

SIC in cooperation with Czech Institute of Informatics, Robotics and Cybernetics invite you to the workshop

INNOVATION AGENTS TRAINING

Date: 28th August, 9:30 – 17:00

Location: Czech Institute of Informatics, Robotics and Cybernetics (CIIRC)

Jugoslávských partyzánů 1580/3, 160 00 Prague 6, Dejvice

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.

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WORKSHOP PROGRAMME

Time	Concept	Content
START 09:30	Coffee/Tea	
10:00- 10:15	Session Introduction	<ul style="list-style-type: none"> • Introduction to session and objectives, by SIC and SICyT (Ministry of Innovation, Science and Technology of Jalisco)
10:15- 11:00	Introduction and explaining of Jalisco's ecosystem innovation	<ul style="list-style-type: none"> • Presenting the Jalisco context (Ministry of Innovation, Science and Technology of Jalisco)
11:00- 12:00	Innovation strategy	<ul style="list-style-type: none"> • People & innovation mindset: pitfalls • What makes a strong innovator? • Resources & assets needed
12:00- 13:15	Break	

13:15-14:00	Innovation strategy Concept Validation	<ul style="list-style-type: none"> • 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)
14:00-14:45	Business modelling	<ul style="list-style-type: none"> • Revenue model options • Pricing tactics (experiments) • Value perception of features • How to benchmark (competitors)
14:45-15:15	Break	
15:15-16:00	Business modelling	<ul style="list-style-type: none"> • Startups vs Corporates (options) • Market segmentation (early adopters) • Testing of pricing assumptions • Finding Ballpark figures
16:00-17:00	Wrap up	<ul style="list-style-type: none"> • Roundtable review and discussion

LANGUAGE

The workshop sessions and relevant reference materials and literature will be in English language.



EVROPSKÁ UNIE
Evropské strukturální a investiční fondy
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