Hive Helsinki

Building a revolutionary coding school

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CEO, @HiveHelsinki
@drussilahg

Susanna Ollila
Senior Service Designer,
Kuudes #kuudes
@susannaou

4. A glimpse into the school

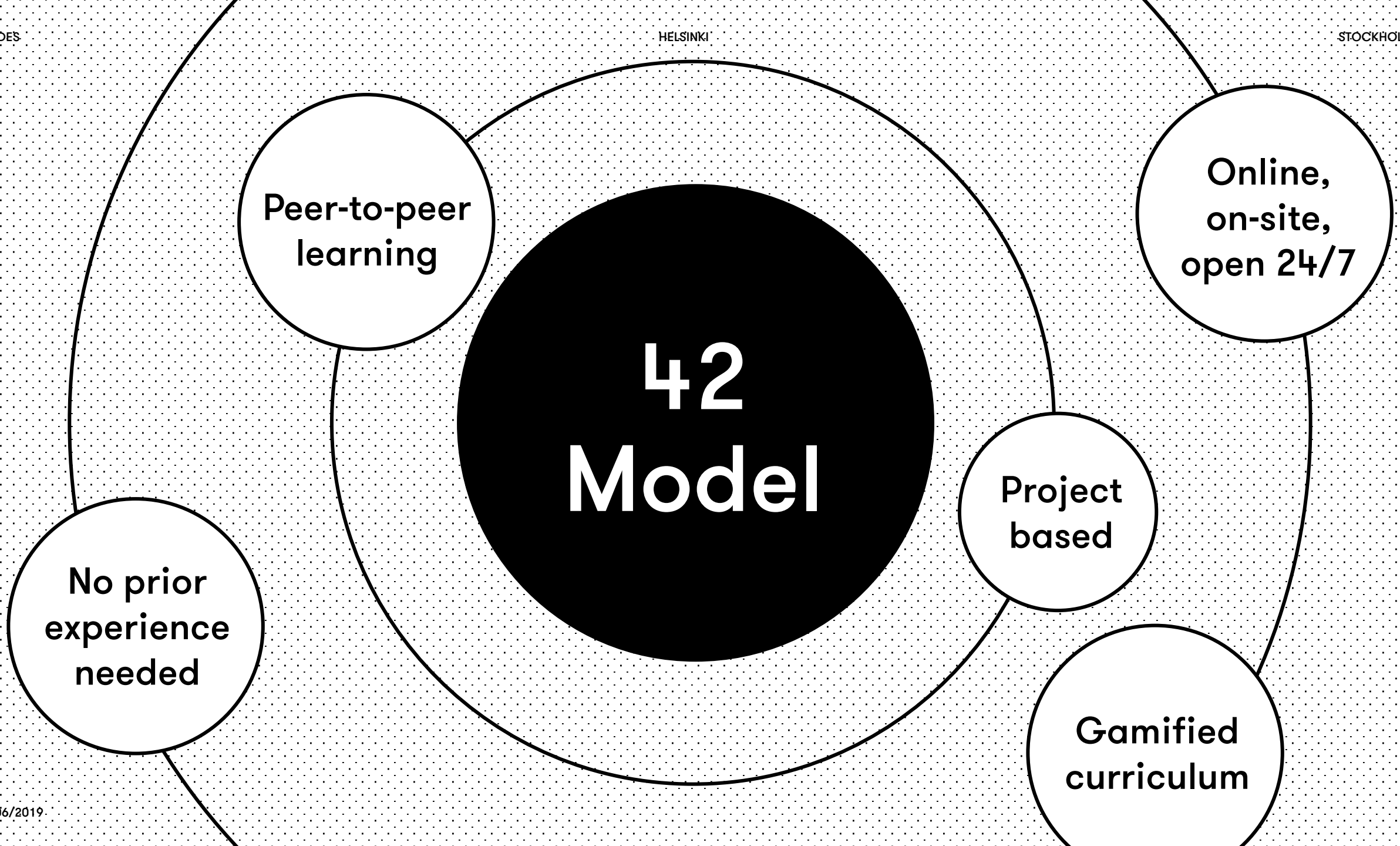
3. Launch and impact

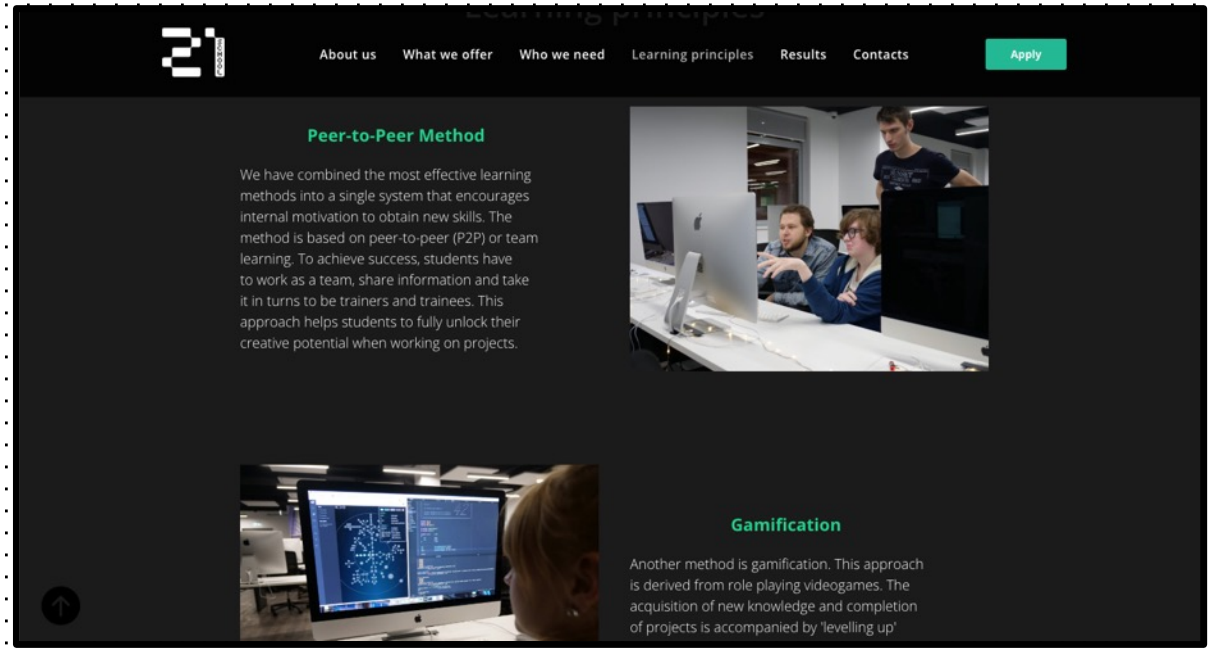
2. Design process

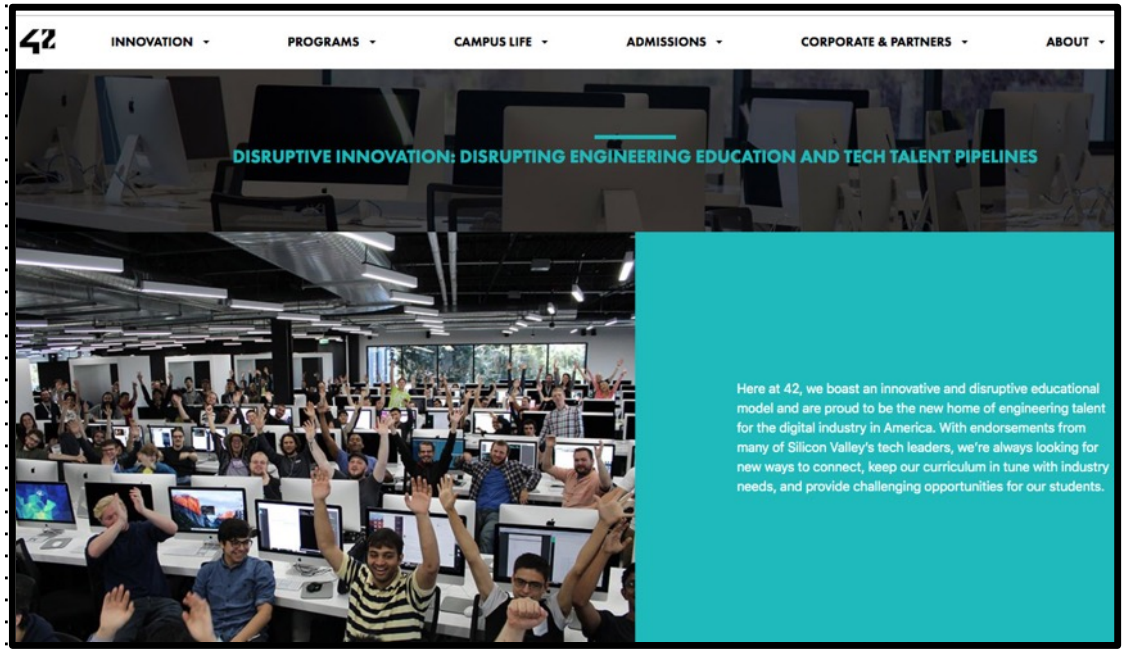
1. Where did it all start?

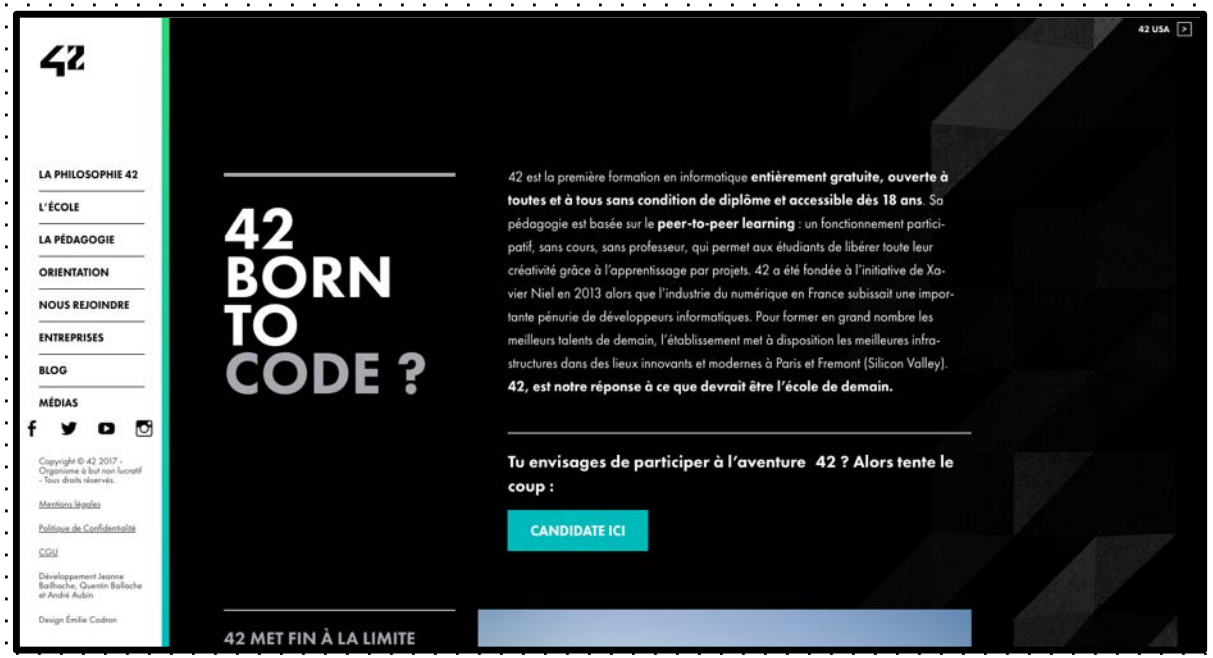
By 2025, Finland will face a shortage of 25,000 programmers_

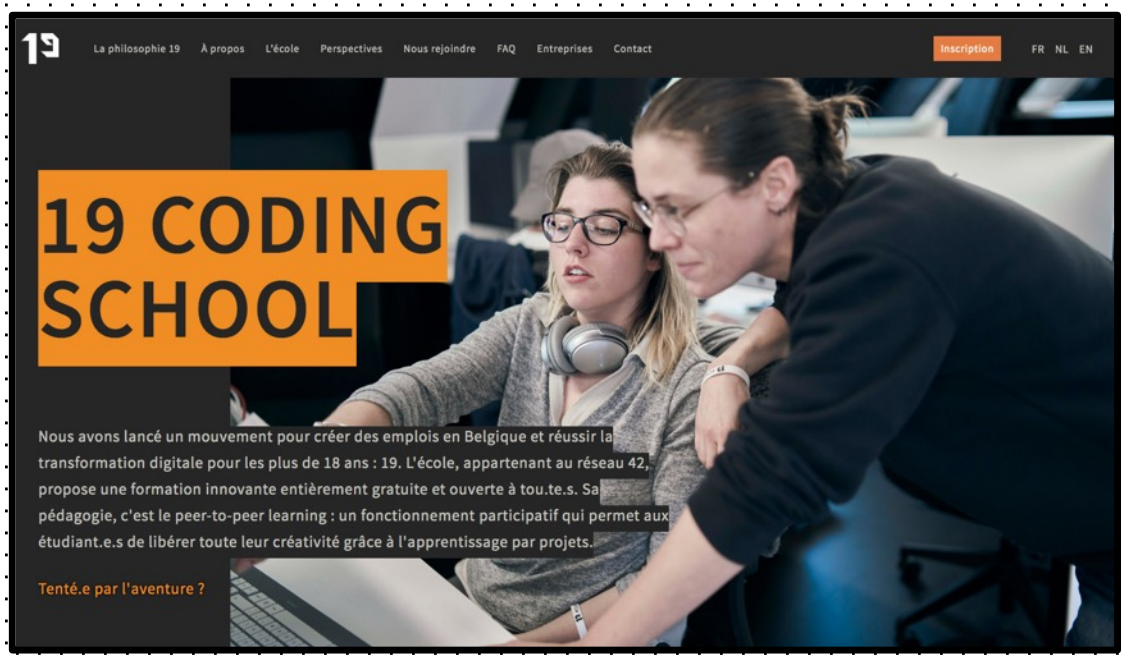
...But it's not just about quantity.


Peer-to-peer learning
Online, on-site, open 24/7
42 Model
No prior experience needed
Project based
Gamified curriculum


About us
What we offer
Who we need
Learning principles
Results
Contacts
Apply
Peer-to-Peer Method
We have combined the most effective learning methods into a single system that encourages internal motivation to obtain new skills. The method is based on peer-to-peer (P2P) or team learning. To achieve success, students have to work as a team, share information and take it in turns to be trainers and trainees. This approach helps students to fully unlock their creative potential when working on projects.
Gamification
Another method is gamification. This approach is derived from role playing videogames. The acquisition of new knowledge and completion of projects is accompanied by 'levelling up'


INNOVATION
PROGRAMS
CAMPUS LIFE
ADMISSIONS
CORPORATE & PARTNERS
ABOUT
DISRUPTIVE INNOVATION: DISRUPTING ENGINEERING EDUCATION AND TECH TALENT PIPELINES
Here at 42, we boast an innovative and disruptive educational model and are proud to be the new home of engineering talent for the digital industry in America. With endorsements from many of Silicon Valley's tech leaders, we're always looking for new ways to connect, keep our curriculum in tune with industry needs, and provide challenging opportunities for our students.


