

Innovation Bootcamp Program Outline

	Day 1	Day 2	Day 3	Day 4	Day 5
9.00	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast
9.30	Opening Address Overview of the Program	2 nd Vantage Point: Service <ul style="list-style-type: none"> From products to solutions Making quality objective: specification of quality parameters Differentiation through quality parameters Price premium based on intangibles Competition and innovation on service 	3 rd Vantage Point: Practice <ul style="list-style-type: none"> Systematic response to a range of situations? Market segmentation Generalist vs. niche approach Category management Competition and innovation on practice 	Time slot for sponsored content, e.g. keynote	5 th Vantage Point Identity <ul style="list-style-type: none"> Separation of the role from the activity Identity as the cornerstone of concept, practice, service, and quality Importance of brand and story-telling Competition and innovation on identity
10.00	1 st Vantage Point: Quality <ul style="list-style-type: none"> What is quality? Competition and innovation on quality 			4 th Vantage Point Concept <ul style="list-style-type: none"> Awareness of context Conceptual thinking From perception of quality to perception of value Value co-creation Competition and innovation on concept 	
11.00	Break	Break	Break	Break	Break
11.15	Problem specification: interview the client, validate assumptions, summarize the essence of the problem(s), identify existing alternatives	Reflection: What is your Unfair Advantage?	Reflection: Who are your target customers? How do you optimally serve them?	Co-creation with the Customer: Enriching the Idea. Distillation of the Unique Value Proposition	Launch Stage <ul style="list-style-type: none"> From entrepreneurship to leadership Sustainable growth of the organization
12.00	Lunch	Lunch	Lunch	Lunch	Lunch
13.00	Presentation of problems	Review of Reflection	Review of Reflection	Co-creation continued	"Market Launch" – a role playing game representing different stakeholders
13.30	Ideation Stage <ul style="list-style-type: none"> Idea does not equal innovation Good ideas, and bad Introduction to the Lean Canvas 	Development Stage <ul style="list-style-type: none"> From the idea to sustainable strategic advantage Viability of innovations 	Evaluation Stage <ul style="list-style-type: none"> Testing the idea against the practical demands of implementation Scalability and return of innovations 	Idea Pitching Contest	
14.30	Break	Break	Break	Break	Break
14.45	Brainstorming Exercise	World Café: Development of Ideas	Peer Evaluations of Ideas; To pivot or not to pivot?	Idea Pitching Contest	Closing Plenary
15.45	Activity			Break	
16.00	Initial Idea Pitches	Time slot for sponsored content, e.g. case presentation	Elaboration Stage <ul style="list-style-type: none"> From inspiration to perspiration Business design Business plan 	Expert Panel Feedback and Coaching	The Bootcamp Ends
			16:45: Break		
17.00	Break	Break	Lean Canvas Exercise: Cost Structure, Revenue Streams, Channels, Key Metrics	Break	
17.15	Initial Idea Pitches	Harvest time		Networking Fair: Speed Networking, Mingling	
18.15	Break				
19.00	Dinner	Dinner	Dinner	20.00: Gala Dinner and Prize Award	
			Exercise continued as homework		