



Teampreneurship from Finland!

jamk

University of
Applied Sciences

LET'S CO-CREATE THE FUTURE OF LEARNING

Are you interested in developing your institution's pedagogy to better foster community, collaboration, and entrepreneurship? Would you like to strengthen your educators' skills as team coaches?

WE WOULD BE HAPPY TO LEARN WITH YOU

Tiimiakatemia's vision is to co-create a more sustainable world through responsible teampreneurship. We are ready to share over 30 years of experience from the Tiimiakatemia model including both our learnings and our mistakes. Together we can build best practices that create real value to learners, institutions, and society at large.



Tiimiakatemia is the perfect setting for those who want to drive their growth with determination and passion guided by dedicated coaches, inspired peers, and a community that thrives on making real-world impact.



**Interested?
Let's talk more!**

Tapu Holttinen
Team Coach
tapu.holttinen@jamk.fi
+358 50 5411 753

Tiimiakatemia
by jamk

Coaching Programmes -

For Transformative Team Learning and Teampreneurship

Our coaching programmes are co-designed to fit each participant's learning needs, resources, and current context ensuring a tailored and impactful experience.

SHIFT

A New Way of Learning and Leading

This coaching program supports educational institutions in developing their curriculum, structures, and teaching practices so that meaningful team learning and teampreneurship become a lasting part of everyday education.

Together, we can co-create sustainable change that empowers learners, strengthens educators, and transforms your institution into a true learning organization.

IGNITE

The Team Coaching Journey

This coaching program offers an inspiring collaborative journey where participants not only deepen their understanding of team learning and learning-by-doing but also grow as confident team coaches equipped with practical tools to bring these pedagogies to life and create lasting impact in their own contexts.

Together, we can ignite change and shape the future of learning through collaboration.

RAW

Radical Acts of Teampreneurship

This coaching program invites participants to co-create a learning model that sparks teampreneurship, adopt practical tools that support entrepreneurial initiatives, and strengthen their pedagogical skills as entrepreneurship coaches.

Together, we build the mindset and methods needed to inspire entrepreneurial learning and sustainable impact.

Learning Journey Programme

Come and learn how to create sustainable team driven business and bold teampreneurs. Experience the everyday life of teampreneurs and team coaches, gain fresh inspiration for your own work, and explore new ideas for developing your institution. Along the way, you'll also immerse yourself in Finnish culture and the beauty of our nature—making your journey both a professional and personal adventure.

“As a participant in the week-long Team Academy at Jamk training, I experienced exceptional hospitality and commitment from the organizers, which was accompanied by the coaches' extensive knowledge of business development processes and their coaching experience. As a result, the organizers created a unique and conducive atmosphere for learning.

A particularly valuable experience was learning about the innovative approach to teaching teampreneurship. This is a highly creative and well-thought-out way of engaging students, building their independence, responsibility, and determination in developing new business ideas.

Thanks to this training, I also gained new perspectives on designing innovative study programs that meet the expectations of the younger generation. Furthermore, my participation in the TA Jamk training inspired me to implement the gained knowledge during classes with my students, which has directly translated into teaching quality.”

Krzysztof Borodako

Professor

Krakow University of Economics, Institute of Management



”

Collaborating with Tiimiakatemia has been an absolute pleasure. What impressed us most was finding such committed, kind, and knowledgeable people who make working together enjoyable no matter how challenging the task or how long the hours. The team's dedication and positive attitude create an environment where even the most demanding projects feel manageable and rewarding.

Mar Rubio-Varas

Prof. at the Department of Economics & Research Fellow at the Institute for Advanced Research in Business and Economics (INARBE) Universidad Publica de Navarra (Spain)

TEAMIT+



”

It has been a great pleasure and honour to work with Tiimiakatemia colleagues in the TEAMIT+ project. I already knew that their values were very aligned with ours at MTA but working directly with Tapu and Anu has reminded me of the importance of honesty, efficiency, professionalism and friendliness to make for a perfect working partnership.

Maria Gray

Mondragon Team

Academy/Mondragon Unibertsitatea



New Ideas Through Collaboration

| Co-creating solutions that matter to you

A LIVING LAB FOR INNOVATION AND IMPACT

New ideas can be tested, refined, and brought to market faster through our unique learn-by-doing environment. We create together hands-on and result-driven approach that create real value.

SUSTAINABLE SOLUTIONS – BETTER WORLD

We are committed to being your partner in co-creating impactful, sustainable solutions on the international stage.

LONG-TERM RELATIONSHIP BUILDING

We aim for partnerships that extend beyond a single project, developing networks and trust for future ventures.



”

We believe in fostering new businesses and fresh beginnings that bring lasting value to society. At the heart of our work is a commitment to responsibility, in how we learn, lead, and create together.

Anu Manner
Head Coach
Tiimiakatemia by Jamk

OUR ALUMNI STORIES



”

The greatest gift I received from Tiimiakatemia was the skill of learning how to learn. It's amazing to have the chance to grow as an entrepreneur and test your limits in a relatively low-risk environment. At Tiimiakatemia, I found my co-founder and my very first teammates. Joining Tiimiakatemia was without a doubt the best investment of my life in an entrepreneurial lifestyle.