42 USA
LA PHILOSOPHIE 42
L'ÉCOLE
LA PÉDAGOGIE
ORIENTATION
NOUS REJOINDRE
ENTREPRISES
BLOG
MÉDIAS
Copyright © 42 2017 - Organisme à but non lucratif - Tous droits réservés.
Mentions légales
Politique de Confidentialité
CGU
Développement Jeanne Balbache, Quentin Ballache et André Aubin
Design Émilie Codron
42 BORN TO CODE ?
42 est la première formation en informatique entièrement gratuite, ouverte à toutes et à tous sans condition de diplôme et accessible dès 18 ans. Sa pédagogie est basée sur le peer-to-peer learning : un fonctionnement participatif, sans cours, sans professeur, qui permet aux étudiants de libérer toute leur créativité grâce à l'apprentissage par projets. 42 a été fondée à l'initiative de Xavier Niel en 2013 alors que l'industrie du numérique en France subissait une importante pénurie de développeurs informatiques. Pour former en grand nombre les meilleurs talents de demain, l'établissement met à disposition les meilleures infrastructures dans des lieux innovants et modernes à Paris et Fremont (Silicon Valley). 42, est notre réponse à ce que devrait être l'école de demain.
Tu envisages de participer à l'aventure 42 ? Alors tente le coup :
CANDIDATE ICI
42 MET FIN À LA LIMITE


La philosophie 19
À propos
L'école
Perspectives
Nous rejoindre
FAQ
Entreprises
Contact
Inscription
FR NL EN
19 CODING SCHOOL
Nous avons lancé un mouvement pour créer des emplois en Belgique et réussir la transformation digitale pour les plus de 18 ans : 19. L'école, appartenant au réseau 42, propose une formation innovante entièrement gratuite et ouverte à tou.te.s. Sa pédagogie, c'est le peer-to-peer learning : un fonctionnement participatif qui permet aux étudiant.e.s de libérer toute leur créativité grâce à l'apprentissage par projets.
Tenté.e par l'aventure ?

From: Drussila Hollanda
Date: Wednesday, 17 January 2018 at 13.40

Subject: Request for Proposal

Hi,

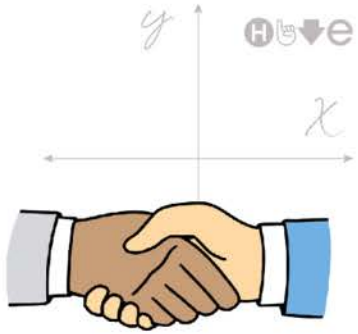
My name is Drussila Hollanda and I am a Game Lead at Supercell. We have kicked off a massive project this year and we are looking for a brand agency that feels passionate about it as much as we do.

Best,
Drussila

One Kuudes team from insight to design

1. INSIGHT

Interviews with students
Interviews with opinnoin leaders
Benchmarks

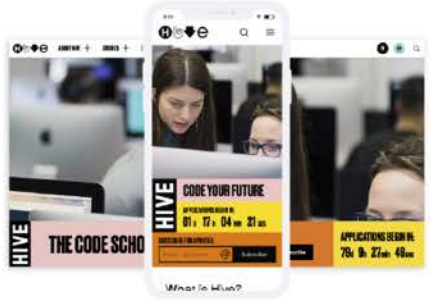


2. POSITIONING

2 workshops with the client
Name suggestions

3. VISUAL IDENTITY

3 identity lines
Illustration style
Image style



4. DIGITAL DESIGN

Wireframe
Content (English and Finnish)
Visualization of website
Briefing and commenting Siilis work

5. SPATIAL DESIGN

Layouts
Mood / look and feel
Interior design
3D images
Technical drawings and specifications
Graphic elements in space

Interior architect
Digital designer
Service designer
Copywriter
Strategist
Project manager
Graphic designer
Interior architects
Service designer
Graphic designer

Insight + Design

INTERVIEWS:

21 Students,
Short contextual

10 Opinion leaders,
in-depth

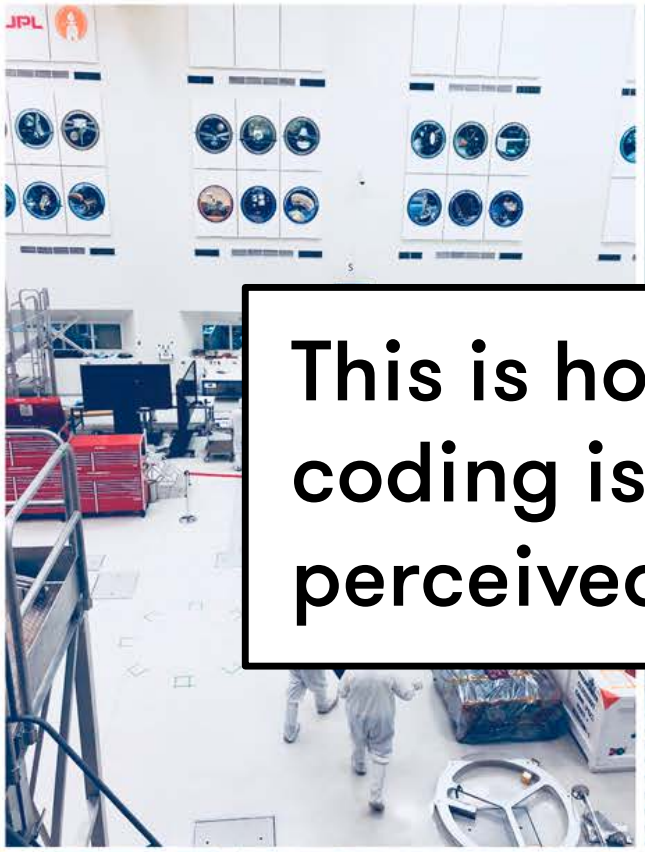
25 coders,
questionnaire
respondents

Trend benchmarks:
Higher educatino sector,
Tech & Design industry

RESULTS:

