Step by Step 15.2.2012
Matti Rusila
Ouluses.fi
Oulu Student Entrepreneurship Society
Registered society
Founded in 2010

Matti Rusila
Chairman since Fall 2011
Student marketing
Who are we?

**Student**
- Student driven
- Totally independent

**Entrepreneurship**
- Promote entrepreneurship as a career choice
- Change the attitudes
- We are NOT entrepreneurs

**Society**
- We gather entrepreneurially minded people together
- Events are open for all
- Anybody can join the board - Great place to learn
Workshops to help you learn new skills
Get-togethers

Networking with other students and entrepreneurs. Chance to find a friend to create your idea!
Forums

Forums to hear about business life and stories of entrepreneurs.
Programs

Programs and competitions to really start YOUR entrepreneurial career!
Places to go in Oulu?

BUSINESS OULU

OuluSES

STARTTAAMO.fi

SOCIALIZING FRIDAY

YRITYS TAKOMO
There’s no magic solution on how to be an entrepreneur

But here are some tips that might help…
THE IDEA

It’s work to create one!
• Write everything down – even the oddest things!
• When brainstorming – remember empathy!
• Interest in everything – Do not reject things immediately
• Present ideas to friends – and get feedback!
• Problems – are ideas in need of a solution!
Resources

A Technique for Producing Ideas
James Webb Young

Made to Stick
Why Some Ideas Survive and Others Die
Chip Heath & Dan Heath
UNCERTAINTY

This is your worst enemy.
UNCERTAINTY

- Make a business model – Find the flaws and slice it up
- Gather a team – it’s impossible to survive alone!
- Step by step – Try something to see if it works at all
FOLLOWER OR LEADER

Are you the one who is willing to take the plunge into the unknown?
Resources

- Rework
  - "Ignore this book at your own peril." — Seth Godin
  - From the founders of 37signals

- Business Model Generation
  - You're holding a handbook for visionaries, game changers, and challengers striving to defy outmoded business models and design tomorrow's enterprises. It's a book for the...
ONE MORE THING

OuluSES spring and open positions!
Program

- 23.2 – OuluSES goes to Starttaamo: workshops, speeches, networking.
- Startup-hut – Get-together organized every two weeks.
- BootCamp 2012 – Program to startup your idea!
Open Positions

• …For students who want to develop themselves.
• New board coming up
• You don’t need to be an entrepreneur, spirit is enough!
• Chance to network and refine your skills and maybe learn new ones…
Positions

• Possible tasks:
  o Project Coordinators
  o Graphics/Webmaster
  o Treasurer
  o (Vice) Chairman

• And more… What you want to do? Do you have ideas?
OuluSES

www.OuluSES.fi
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Join.
Learn.
Startup.