

Innovation Days Greece

Department of Economics, University of Thessaly

1st floor Entrepreneurship Lab

Georgiou Kartali 72, Volos, Greece

4 November 2019

09:30 — 19:00

AGENDA

TIME	TOPIC	PRESENTER
09:00 – 09:30	Registration and Coffee	
09:30 – 09:35	Welcome	Ass. Professor Yeoryios Stamboulis, University of Thessaly
09:35 – 09:45	EIT Health RIS HUB Introduction	Georgios Megas, EKT
09:45– 13:30	<p>Innovation Management Masterclass (Part A)</p> <p>This intensive course details a unique and powerful approach to integrate business and technology, to match product strategy to market dynamics, and capture market value in the face of evolving markets, technologies and consumer demand.</p> <p>Key topics and takeaways:</p> <ul style="list-style-type: none"> ● Introduction to developing a successful technology and product strategy ● Introduction to Disciplined Entrepreneurship (DE): MIT's systematic 24-Step methodology for Innovation-Driven Entrepreneurship (IDE) ● Deep dive into Disciplined Entrepreneurship (DE) (<i>"to be continued"</i>) 	Dr. Fotis Filippopoulos Curious Inc.

13:30 – 14:00	Launch Break	
14:00 – 17:00	Innovation Management Masterclass (Part B) Key topics and takeaways: <ul style="list-style-type: none"> • Deep dive into Disciplined Entrepreneurship (DE) <i>(Continued)</i> • Commercialisation strategies for technology entrepreneurs • Applying the DE framework in your project • Presenting and communicating your innovation with influence. The MIT specs and presentation guidelines for the 10-slide pitch deck. • Team project kick-off 	Dr. Fotis Filippopoulos Curious Inc.
17:00 – 18:00	Team Pitching Calibration & short presentations	Student Teams
18:00 – 18:30	Pitch decks evaluation and selection	Georgios Megas, Ass. Prof. Yeoryios Stamboulis, Dr. Fotis Filippopoulos, Angelos Angelidis, Ms. Yola Fragkou, Ms. Stella Vaina
18:30	Closing of iDays 2019	

Note to participants:

The course instructor will cover the material rapidly. The required material for your projects is embedded in the course's slide decks. The course instructor has curated the content that is most relevant and convenient for this class, it's time-frame and objectives. In-class participation is expected.

Event Organiser:

National Documentation Center (EIT Health HUB Greece) & the Innovation and Entrepreneurship Unit of the University of Thessaly

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