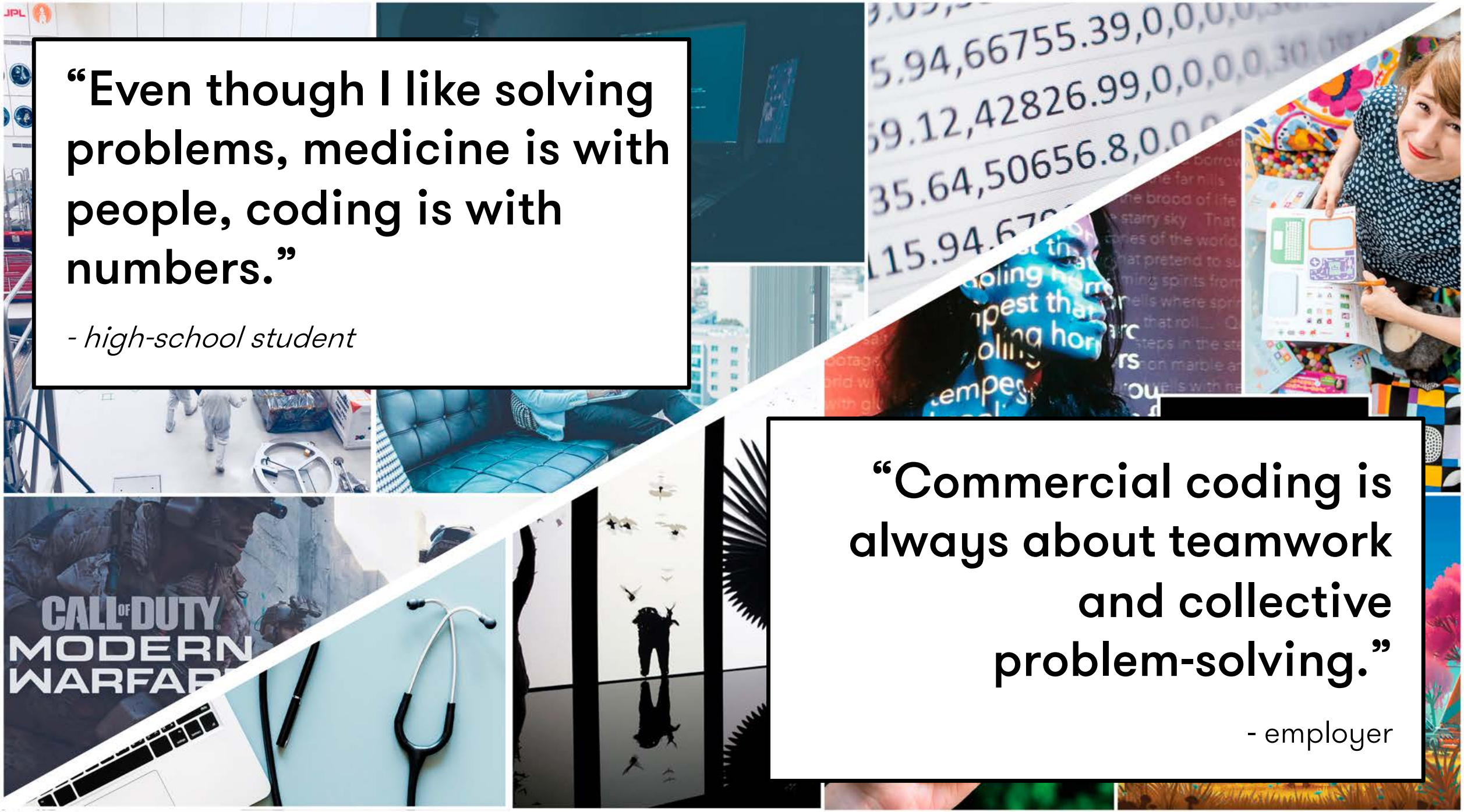
4 TARGET PROFILES

INSIGHT SUMMARY REPORT



This is how coding is perceived:

This is how coding is perceived:
...but coding is also this
CALL OF DUTY
MODERN
HELSINKI


“Even though I like solving problems, medicine is with people, coding is with numbers.”
- high-school student
“Commercial coding is always about teamwork and collective problem-solving.”
- employer
CALL OF DUTY
MODERN

Key Insights

1. Demystify coding
2. Call for visionary thinkers
3. Learning by doing
4. The Nordic oddity of Helsinki

"Computer science could be a part of any degree or profession. Coders are needed everywhere."

Linda Liukas

Coding as a mentality

Born to code mentality.

THE DEDICATED

Want to experience a new culture.

THE EXPLORERS

Passionate about their own thing

Changing their profession, deep knowledge in a topic.

the Shifters

Open to new

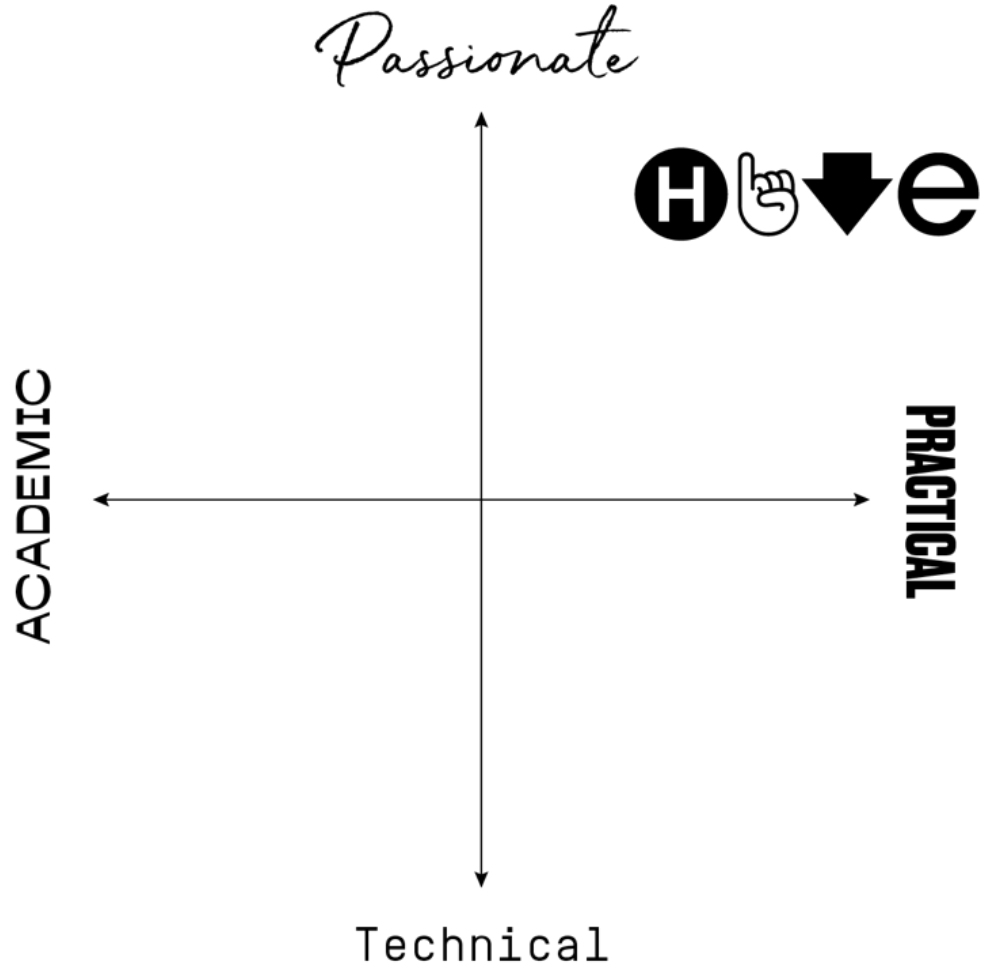
Talented individuals who might not even have considered coding.

the Creative & Capable

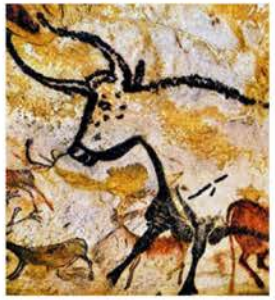
Coding as a means

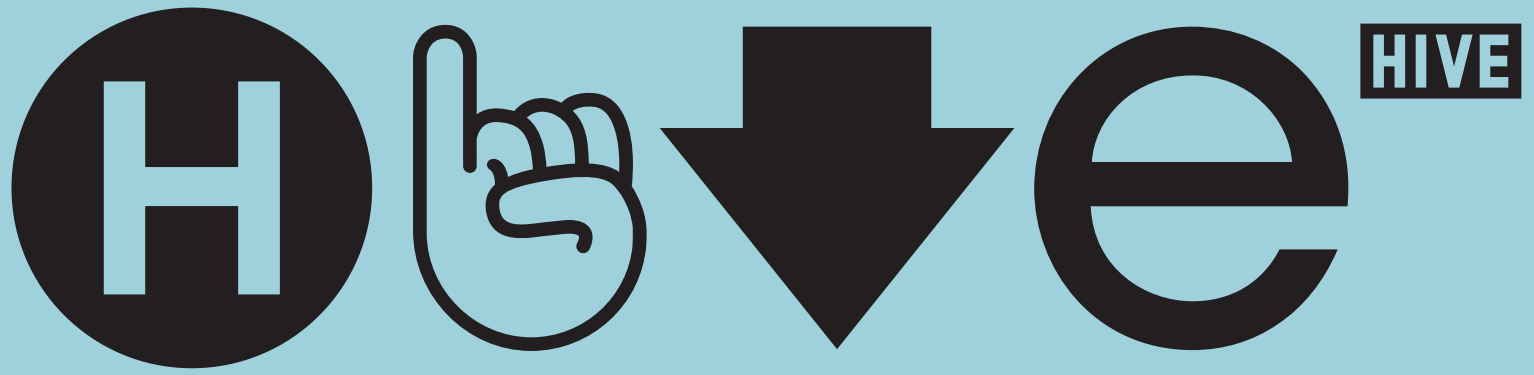
We champion coding as the global language that unites us as a diverse and inclusive community.

We believe code is the essential ingredient for fulfilling your potential, creativity and innovation.



