



INNOVATION AGENTS TRAINING

28/8
/18

Czech Institute of Informatics, Robotics and Cybernetics (CIIRC), Jugoslávských partyzánů 1580/3, 160 00 Prague 6, Dejvice

SIC in cooperation with Czech Institute of Informatics, Robotics and Cybernetics invite you to the workshop Innovation Agents Training By Mrs. **TERESA QUINTANA RODRIGUEZ**, Director of Innovation Center for the Acceleration of Economic Development of the Ministry of Innovation, Science and Technology of Jalisco, Mexico.

Participants

- Entrepreneurs: how to innovate in your business model.
- Government: how to promote and encourage an innovation ecosystem.
- Academy: train human resources according to the needs of the employer.
- Research centers: how commercialize research's results.

PROGRAM

09:30

Coffee/Tea

13:15

**Innovation strategy
Concept Validation**

10:00

Session Introduction

- Introduction to session and objectives, by SIC and SICyT (Ministry of Innovation, Science and Technology of Jalisco)

- How to manage expectations
- 10 types of innovation
- How to scope ambitions & goals
- Where & how to find test users
- Feature (value analysis)
- Experimentation tools (B2B & B2C)

10:15

**Introduction and explaining
of Jalisco's ecosystem
innovation**

- Presenting the Jalisco context (Ministry of Innovation, Science and Technology of Jalisco)

14:00

Business modelling

11:00

Innovation strategy

- People & innovation mindset: pitfalls
- What makes a strong innovator?
- Resources & assets needed

14:45

Break

12:00

Break

15:15

Business modelling

- Startups vs Corporates (options)
- Market segmentation (early adopters)
- Testing of pricing assumptions
- Finding Ballpark figures

16:00

Wrap up

- Roundtable review and discussion



Středočeský kraj



NÁRODNÍ CENTRUM
PRŮMYSLU 4.0



EVROPSKÁ UNIE
Evropské strukturální a investiční fondy
Operační program Výzkum, vývoj a vzdělávání

