

WORKSHOP AGENDA

W2:Entrepreneurial (Innovation)
Processes & Practices

Thursday, 15 September, 10:00 » 16:00
- Q101, Väre

IF NOT

US

THEN

IF

WHO,

NOW

THEN

WHEN

THEME: ENTREPRENEURIAL (INNOVATION) PROCESSES AND PRACTICES

W2-15 September, Thursday, 10:00 - 16:00

AGENDA

Morning Session

- **Overview of the Document:** Value Proposition Canvas (MyCourses-CE&D Wk.2. Day 2.Document No: 2.2.1.
- **Workshop: Teamwork (Discuss, speculate and prepare your briefs)**
 - Why did you choose these companies as your case?
(What was your motivation?)
 - How your case companies utilize the design thinking strategically?
(Keywords: Partnering, synergies..)
 - Is there any evidence to indicate the type(s) of innovation they have?
(Keyword: 10 types of innovation)
 - What are your case companies proposing as a value?
(Keyword: Value proposition canvas).
- **Team Briefings (7 teams)**

Documentation in free format – (e.g., min1-max5 pages) to be uploaded on MyCourses platform **until 7pm.**

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Afternoon Session

- **Overview of the Documents:**
 - Sources and Streams of Insight & Ideas (MyCourses-CE&D Wk.2. Day 2.Document No: 2.2.2)
 - Business Model Canvas (MyCourses-CE&D Wk.1. Day 2.Document No: 1)
- **Workshop: Teamwork (Discuss, speculate and prepare your briefs)**
 - What are the sources, structures and insights of the innovation processes/practices of your case companies.
 - What could be the alternative source, structure or insight for your case companies to build their innovation processes on?
(Keywords: Frustration, contradiction, coincidence).
- **Team Briefings (7 teams)**

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