Chronology of ‘code’





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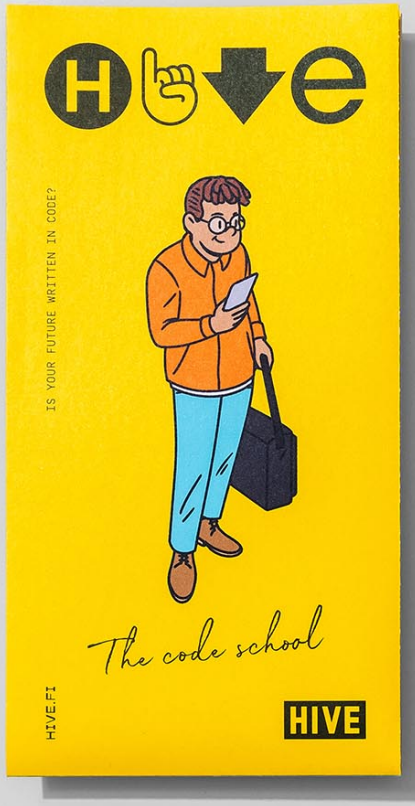
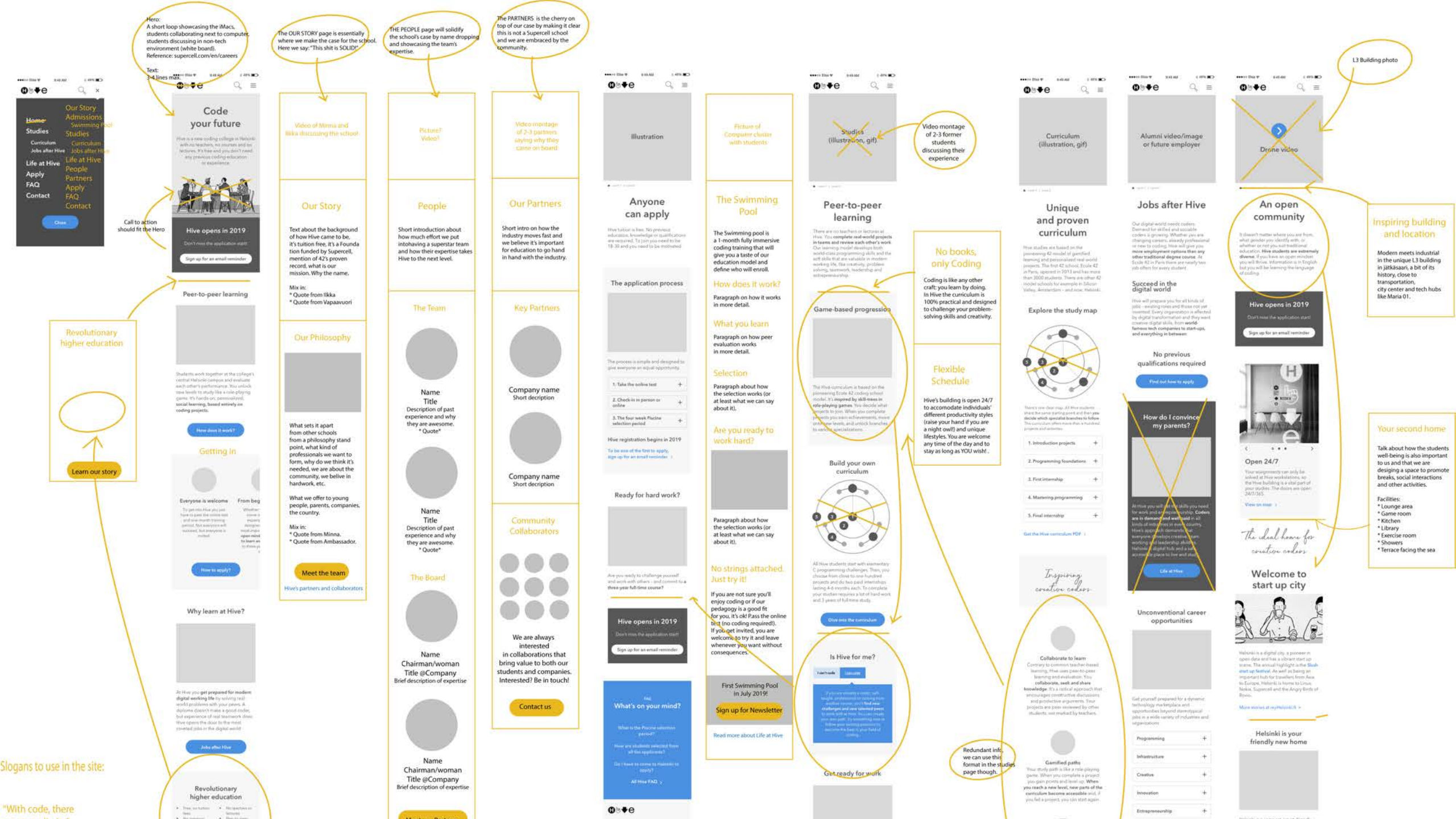
KUUDES

HELSINKI

STOCKHOLM




Hero:
A short loop showcasing the iMacs, students collaborating next to computer, students discussing in non-tech environment (white board).
Reference: supercell.com/en/careers
Text:
3-4 lines max.
The OUR STORY page is essentially where we make the case for the school. Here we say: "This shit is SOLID!"
THE PEOPLE page will solidify the school's case by name dropping and showcasing the team's expertise.
The PARTNERS is the cherry on top of our case by making it clear this is not a Supercell school and we are embraced by the community.
Video montage of former students discussing their experience
L3 Building photo
Call to action should fit the Hero
Revolutionary higher education
Learn our story
Inspiring building and location
Modern meets industrial in the unique L3 building in jätkäsaari, a bit of its history, close to transportation, city center and tech hubs like Maria 01.
Your second home
Talk about how the students well-being is also important to us and that we are desiging a space to promote breaks, social interactions and other activities.
Facilities:
* Lounge area
* Game room
* Kitchen
* Library
* Exercise room
* Showers
* Terrace facing the sea
Slogans to use in the site:
"With code, there
Redundant info, we can use this format in the studies page though.
Home
Studies
Curriculum
Jobs after Hive
Life at Hive
Apply
FAQ
Contact
Our Story
Admissions
Swimming Pool
Studies
Curriculum
Jobs after Hive
Life at Hive
People
Partners
Apply
FAQ
Contact
Close
Code your future
Hive is a new coding college in Helsinki with no teachers, no courses and no lectures. It's free and you don't need any previous coding education or experience.
Hive opens in 2019
Don't miss the application start!
Sign up for an email reminder
Video of Minna and Ilkka discussing the school
Picture? Video?
Video montage of 2-3 partners saying why they came on board
Our Story
Text about the background of how Hive came to be, it's tuition free, it's a Founda tion funded by Supercell, mention of 42's proven record, what is our mission. Why the name.
Mix in:
* Quote from Ilkka
* Quote from Vapaavuori
People
Short introduction about how much effort we put intohaving a superstar team and how their expertise takes Hive to the next level.
Our Partners
Short intro on how the industry moves fast and we believe it's important for education to go hand in hand with the industry.
Our Philosophy
What sets it apart from other schools from a philosophy stand point, what kind of professionals we want to form, why do we think it's needed, we are about the community, we belive in hardwork, etc.
What we offer to young people, parents, companies, the country.
Mix in:
* Quote from Minna.
* Quote from Ambassador.
Meet the team
Hive's partners and collaborators
The Team
Name
Title
Description of past experience and why they are awesome.
* Quote*
Name
Title
Description of past experience and why they are awesome.
* Quote*
The Board
Name
Chairman/woman
Title @Company
Brief description of expertise
Name
Chairman/woman
Title @Company
Brief description of expertise
Key Partners
Company name
Short decription
Company name
Short decription
Community Collaborators
We are always interested in collaborations that bring value to both our students and companies. Interested? Be in touch!
Contact us
Peer-to-peer learning
How does it work?
Getting in
Everyone is welcome
From beg
How to apply?
Why learn at Hive?
Jobs after Hive
Revolutionary higher education
Illustration
Anyone can apply
The application process
1. Take the online test
2. Check-in in person or online
3. The four week Piscine selection period
Hive registration begins in 2019
Ready for hard work?
Hive opens in 2019
Don't miss the application start!
Sign up for an email reminder
What's on your mind?
All Hive FAQ
Picture of Computer cluster with students
The Swimming Pool
The Swimming pool is a 1-month fully immersive coding training that will give you a taste of our education model and define who will enroll.
How does it work?
Paragraph on how it works in more detail.
What you learn
Paragraph on how peer evaluation works in more detail.
Selection
Paragraph about how the selection works (or at least what we can say about it).
Are you ready to work hard?
Paragraph about how the selection works (or at least what we can say about it).
No strings attached. Just try it!
If you are not sure you'll enjoy coding or if our pedagogy is a good fit for you, it's ok! Pass the online test (no coding required!). If you get invited, you are welcome to try it and leave whenever you want without consequences.
First Swimming Pool in July 2019!
Sign up for Newsletter
Read more about Life at Hive
Studies (illustration, gif)
Peer-to-peer learning
Game-based progression
Build your own curriculum
Give axis the curriculum
Is Hive for me?
Get ready for work
No books, only Coding
Coding is like any other craft: you learn by doing. In Hive the curriculum is 100% practical and designed to challenge your problem-solving skills and creativity.
Flexible Schedule
Hive's building is open 24/7 to accomodate individuals' different productivity styles (raise your hand if you are a night owl!) and unique lifestyles. You are welcome any time of the day and to stay as long as YOU wish! .
Curriculum (illustration, gif)
Unique and proven curriculum
Explore the study map
1. Introduction projects
2. Programming foundations
3. First internship
4. Mastering programming
5. Final internship
Get the Hive curriculum PDF
Inspiring creative coders
Collaborate to learn
Gamified paths
Alumni video/image or future employer
Jobs after Hive
Succeed in the digital world
No previous qualifications required
Find out how to apply
How do I convince my parents?
Life at Hive
Unconventional career opportunities
Programming
Infrastructure
Creative
Innovation
Entrepreneurship
Drone video
An open community
Hive opens in 2019
Don't miss the application start!
Sign up for an email reminder
Open 24/7
View on map
The ideal home for creative coders
Welcome to start up city
Helsinki is your friendly new home

