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Open Innovation Academy of

DGIST |



SOItmC 2018 Summer School

"Activating Open Innovation Business Model Design Compass"

*(There might be some changes in reality)

Date Venue

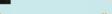
Oct. 22(Monday) ~ 28(Sunday), 2018

"Hotel Elisabetta", Via Pozzano 18, 80053 Castellammare Di Stabia, Italy.

+39 0818026072; info@elisabettahotel.com







Prof. Dr. JinHyo Joseph Yun: Founder of SOltmC, EIC of JOltmC Prof. Dr. Yuri Sadoi: Professor of MeiJo University, Japan

Prof. Dr. Valentina Della Corte: Professor of University of Naples Federico $\mathbb I$, Italy Prof. Dr. Giovanni Schiuma: Professor of Basilicata, Italy

Prof. Dr. KyungBae Park: Professor of Sangji University, Korea

Prof. Dr. Xiaofei Zhao: Professor of OI Academy of SOltmC & DGIST, Korea

Prof. Dr. Giovanna Del Gaudio: Professor of Ol Academy of SoltmC, Italy



Basic Textbook

Yun JinHyo Joseph (2017) **Business Model Design Compass:** Open Innovation Funnel to Schumpeterian New Combination

Business Model Developing Circle: London: Springer Press.

SOltmC Open Innovation Academy

Supporting DGIST

University of Naples Federico II Hotel Elisabetta

Lecturering

Date	Time	Program	Lecturer	
October 22th	10:00-12:00 am	Learning Open Innovation Business Model Design Compass	JinHyo Joseph Yun	
	12:00-14:00 pm	Lunch		
	14:00-15:30 pm	Activating Open Innovation Business Model Design Compass	Giovanni Schiuma	
	15:30-16:00 pm	Tea Time		
	16:00-17:30 pm	Open Innovation Business Model Design Compass Case study (Electronic Bicycle BM field research 1)	Giovanna Del Gaudio & KyungBae Park	
October 23th	10:00-12:00 am	Learning Customer Open Innovation Business Model Design Compass	JinHyo Joseph Yun	
	12:00-14:00 pm	Lunch		
	14:00-15:30 pm	Activating Customer Open Innovation Business Model Design Compass	Valentina Della Corte	
	15:30-16:00 pm	Tea Time		
	16:00-17:30 pm	Open Innovation Business Model Design Compass Case study (Electronic Bicycle BM field research 2)	Giovanna Del Gaudio & KyungBae Park	
October 24th	10:00- 12:00 am	Learning Engineer Open Innovation Business Model Design Compass	JinHyo Joseph Yun	
	12:00-14:00 pm	Lunch		
	14:00-15:30 pm	Activating Engineer Open Innovation Business Model Design Compass	Yuri Sadoi	
	15:30-16:00 pm	Tea Time		
	16:00-17:30 pm	Open Innovation Business Model Design Compass Case study (Electronic Bicycle BM field research 3)	Giovanna Del Gaudio & KyungBae Park	
October 25 th	10:00- 12:00 am	Learning User Open Innovation Business Model Design Compass	JinHyo Joseph Yun	
	12:00-14:00 pm	Lunch		
	14:00-15:30 pm	Activating User Open Innovation Business Model Design Compass	Crowd Lecture	
	15:30-16:00 pm	Tea Time		
	16:00-17:30 pm	Open Innovation Business Model Design Compass Case study (Italy Restaurants BM field research 1)	Valentina Della Corte & Xiaofei Zhao	
October 26th	10:00-12:00 am	Learning Social Open Innovation Business Model Design Compass	JinHyo Joseph Yun	
	12:00-14:00 pm	Lunch		
	14:00-15:30 pm	Activating Social Open Innovation Business Model Design Compass	Crowd Lecture	
	15:30-16:00 pm	Tea Time		
	16:00-17:30 pm	Open Innovation Business Model Design Compass Case study (Italy Restaurants BM field research 2)	Valentina Della Corte & Xiaofei Zhao	
October 27th	09:00-12:00 am	Open Innovation Business Model Design Compass Case study (Italy Restaurants BM field research 3)	Valentina Della Corte & Xiaofei Zhao	
	12:00-17:00 pm	Open Innovation Business Model Design Compass Case study (Italy Restaurants BM field research 4)	Valentina Della Corte & Xiaofei Zhao	
October 28th	09:00-12:00 am	Open Innovation Business Model Design Compass Case study (Italy Restaurants BM field research 5)	Valentina Della Corte & Xiaofei Zhao	
	12:00-17:00 pm			

Fee; 3,000\$ including as follows Registration for all Joiners (Co-Teaching & Co-Learning)

- Seminar registration
 Hotel or dormitory (check in October 22th check out October 28th)
- Lunch box during seminar

2 times field research joining
 (22th – 24th Electronic Bicycle OI BM Research project)
 (25th – 28th Italy Restaurants OI BM Research project)
 -Alumni (OI academy of SOltmc Alumni providing)

- Advantage at joining at SOltmC 2019.

Registration inviting maximum limits; 20

- Entrepreneurs who want new business model
 Researchers who want to know open innovation with BM.
- Professors who want to teach BM developing from OI
- Students in Ph. D., or Mater who have experiences of Venture Companies, and are preparing New Venture firm.

Registration applying: Send email with your joining reasons within 400 words. - openinnovationtmc@dgist.ac.kr, qiaoke@dgist.ac.kr, jhyun@dgist.ac.kr