

TIIMIAKATEMIA

& Learning Circus



Tiimiakatemia of JAMK University of Applied Sciences is the leading team entrepreneurship unit of Europe

We are performing the largest mobilisation of young team entrepreneurs in European history!

More than 100 team entrepreneurs and team coaches will leave our facility in May 2014

It's time to hit the road. We have found that no one will come to look for us here in Jyväskylä. We are prisoners of our province, like many other companies and educational institutions operating in our area. There are some international activities and travelling of course. People travel to the world from Jyväskylä, and vice versa; Tiimiakatemia had more than one thousand visitors last year. But now we are raising the bar! We'll visit hundreds of companies, factories, colleges and universities of Europe.

More than 101 visits to businesses and factories around Europe

The aim of our trip is to participate in the 1st Global Meeting of Team Entrepreneurs, held in Hungary from 7 to 9 May 2014. We are the main coordinator of the event and responsible organiser. By plane, you'd be there already! This time, we have chosen land vehicles, however, because we want to travel along the landscape and get a genuine feel of the everyday life of different countries and businesses. Each of us has agreed in advance and will complete 5-7 visits to businesses and institutions during the trip.



We must be the change what we want from the world. It takes courage and stubbornness.

- Mahatma Gandhi

And this time without flying! We want to travel along the landscape and get a genuine feel of the everyday life of different countries and businesses.



TIIMIAKATEMIA IN BRIEF:

- Entrepreneurship unit of JAMK University of Applied Sciences
- 9 team companies, 140 team entrepreneurs
- 5 full-time team coaches
- Degree: Bachelor of Business Administration, duration of 3.5 years, 210 credits

Tiimiakatemia's Learning Circus is the greatest invasion of Europe in team entrepreneurs history.

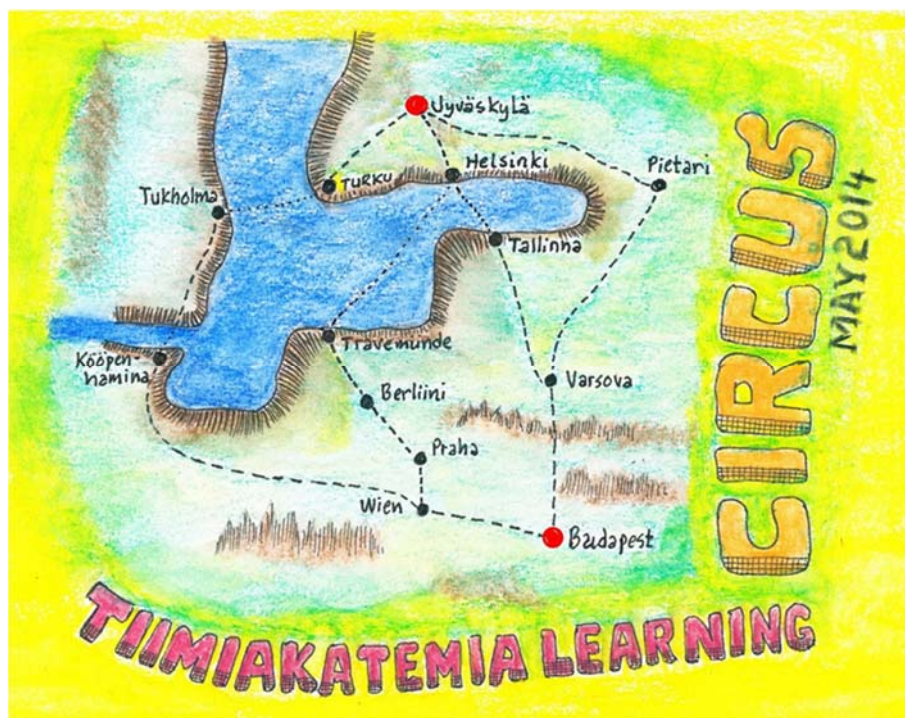
Rules of the game are Clear:

- You must be a student or coach of Jyväskylä Tiimiakatemia.
- You and your team must arrive in Hungary no later than 7 May 2014 at 12:00, and the journey can start no earlier than 1 May 2014.
- You can travel only by land and water transport, flying is strictly prohibited. Return to Finland, however, is allowed by plane.
- **What is the Circus Group? It includes up to four team entrepreneurs. They may belong to the same or to different teams.**
- On the way from Finland to Hungary, every Circus Group must appear in the following places:
one company, one factory, one university, one college, and one vineyard/brewery. In addition, at least one UNESCO or tourist site must be visited.
- Travelling may be with your own team or within a bigger group. Visiting companies and educational institutions, however, is suggested with own circus groups.
- Then you can participate in the 1st World Congress of Team Entrepreneurs on Lake Balaton from 7 to 9 May 2014
- We recommend returning to Finland by Tuesday, 13 May 2014 at the latest.

“No one would come to look for us here in Central Finland”

- Because the own county is not enough, more than one hundred team entrepreneurs from Tiimiakatemia will travel through Europe by train, buses, cars, mopeds, motor bikes, and even hitching.

- We will visit hundreds of business leaders, decision makers, employees and students in European universities, colleges, businesses and factories. Tiimiakatemia's happy Learning Circus rocks!
- We “scan” Europe: we are looking for partners, customers, export opportunities, co-production and growth for businesses of Central Finland.
- Our journey will culminate in Hungary from 7 to 9 May 2014 at the 1st Global Meeting of Team Entrepreneurs, where we are the responsible organiser of the event.



Tiimiakatemia Learning Circus

The aim of Tiimiakatemia's Learning Circus is to present the team entrepreneurship as an effective way to generate new entrepreneurship, decrease unemployment and prevent the marginalisation of youth.