ABOUT HIVE + STUDIES + CAMPUS HOW TO APPLY + FAQ CONTACT

FI EN

Home → Studies

A new kind of education

Hive offers a 3-year higher-education level program based on collaborative project-based learning. It is unique and designed for creative and motivated individuals who have problem-solving skills and an open-mind.

PEER-TO-PEER LEARNING

OUR MODEL REMOVES THE TEACHER IN FAVOR OF COLLABORATIVE LEARNING BETWEEN STUDENTS.

Through teamwork, students have to seek and share knowledge, solve

PROJECT-BASED

CODING IS LIKE A YOU LEARN BY DOI

At Hive, instead of of theory that migh

Learning

+ **What is "42"?**

Ecole 42 is a French private tuition-free coding school founded in 2013 by French entrepreneur, Xavier Niel. With a disruptive peer-to-peer education model and philosophy, 42 has achieved great results (100% of well-employed graduates). Due to their success, 42 opened a campus in Silicon Valley in 2016. Other schools around the world have partnered with 42 to offer their program. Hive Helsinki is 42's first partner school in the Nordics.

+ **Why are there no teachers?**

learning" mean?

d learning" mean?

lity of my projects?

d in the school?

e any activities?

e over a traditional college or university?

like Hive Helsinki?

+

+

Peer-to-peer project-based learning

There are no teachers or classes at Hive. Instead, students work on coding projects together at the Helsinki campus. Students seek and share knowledge through teamwork, while solving real-world problems and supporting each other along the way.

How does it work?

THE TEAM

Home → About Hive

A New Kind of Education

Through revolutionary collaborative learning, Hive pledges to train the next generation of world-class coders. We want to give the youth of today the tools to solve problems of tomorrow.

Our Story

Hive is a new kind of coding school in Helsinki, based on the revolutionary education model of the French school École 42.

Founded in 2013 by tech entrepreneur and visionary Xavier Niel, 42 disrupted education by building a school without the traditional teacher-student model, focusing on peer-to-peer collaboration, problem-

Impact

SLUSH 5.12.2019

”The great coder challenge and how to solve it”

HBL ≡ MENY NYHETER LIVSSTIL OPINION KULTUR SPORT E-TIDNINGEN

KODNING

Supercell grundar kodarskola i Helsingfors

STT INFO Tiedotteet Tilaa tiedotteita Julkaisijat Tietoa palvelusta Lähetä tiedote

OHJELMISTO E-BUSINESS FINLAND

Slushissa julkistettu Hive-koodauskoulu alleviivaa muutoksen tärkeyttä: ”Ohjelmistoala yhä merkittävämmäksi! Suomi pääsee Piilaakson ja Pariisin kanssa ansaitsemaansa joukkoon”, iloitsee Ohjelmisto- ja e-business ry:n toimitusjohtaja Rasmus Roiha

5.12.2018 11:41 | Ohjelmisto- ja e-business ry

Jaa

Supercellin hieno uutinen on erittäin myönteinen käänne niin ohjelmistoalalle kuin koko Suomellekin. ”Olemme itse olleet käynnistämässä suurta muutosta ohjelmistoalalla ja tervehdimme ilolla kaikkia uusia avauksia, jotka edistävät suomalaista ohjelmistoalan osaamista. Näillä keinoilla Suomi voi todellakin nousta johtavaksi ohjelmisto-osaajien kansakunnaksi maailmalla”, Roiha painottaa.

Kauppalehti ≡ UUTISET PÖRSSI YRITYKSET JOHTAMINEN OPTIO TOIMITILAT

Supercell perustaa koodarikoulun: esikuva on ”Tylypahkan ja Matrixin sekoitus”

5.12.2018 13:13 | päivitetty 5.12.2018 13:13 SLUSH DIGITALOUS TAPAHTUMAT YRITTÄMINEN TYÖELÄMÄ

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Supercell opening new coding school (without teachers or classes)

UPDATE: Hive Helsinki addresses concerns over ageism after limiting applications to 18 to 30-year-olds

ORIGINAL STORY 6/12/2018: Clash of Clans developer Supercell has launched a new initiative

James Batchelor
UK Editor

TECHNOLOGY NEWS DECEMBER 5, 2018 / 2:10 PM / 2 MONTHS AGO

Finnish game maker Supercell launches free coding school to combat labor shortage

