

SPACEUP ACCELERATION PROGRAMME – UPDATED TRAINING SCHEDULE	
“Space for Business” -event and Kickoff	
Date: 3.3.2020 Time: Space for Business 12.30–15.30 Kickoff 15.30–17.00 Location: Joki-centre Lemminkäisenkatu 12B, Turku	<p>Welcome to listen presentations from established space companies and Finnish experts in Space for Business event in Joki Visitor Centre. More info about the event here.</p> <p>After this open event we officially launch the programme and you have an opportunity to meet with other teams, our mentors and the partners. The Tools and methods to assist you in your venture will be explained in detail.</p>
Lean canvas & The Human Side of Startups	
Date: 11.3.2020 Time: 15.00–18.00 Location: SparkUp, Tykistökatu 4B, Turku, Meeting room Silo	<p>In this session you will learn how to use Lean Canvas tool to structure your thinking. All training sessions are connected to elements in Lean Canvas so it is beneficial to get acquainted with the tool.</p> <p><i>Trainer, Marko Puhtila, Turku Science Park Oy</i></p> <p>This second part of training day will help you to build a sustainable startup team. We will talk about startup entrepreneurship, building the foundations of your organization-to-be: topics every team should discuss from Day 1, such as culture, team roles and communication.</p> <p><i>Trainer: Mari Järvinen & Mari Jokiranta, Profounder Oy</i></p>
Weeks 10–12: Team consultations, individual appointments (1-2 h)	
Productization & IPR	
Date: 1.4.2020 Time: 15.00–18.00 Location: Teams meeting	<p>In a prompt productization training session, you get to challenge traditional service development methods and explore new paths for reaching your customer. Together, we will explore lean-spirited ways for service creation and commercialization. During the training, you will learn about such concepts as writing outrageous service promises, dollarizing the customer benefits, and anchoring the value of your offering to set your pricing right.</p> <p><i>Trainer: Antti Apunen, Ediste Oy</i></p> <p>IPR training session will provide insights related to patenting process. If you want to know how to identify and protect innovations for Space Technology and how the innovation protection can boost valuation of your company, please join the session.</p> <p><i>Trainer: Janne Aaltonen, European patent attorney, Moosedog Oy</i></p>
Business modelling and networks	
Date: 8.4.2020 Time: 15.00–18.00 Location: Teams meeting	<p>A good business idea, value proposition, preliminary revenue models and core elements as such are not enough yet. We will dig into iterative process of refining your concepts and creating a solid business model to be verified in real market environment. How to plan setting up your operations, functions, core capabilities and business networks to create your effective money-making machine? In this straight to the point -training session we will take you to a journey into the very core of effective strategy and operations planning to ensure effective business execution.</p> <p><i>Trainer: Mika Kallioniemi, Procexon Oy</i></p>

How to use EO Data	
Date: 9.4.2020 Time: 15.00–17.00 Location: Teams meeting	This technical session will be tailored according to training needs of the participants. Example of topics include: How to use QGIS, Python geospatial ecosystem, API's for Copernicus data, Sentinel Data Access platforms, etc. <i>Trainers: Earth observation experts from Finnish Meteorological institute and University of Turku.</i>
Sales & marketing	
Date: 22.4.2020 Time: 15.00–18.00 Location: Teams meeting	In this training session we will focus on marketing and sales strategies for StartUp companies. You have a great business idea and in order to turn it into a successful business, you need customers. We will cover basic strategies from building your online presence to organic marketing strategies but also paid services to promote your business, so you can pick your right strategy. With this training, we will identify your ideal customers, their needs and how you can reach out to them. <i>Trainer: Dr. Maren Katherina Preis, Letaform</i>
ESA funding workshop	
Date: 29.4.2020 Time: 15.00–18.00 Location: Teams meeting	In this session ESA BIC programme is introduced and application process explained. Participants will get hands-on advice on do's and dont's in successful application. ESA BIC Alumni will also give their viewpoint on the programme. <i>Trainer: Kimmo Isbjörnssund, ESA BIC Finland</i>
Financial calculations	
Date: 6.5.2020 Time: 15.00–18.00 Location: Teams meeting	How to convert elements in Lean Canvas into numbers and understand their meaning? This session will provide a layman's viewpoint on income statement, balance sheet and cash flow concepts. You will get practical insight on revenue and cost estimates, strategic financial planning and valuation principles from case Eduten Oy. <i>Trainer: Tom Palenius, Turku Science Park Oy</i> <i>Case: Henri Muurimaa, Eduten Oy</i>
Weeks 16–17: Team consultations, individual appointments (1-2 h)	
Demoday	
Date: TBD Time: TBD Location: TBD	Programme will end with finals! Teams will pitch their ideas in front of the audience and jury will select the best pitch to be rewarded. Information about the prize will be announced soon.

Additional info:

- Participation to Kickoff and Demoday events & at least two meetings with mentor is mandatory.
- Language of the trainings is English.
- Due to corona-epidemic, all sessions will be organized online, using the Teams platform. Invitation link to the training is sent to each participant.
- Ending time for training sessions depends on the length of discussions after the trainings.