

Draft copy for web for Open Innovation and Corporate Entrepreneurship

Corporate Entrepreneurship and Open Innovation: Creating New Businesses Based on Open Innovation

The Open Innovation and Corporate Entrepreneurship Program is designed for corporate and start-up entrepreneurs and focuses on entrepreneurship, intrapreneurship and corporate venturing, and new product- new market combinations.

Dates

February 25-29, 2008

Who Should Attend

Corporate and start-up entrepreneurs, R&D, IP, Business Development, New Product Marketing.

Description

Identifying new customer segments and creating new markets within established business units and traditional corporate environments can be a daunting task. Almost all established companies recognize the strategic importance of innovation, intrapreneurship, corporate venturing and the creation of new markets. However, many large companies have failed to realize the anticipated growth they need to remain significant global players. They all face the difficult task of launching and professionalizing new business development initiatives in a world that is becoming more open to innovation.

Led by two of the top faculty from Haas School of Business, Hank Chesbrough and Jerry Engel will take participants through the fundamentals of Open Innovation as applied to developing new venturing options for global corporations. Participants will be given the opportunity to develop and refine their business case, which will be evaluated during the last day of the course.

Program objectives include:

- How to organize and leverage the corporate setting to start and grow new businesses
- How to generate successful corporate start-ups in an Open Innovation setting
- How to use new business development and corporate venturing as a tool in strategy-making processes and corporate transformations
- How to grow start-ups including:
 - Starting the venture
 - Marketing, sales and financials
 - Setting up a business plan
 - Building a team
 - Creating new opportunities for innovation
 - Negotiating deals with technology providers
 - Leadership

Why Take this Program

This course will provide insight into the key aspects of entrepreneurships, intrapreneurship and corporate venturing. The combination of world-class teaching and business case development will strengthen participants new business development and venturing abilities as well as “elevator pitch” skills.

Course Schedule

Monday, Feb 25	Principle of Open Innovation <ul style="list-style-type: none"> <input type="checkbox"/> The changing context of industrial innovation <input type="checkbox"/> Open Innovation <input type="checkbox"/> The business model <input type="checkbox"/> Innovating your business model <input type="checkbox"/> Innovating beyond the business model <input type="checkbox"/> The Innovation Toolkit
Tuesday, Feb 26	Open Innovation in Practice <ul style="list-style-type: none"> <input type="checkbox"/> Moving innovation from the outside in <input type="checkbox"/> Utilizing intermediaries to identify outside opportunities <input type="checkbox"/> Moving innovation from the inside out <input type="checkbox"/> Corporate venturing <input type="checkbox"/> Corporate venture capital
Wednesday, Feb 27	Creating Corporate Ventures <ul style="list-style-type: none"> <input type="checkbox"/> Venture with outside startups <input type="checkbox"/> Incubating new startups <input type="checkbox"/> The business plan- what it is and isn't <input type="checkbox"/> Common pitfalls of corporate venturing <input type="checkbox"/> Opportunity recognition
Thursday, Feb 28	Collaborating with Startups <ul style="list-style-type: none"> <input type="checkbox"/> Understanding the financing of startups <input type="checkbox"/> Influence points <input type="checkbox"/> Aligning incentives and business models with startups <input type="checkbox"/> Common pitfalls and mistakes <input type="checkbox"/> Do's and don'ts of collaboration
Friday, Feb 29	Presentations of Corporate Entrepreneurship Projects <ul style="list-style-type: none"> <input type="checkbox"/> Managing the feedback loop <input type="checkbox"/> Prioritizing key risk factors <input type="checkbox"/> Identifying the next steps <input type="checkbox"/> Building commitment inside the company (how to sell)

Pricing

\$5850 for the 5-day session. Accommodation not included.