Kaupunki

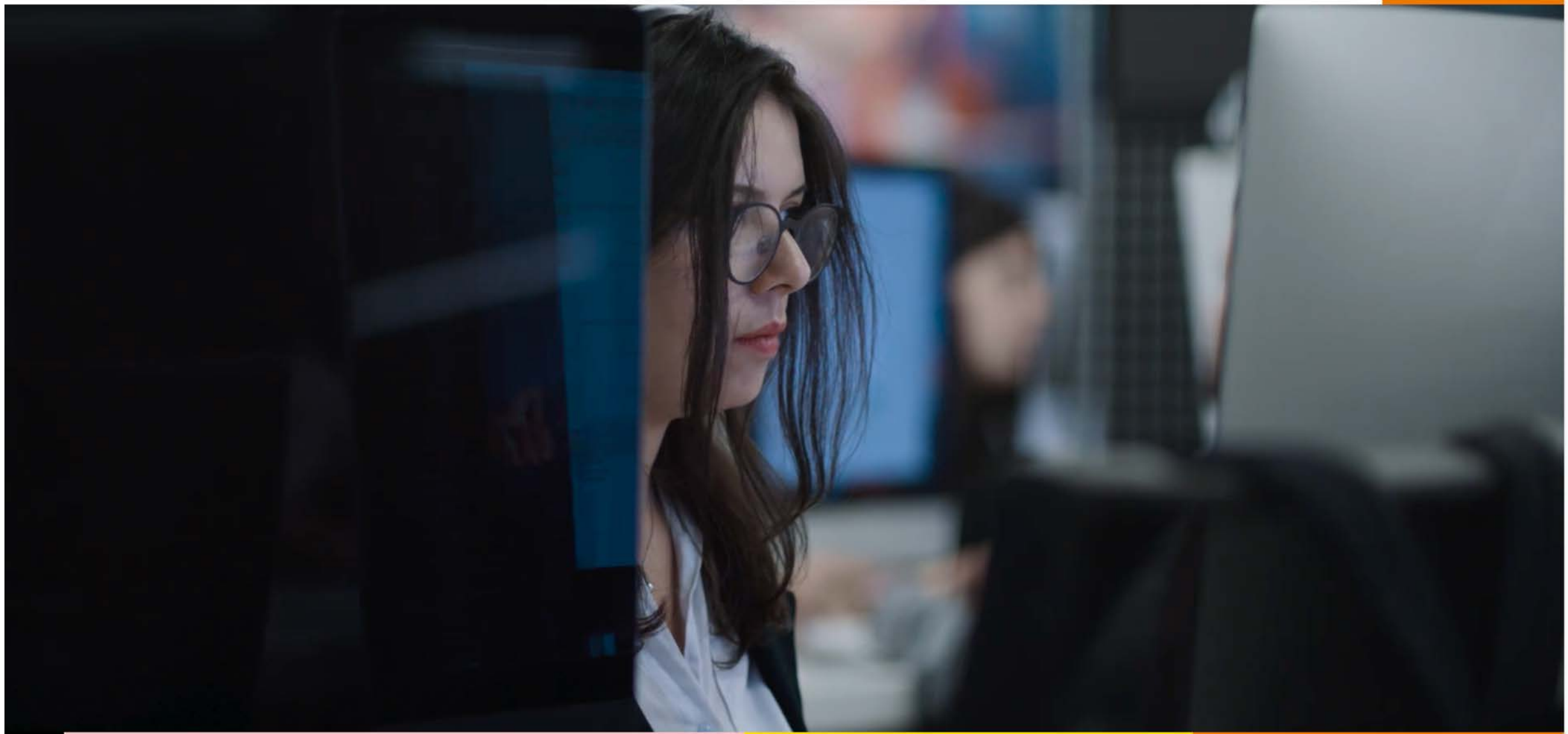
Peliyhtiö Supercell perustaa Helsinkiin koodauskoulun – ”Ollaan oltu superonnekkaita”, Ilkka Paananen selittää miljoonien eurojen lahjoitusta

Ohjelmointi levittäytyy kaikille yhteiskunnan eri osa-alueille, joten lahjakkaista koodareista on Suomessa jatkuva pula. Helsingin koulun mallina toimii ilmiöksi noussut Pariisin koodauskoulu. Ensimmäinen vuosikurssi aloittaa ensi kesänä.

Talouselämä Uutiset Analyysit Yrityskaupat TE500 Lehti Työ & Ura Uutiskirje Podca

Supercell perustaa koulun: Ei opettajia tai oppikirjoja – näin voit päästä opiskelemaan koodariksi

Photo source: Miltton

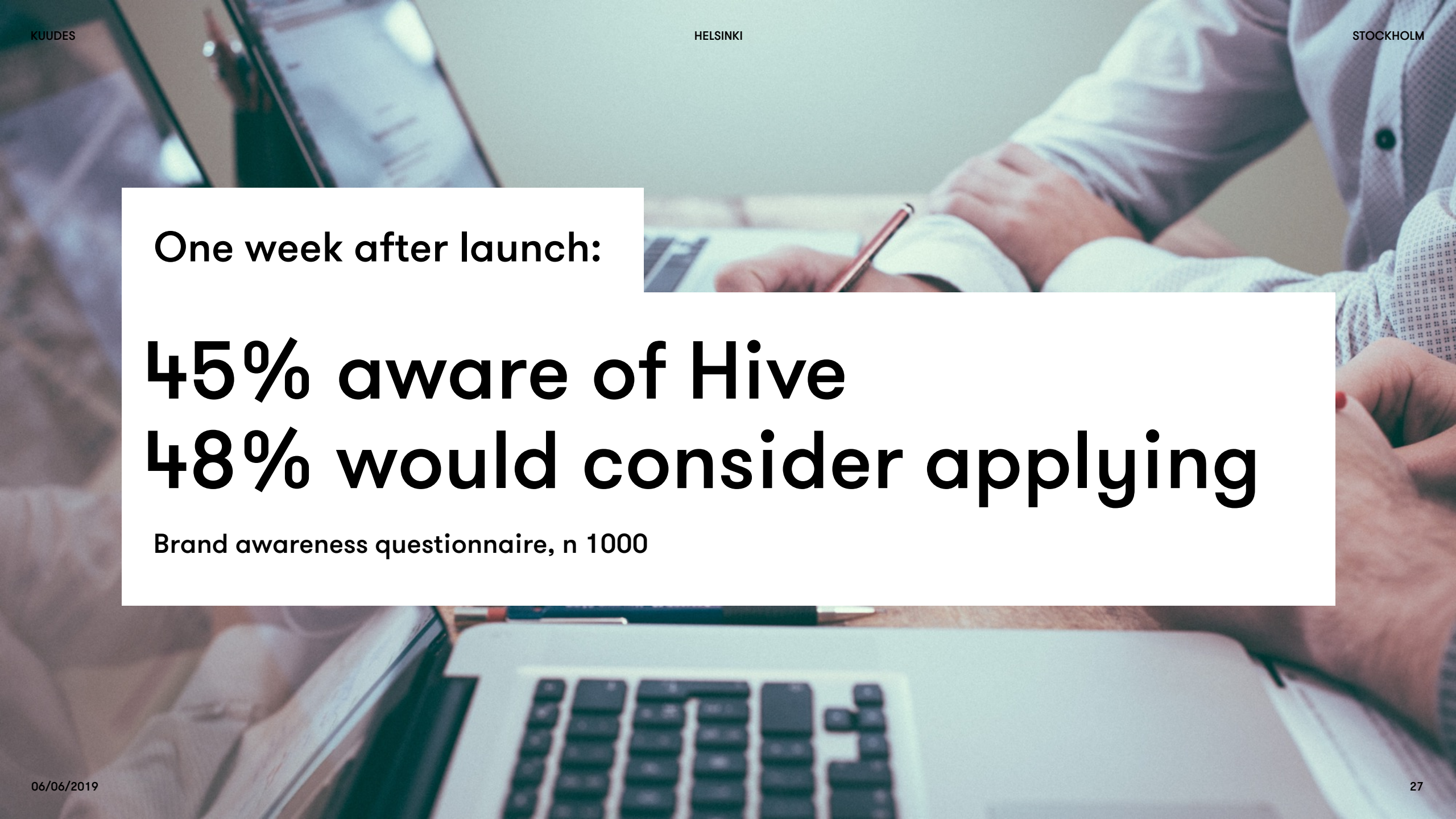


HIVE

CODE YOUR FUTURE

FIRST SELECTION IN JULY:
37D 21H 3MIN 11SEC

APPLY NOW →



One week after launch:

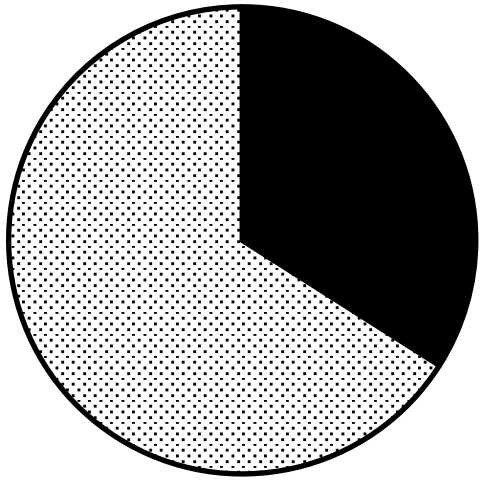
45% aware of Hive
48% would consider applying

