



EUROPEAN[☆] INNOVATION ACADEMY

Discover Digital ways for 10x Business Growth

Executive Innovation 4.0 Masterclass

12 July 2018

Via Nizza 230, Turin

About the Executive Innovation 4.0 Masterclass

The Digital Innovation Masterclass is a 1-day course for ambitious small and medium size companies that gives a full-spectrum overview of the innovation process and practical tools to master innovation in Your company. Opportunity to network with other participants and industry experts from Silicon Valley.

Program Takeaways:

- Understand the nature of ambition and innovation portfolio design, business model innovation, digitalization, innovative organizational culture from a B2B perspective.
- Be equipped with real-life business experiences and opportunities presented by the industry experts from Silicon Valley and Europe.
- Know latest methods of innovation management from the top entrepreneurial universities including Stanford, UC Berkeley, MIT and Harvard Business School.



Day Program – July 12th

Moderator of the Event:



Rick Rasmussen

Industry Fellow and Faculty Member, UC Berkeley

10:00 - 10:10

WELCOME

Welcoming Words



Vincenzo Ilotte

Presidente della Camera di commercio di Torino

10:10 - 11:30

KEYNOTE

Innovation Portfolio & Industry 4.0

The age of digitalization creates unique opportunities for B2B businesses. This course elaborates on how manufacturing industry could learn from global digital leaders to select and achieve their business ambitions through transforming their innovation portfolio.



Alar Kolk

President, European Innovation Academy

11:30 - 11:50

COFFEE BREAK

11:50 - 12:35

KEYNOTE

Grow Product Value 10x

Key to business success lies in creating solutions that match customer's needs. Moving from product-centric approach to client-centric discovery hence product to service innovation.



Muyesser Taqi-Eddin

Co-founder & International Marketing Consultant
Innovation Catalysts Institute

12:35 - 13:30

KEYNOTE

Business Model Innovation

The concept of Innovation often creates confusion and ambiguity for businesses. The Business Model Innovation provides an actionable model to implement innovation in Your company.



Yrjö Ojasaar

Investment Partner, Change Ventures

13:30 - 15:00

LUNCH

15:00 - 15:45

KEYNOTE

Go Global with Digitalization

Find opportunities to grow Your business on international markets. Explore different B2B strategies of market expansion through digital business models for sustainable growth.



Lars Trunin

Product Manager, TransferWise

15:45 - 16:30

KEYNOTE

Innovation Culture. Change in SMEs.

Successful innovation means consistent implementation of innovation techniques. This is only possible when people in your company share the same values and innovation mindset. The course discusses the techniques of building an innovation-focused business culture.



Robert Neivert

Venture Partner, 500 Startups

16:30 - 17:00

FIRESIDE CHAT

Unlocking business opportunities with Artificial Intelligence



Martin Omander

Program Manager, Google



Alar Kolk

President, European Innovation Academy

17:00 - 17:15

CONCLUSION & WRAP-UP

17:15 - 19:00

RECEPTION & NETWORKING

About European Innovation Academy

European Innovation Academy has become a recognized leader in tech entrepreneurship education. Our non-profit, educational programs are developed through joint partnerships with professionals from the world's top institutions; to include Stanford University, U.C. Berkeley, and Google.

www.inacademy.eu

“ This training will help you to find the new opportunities to grow your business and provide you inspiration and tools that a traditional company needs to know in a modern age of digitalization. Use this chance to explore new business potential and network with the experienced international entrepreneurs. ”



Vincenzo Ilotte

Presidente della Camera
di commercio di Torino

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