

Gradia in the Entrepreneurship Ecosystem of Central Finland

In the Entrepreneurship Ecosystem, the students can build their own unique EduFutura entrepreneurial path from curious first steps through experimenting to starting a real business and developing it even further.

Students of Gradia have the possibility to acquire entrepreneurial skills according to their needs as an integrated part of their studies and by participating in training and events provided by EduFutura. EduFutura is a joint venture of the educational institutions Gradia, JAMK University of Applied Sciences and the University of Jyväskylä. The Startup Factory, responsible for pre-incubator and incubator activities, is part of the entrepreneurial ecosystem created by EduFutura and the City of Jyväskylä. The ecosystem provides students with broader opportunities and networks for learning entrepreneurship. It produces new, successful companies in Central Finland and strengthens and renews the competitiveness of existing companies.

EduFutura
JYVÄSKYLÄ

Developing ones' business

→ Further Qualification for Entrepreneurs, Specialist Qualification in Product Development, Specialist Qualification in Management

- **Business JKL** – support for growth companies
- **Kasvu Open** – sparring programme for companies
- **Gradia Working Life and Business Services** – (tailor-made) further education for the needs of companies

Gradia Entrepreneurship Alumni

The Incubator at The Startup Factory

Starting ones' own business

→ Planning Business Operations Unit, 15 cp

- **Central Finland Entrepreneurs Association:** coaching, training, events and various kinds of collaboration with education providers
- **Crazy Town** – co-working space and community for businesses
- **Central Finland Enterprise Agency:** advice for new entrepreneurs

Pre-incubator and online coaching programme by The Startup Factory

Experimental entrepreneurship

→ Working in an Enterprise Unit 15 cp

- **JA/YE mini companies** (real money, real customers)
- **Versotaan Cooperative**
- **Pegosus Cooperative**

Coaching for student companies

Events arranged by The Startup Factory and Gradia

- PopUp Shops
- Christmas Market
- Pitching competitions
- GetTogether for student cooperatives

Project and team learning

- **Students supporting and sparring each other**
 - JES – Jyväskylä Entrepreneurship Society
 - JA/YE Ambassadors
- **Joint entrepreneurship** courses
- **Projects, cooperation** with businesses and other stakeholders

- DreamUp – annual Entrepreneurship Event

An entrepreneurial mindset

→ Entrepreneurship and Entrepreneurial Mindset Unit 7 cp