



ADVANCED INNOVATION METHODS

Objectives

The goal of the school is to increase the ability of new entrepreneurs to transform ideas into viable, sustainable and scalable businesses, building up resilience with respect to market turbulence. This implies building up robust business foundations, based on a thorough understanding of strengths and weaknesses.

In this perspective some of the old-fashioned concepts and dilemmas (or myths) surrounding the creation of innovative startups (such as venture capital yes/no, business angels yes/no etc.) will be shown to lack consistency.

The school teaches advanced engineering methods for the design and industrial development of products, for which the prototype phase can be accelerated.

Target

The target population is comprised of undergraduate students, graduate students, PhDs and post-docs, as well as industrial researchers and entrepreneurs, wishing to develop an innovative product in an existing or new company. The target is defined in terms of hard-science, or manufacturing based innovations, i.e. those new products which require some physical testing (with exclusion of Apps or similar kinds of innovative services).

Location: University of Pisa, Polo Porta Nuova - Via Bruno Fedi, 1, 56122, Pisa (PI), Italy.

Duration: From May 30th to June 11th

Contact: advanced_innovation_methods@unipi.it

Opening Event

Venue: Museo Leonardiano, Piazza dei Conti Guidi, 1, 50059, Vinci (FI), Italy.

Date and time: May 30th, 9-13

Moving from the amazing works of Leonardo da Vinci, towards neural systems and creativity, the main source of innovation will be presented. Ladies and gentlemen: The Brain.

Speakers:

Andrea Bonaccorsi, Scientific Coordinator of the Summer School on “Advanced Innovation Methods” - University of Pisa, Italy

Silvestro Micera, Scuola Superiore Sant’Anna and Ecole Polytechnique Federale de Lausanne

Pasquale Fedele, Founder and CEO - Braincontrol, Italy

Seminars

Venue: University of Pisa, Polo Porta Nuova - Via Bruno Fedi, 1, 56122, Pisa (PI), Italy.

| Date | Time | Topic | Speaker | Affiliation |
|--------|---|---|-------------------------------------|---------------------------|
| 30 May | 14-18 | Problem statement and Idea understanding | Gualtiero Fantoni | University of Pisa, Italy |
| | | <i>Formalizing the idea and comparing it with others are the basics to understand the proper path to follow</i> | | |
| 31 May | 9-13 | Pretotyping: Pretotype it! | Leonardo Zangrando | Pretotype it!, USA-Italy |
| | | <i>Pretotyping and testing the idea soon to focus on product/service design</i> | | |
| | 14-18 | Pretotype it!: Hands On | Gualtiero Fantoni Daniele Mazzei | University of Pisa, Italy |
| 1 June | 9-13 | Pretotyping: Designing connected devices | Daniele Mazzei | Zerynth, Italy-USA |
| | | <i>Enabling the Python programming language to commercial interactive and connected solutions with a ready to use suite</i> | | |
| | 14-18 | Designing connected devices: Hands On | Daniele Mazzei | Zerynth, Italy-USA |
| | | <i>Microcontrollers, sensors, actuators and many others: handling electronic prototyping to deepen your value proposition</i> | | |
| 3 June | 9-13 | Pains and Gains, Value Proposition and Business Modeling | Gabriele Montelisciani | University of Pisa, Italy |
| | | <i>The long journey from pain identification to global level growth</i> | | |
| | 14-18 | Business Modeling: Hands On | Leonello Trivelli | University of Pisa, Italy |
| | <i>Think different and try to build the most valuable business model starting from divergent perspectives</i> | | | |

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| 4 June | 9-13 | Pretotyping: 3D Printing | Carmelo De Maria | Fablab Pisa, Italy |
| | | <i>Rapid prototyping techniques and 3D printing: how to design and produce and test your physical object</i> | | |
| 6 June | 9-13 | Social Capital, Scalability and Global Thinking | Ray Garcia | Buoyant Capital, USA |
| | | <i>How to change the perspective from your small town to the global market</i> | | |
| | 14-18 | Social Capital, Scalability and Global Thinking: Hands On | Ray Garcia | Buoyant Capital, USA |
| | | <i>Scalability means growth and growth means increased complexity, you need to know how to deal with this</i> | | |
| 7 June | 9-13 | Implementation strategy and business planning | Ray Garcia | Buoyant Capital, USA |
| | | <i>Define your strategy, detail your plan and execute it through an iterative process of tuning</i> | | |
| | 14-18 | Implementation strategy and business planning: Hands On | Ray Garcia | Buoyant Capital, USA |
| | | <i>Defining a strategy is very difficult, but it is easier than working without having one</i> | | |
| 8 June | 9-13 | Strategic Marketing | Fabio Ancarani | Bologna Business School, Italy |
| | | <i>Understanding and recognizing dynamics, opportunities and threats is a must if you want to success</i> | | |
| | 14-16 | The Dallara Case Study | Andrea Pontremoli | Dallara Automobili, Italy |
| | | <i>Driving a company is like driving a car: an exercise of putting efforts on the right actuators (while looking at the indicators)</i> | | |
| 9 June | 9-13 | Technology Foresight | Karlheinz Steinmüller | Z-Punkt, Germany |
| | | <i>Anticipating competitors and being aware of trends is not a matter of luck either instinct, try to make it methodical</i> | | |
| | 14-16 | Technology Intelligence | Riccardo Apreda | Erre Quadro Srl, Italy |
| | | <i>Exploiting technology to strengthen your idea and to widen the business horizons</i> | | |
| 10 June | 9-11 | B2B Sales | Eleni Chioutakou | Fabio Perini Spa, Italy |
| | | <i>Sales are the main goal of every entrepreneurial activity and need to be properly managed to succeed</i> | | |
| | 11-18 | Branding and Product Communication | Pier Bardoni | Things.is, Italy |
| | | <i>How to value your brand and create a successful product communication strategy</i> | | |

Final Pitch

Venue: University of Pisa, Polo Porta Nuova - Via Bruno Fedi, 1, 56122, Pisa (PI), Italy.

Date and time: June 11th, 9-13

Pitch your idea in the most effective way to collect feedback and to improve your business model. A panel of experts coming from both business world and academia will attend the event to provide feedback and challenge you to go further!