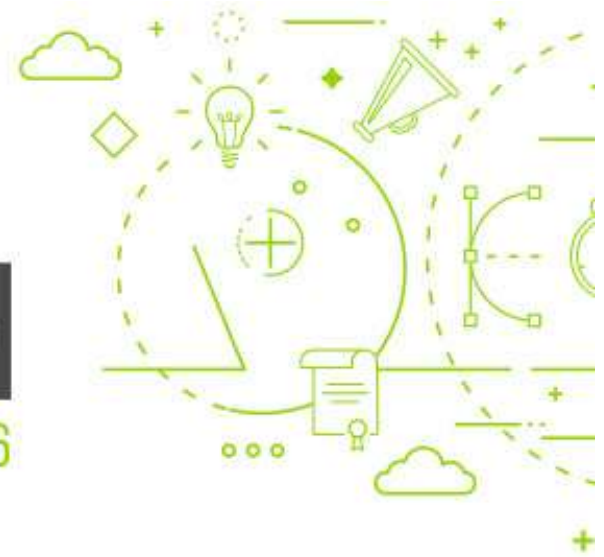


Y-kampus Hervanta @ Kampusareena with Team Finland (Tekes, Finnvera) and Ensimetri





y·kampus
[RE]DESIGN
WEEK | 5.-9.9.2016



Launch of the new
Tampere3 Y-kampus
5.-9.9.2016!

<http://y-kampus.fi/en/>

video:

<https://www.youtube.com/watch?v=OzsuKMgwRHo&feature=youtu.be>



What are the NEEDs of our customers, target groups:

Start up my own company.

Grow your network.

Develop my skills and learn by making.

Apply your latest research discoveries into action.



- Events with the Entrepreneurial Mindset and Innovation Culture
- Inspiring Stories – of success, failure, making your dream come true etc.
- Entrepreneurship and Innovation Studies
- Innovation Services
- Networking
- Mentoring
- Coaching to find the ‘coach’ in you

Events

- **Y-Break:**
 - Easy-to-join event with networking, snacks and story/expert speaking
 - When & Where: 1/month @ different campus
- **Y-Tools**
 - 'Bigger event' with the key note speakers, workshops as well as networking, snacks
 - When & Where: 1 + 1 + 1= altogether 3 times yearly (rotation/campuses)



NOVEMBER
24
2016

STARTS
3PM
TO 6 PM



y.kampus

WHAT IS PERSONAL BRANDING?
HOW TO BRAND YOUR COMPANY?

Tampere3 Y-kampus with the 1st shared numbers from September 2016

- **1200** web page visitors / 1st month
- Y-kampus course 'Sale skills' ranked for **4th place** at cross-institutional studies of Tampere3
- **1000** participants @ re-design Week
- **15** teams/ideas sparred
- **7** teams coached for the Tekes funding 'From Research into Business'

1200

Yksittäistä kävijää nettisivuilla ensimmäisen kuukauden aikana



15

liikeidean sparrausta Hervannassa, Kaupissa ja Keskustassa



Pormestari Anna-Kaisa Ikonen ja 9 Y-kampuksella

Tekes

7 kpl Tampere3 hakemuksia:
1 TAMK, 1 BMT,
2 Tay ja 3 TTY

7

tiimiä valmennettu Y-kampuksella syksyn TUTLi-hakuun

1000

osallistujaa reDesign- viikon yhdeksässä tapahtumassa

2. pöydässä alkava Myyntiosaaminen oli ristiinopiskelupalvelun kurseista

4.

suosituin.



Tampere3 Y-kampus 'organism' as 'stem cells'

Example of one stem cell and the actors from all 3 campus:





Y-kampus online

Website

- <http://y-kampus.fi/en/>
- Stories, events and courses calendar, information about commercialisation, mentors...

Social media

- **Y-kampus @ Facebook**
- Twitter
- Instagram