Brand awareness questionnaire, n 1000

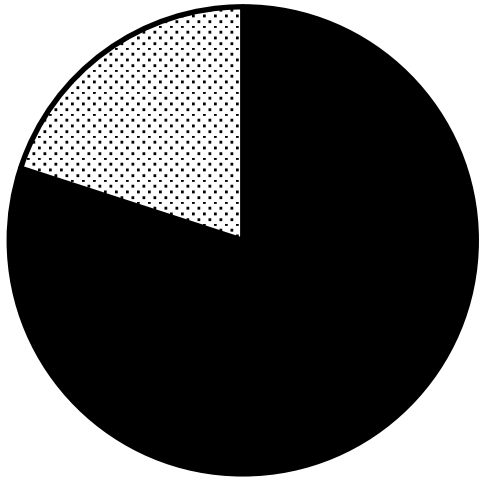
To date:

9000 applicants > online test
2792 applicants passed

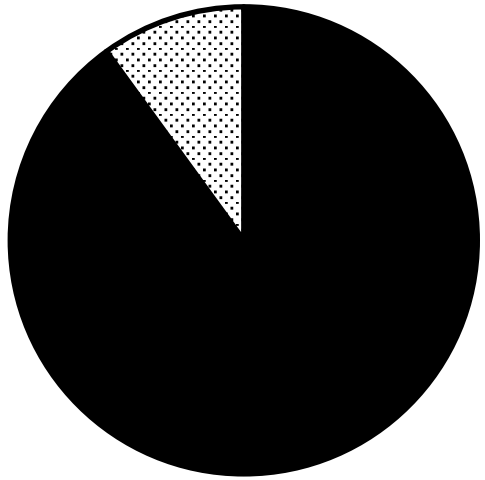
Hive applicants:



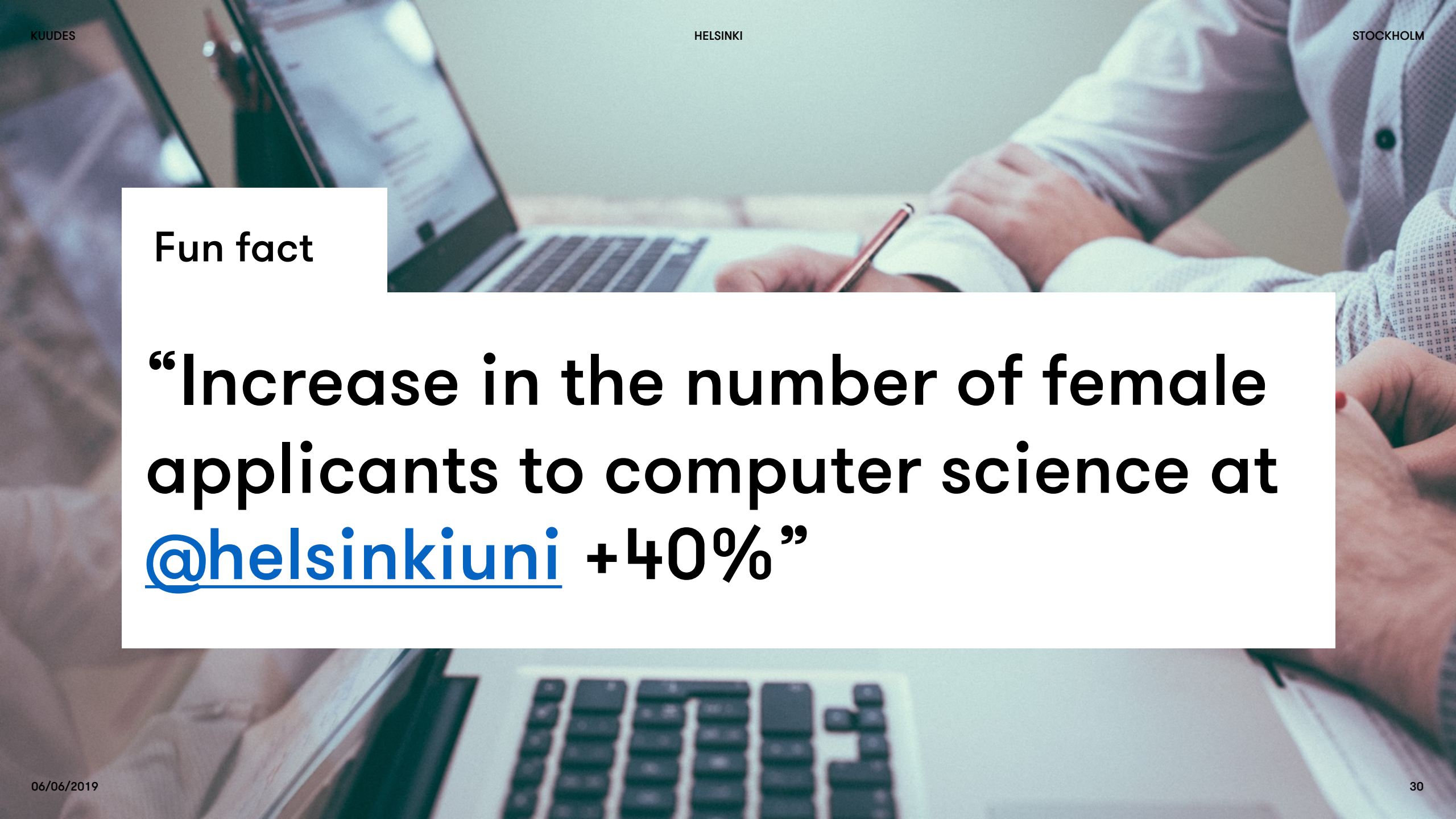
■ Female ⊡ Male



■ Age 18-30 ⊡ Age 30+



■ Finland ⊡ International



Fun fact

“Increase in the number of female applicants to computer science at @helsinkiuni +40%”

Koodauskoulu Hiven visuaalinen identiteetti

Identiteetti

Hive Helsinki on uudenlainen vertaisoppimiseen perustuva koodauskoulu. Määritimm koululle syvälliseen kohderyhmäymmärrykseen perustuvan brändiposition ja suunnittelimme sitä kommunikoivan visuaalisen identiteetin. Hive on maailmanluoka koodauskoulu, joka houkuttelee opiskelijoiksi lahjakkuuksia kaikilta elämänalueilta.

Palkintoperusteet:

Empaattinen ja tulevaisuuteen uskova humaani kokonaisuus, joka rikkoo hienosti toimialan konventiot. Inspiroiva, positiivinen ja hyvin kasassa pysyvä runsaudensarvi.

Työhön osallistuneet henkilöt / tahot

SUUNNITTELUTOIMISTO / DESIGN AGENCY
Kuudes

ASIAKAS / CLIENT
Supercell

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Hive has had a lot of attention within the 42 school network.

“How did you make it happen?”

We are learning as we go.

A glimpse into the school

- ✓ Playful
- ✓ Second home
- ✓ Collective
- ✓ Constant change

SERIAL #: <BLANK>
PURPOSE: <BLANK>
WELCOME TO HIVE

KAIK
CHLOÉ

And the journey continues...

Hive Helsinki
@HiveHelsinki

Following

Congratulations to our first ever 360 swimmers! We are extremely excited to meet you all this summer! If you got a place, you should have received an email with an invitation to come and present yourself at the school before the Piscine to confirm your spot.

11:24 AM - 2 Jun 2019

3 Retweets **60** Likes

4 3 60

Thank you for listening! High five for Hive! :)

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KIITOS!

@kuudeskerros @kuudes #kuudes