Pretty cool that instead of lectures you can run a real business and read exactly the business books that interest you—and immediately apply what you learn in practice. Even after graduation, Tiimiakatemia's network has opened many professional doors for me, which I have found extremely valuable.

Elias “Mäksä” Mäkinen
Alumni & Co-founder, Entrepreneur
Höyrymedia Oy



”

Tiimiakatemia provided an excellent environment for starting our own company, as we genuinely had the time to dive deep into learning entrepreneurship. The support we received in launching the business was invaluable. After Tiimiakatemia, we continued as entrepreneurs with Ekolla.

Nella Manninen and Moona Sarlin
Alumni & Entrepreneurs
Smooth Sunday Oy

”

The impact of Tiimiakatemia on my personality, values, and overall understanding of life has been significant. I consider myself successful, because thanks to Tiimiakatemia I have dared to pursue even my biggest dreams.

Suvi Widgrén
Alumni & Entrepreneur
Rekka Group Oy



”

The foundation for Brancoy Oy's success and growth was built during my time at Tiimiakatemia. The company gained excellent opportunities through the business networks established during studies. Thanks to our professional skills and open-minded work, the business and customer networks we built at Tiimiakatemia became the source of our future business partners.

Samuli Ala-Kasari
Alumni & CEO, Entrepreneur
Brancoy Oy



This is **TIIMIAKATEMIA**

| Environment where Future Teampreneurs, bold teams and real impact grow

Jamk's Tiimiakatemia is a pioneering institution in teampreneurship, lifelong learning, and developing the skills required in working life.

Tiimiakatemia's learning theory is a practical example of applying the learning by creating method in practice. Studies at Tiimiakatemia last for 3.5 years, after which graduates receive a Bachelor of Business Administration degree.

The extent of the degree is 210 ECTS credits, and it qualifies students for further studies in master's programs in higher education. At Tiimiakatemia by Jamk, we are coaching the growth of young change makers, nurturing them into bold, team-oriented entrepreneurs.

TIIMIAKATEMIA IN NUMBERS

300+

business projects
yearly

34%

continue as
entrepreneurs

500k

euros yearly
revenue

2000+

books every
year

135

enthusiastic
teampreneurs

6

team coaches

FOLLOW @TIIMIAKATEMIA ON

 **INSTAGRAM**

 **TIKTOK**



The Tiimiakatemia Model in a Nutshell

LEARNING BY DOING

We believe that the best way to learn business is to do business. Every student is a teampreneur in co-operatives, working on real projects that create actual value for customers. Theory is always connected to practice, ensuring knowledge sticks and skills grow.

TEAM LEARNING

Students learn in self-managed teams of 15–18 members, where they share responsibilities, make decisions collectively, and support each other's growth. The team becomes both a learning environment and a business unit.



”

Each team sets its own standard for performance. An ambitious team lifts all its members toward better achievements, reaching for both individual and collective excellence. A well-functioning team builds a shared understanding that hard work, ambition, and common inspiration lead to the best results.

Iiris Honkola
Team leader
Co-operative Bluumi

”

This journey requires a great deal of learning, but the most important thing is to enjoy the process. Each new thing reveals how much there is still to learn, and that is exactly what makes the journey valuable. Every problem solved brings excitement and motivation to keep moving forward.

Eetu Niskanen
Teampreneur in Liekkas,
Entrepreneur of Rafter
Toolbelt Company



COACHING INSTEAD OF TEACHING

Instead of traditional lectures, experienced coaches guide the teams. The coach's role is to challenge, inspire, and help teams set and reach their own learning and business goals. You read 14 business books yearly to develop your understanding in business and life.

REAL BUSINESS ENVIRONMENT

Teams and individuals set goals from revenue to personal growth. Skills are built in real client projects, creating the networks and entrepreneurial mindset to start a business during studies or after graduation.

THEORY AND RESEARCH

The Reading program helps teampreneurs gain knowledge from books, articles, and other sources and immediately apply it to real projects. Thesis offers valuable insights and develops professional expertise.

Creative Reinvented Institute of Higher Education

| Fuel for Creativity

Jamk University of Applied Sciences is a solution-oriented higher education institution, delivering rapid impact through education, applied research, and development services. Tiimiakatemia by Jamk offers a globally recognized model of team entrepreneurship, where learning happens through real business projects in self-directed teams. This approach fosters entrepreneurial mindset, leadership, and collaboration – all essential skills in today's fast-changing work environments.

We are your global partner whether you want to develop individuals in your organisation or an entire education system. Furthermore, Jamk is an excellent partner in academic staff and student mobility.

9500+

students from
over 85 countries

1300+

international
degree students

300+

exchange
students

~500

partners in over
60 countries



Interested? Let's talk more!

Head of Global Education Services

Matti Hirsilä

matti.hirsila@jamk.fi

+358 405215 637

Team Coach

Tapu Holttinen

tapu.holtтинен@jamk.fi

+358 50 5411 753

”

*We hope our coaching
programmes have
inspired you to explore
new possibilities with us.*

Tapu Holttinen

Team Coach

Jamk School of Business