We create new customer and partner relationships, and we promote Jyväskylä and its surrounding.

Graduates of Tiimiakatemia

work or start as an entrepreneur

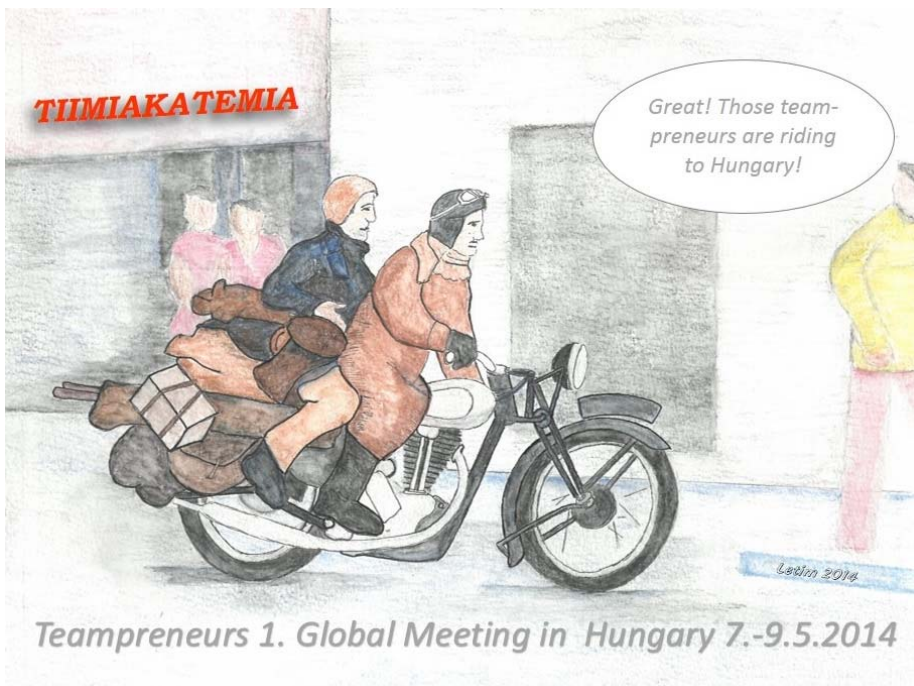
43%

96%

find your job now

Elämystuotanto Oy (2013)

Soile Niinikoski, Hanna-Riina Vilppola ja Sari Parantainen



Teampreneurs 1. Global Meeting in Hungary 7.-9.5.2014

TEAMPRENEURS 1. GLOBAL MEETING In Keszthely on the Balaton Hungary 7.-9.5.2014

Team entrepreneurs all over the world are gathering! Conference Hotel Helikon at Lake Balaton will receive international visitors when the Tiimiakatemia's "Circus Group members" arrive. Team entrepreneurs across Europe, i.e. from France, Spain, and England and, of course, Debrecenistä and Budapest are coming. The theme of the Global Meeting is simply "The Power of teams"!

The teams will challenge each other in the most arduous tasks in which subjects are innovation, marketing and management. Will we see the teams in a rowing race on Lake Balaton?

The mayor of the Global Conference Village is coach Péter Tasi, who has signalled that the event will be opened by the Finnish Ambassador in Hungary Pasi Tuominen



TIIMIAKATEMIA CONTINUES TO PROVIDE NEW GRADUATED ENTREPRENEURS

Tiimiakatemia of JAMK University of Applied Sciences produces more and more young entrepreneurs

According to the latest research of Board of Education, as much as 43 per cent of Team Academy students continue or start as entrepreneurs after their studies.

The differences of entrepreneurial enthusiasm to other educational institutions are enormous, as the average rating amongst the business management students of the whole country is only 3.5%.

"We can help Europe to reduce youth unemployment. This is one of the three reasons for performing the biggest team entrepreneur invasion in history into Europe."

TIIMI AKATEMIA

Teampreneurs 1. Global Meeting

In Keszthely on the Balaton Hungary 7.-9.5.2014

Wednesday 7th of May

Theme for the day: Wrapping up the key learnings of the Journey

- 12.00-13.45 **Arrival** to the camp
- 13.45-14.15 **Opening** the Camp
- Surprise, surprise
- Opening Speech by the Ambassador Pasi Tuominen
- 14.15-15.15 Time to **wrap-up the journey**
- prepare the story of the journey (visits, network, emerged new business ideas) (video, becha kucha, poster...)
prepare 1 minute pitching in order to market your journey
- 15.15-18.00 Organizing **the Bazar**
Starting with the pitching, 1 minute each
- Participants selects the bazar where they want to participate
- 2 to 3 bazar rounds -> half an hour each
- 18.00 Dinner
- 19.00 **Campfire**
- special program by NJL

Thursday 8th of May

Theme for the day: How do we do International business?

- 8.00-9.00 Breakfast
- 9.00-9.30 **Morning Start:** Tiimiakatemia Budapest prepares the experience
- 9.00-15.00 **Orientation and brief** to the glocal blasting business challenges
- Case 1
- Case 2
- Case 3
- 12.00-12.45 Lunch
- 15.30-16.30 Glocal Business Challenges
- **presentations** (process still open)
- 18.00 The Blasting starts by **Dinner**
- dresscode relax business
- 19.00 **Glocal Blasting program starts**
- Debrechen teampreneurs presentations
- Price-giving
- Skiffle Band of coaches show

Friday 9th of May

Theme of Day: Wrapping up the Camp

- 08.30- 09.30 Breakfast
- 09.30-10.30 Motorola: **Transwalk: Motorola + how I have changed**
- 10.00-11.00 **Closing ceremony**
- Pikku Pete's speech
- 12.00-13.00 Lunch and **let's go home**

Additional information:

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