



## Innovation Workshops by Tallinn University of Technology

### Course „Innovation and Entrepreneurship“

**1st day: 10.00 - 12.00, 13.00 – 15.00**

Microsoft, Apple, Google and Facebook were founded by college students. **Could you be building the next star technology start-up?** This workshop provides basic knowledge and skills to help you answer this question. Among others, we will study:

- How changes in technology paradigms give rise to novel opportunities (Xbox Kinect, Youtube cases)
- How to identify, analyse and exploit these opportunities (Netflix, iPod cases)?
- How to design innovative products, to create sustainable competitive edge (iPhone case)?
- How to transform loose topics on technologies, opportunities, customers, markets to unique strategic business plans (Hilton, iPad cases)?
- How to transform these plans into focused execution while avoiding common mistakes (Procter & Gamble, Android cases)?

It is a multimedia and interactive courseware package for multidisciplinary use exploring the central role of innovation in the dramatic growth of the prominent companies — from the smart phones to the search engines.

#### Key topics in the workshop:

- Innovation Management and Process
- Corporate and Technology Strategy
- New Product Development (incl. service development)
- Creativity and Innovation Culture
- Entrepreneurship Spirit and Skills
- High Tech Products Marketing Management of IPR

## Course“ Business Model Innovation“

**2. day: 10.00 -12.00, 13.00 – 15.30**

**This is a fun-filled workshop that addresses the following questions:**

- What is a business model?
- What features should a good business model possess?
- How aggressively can a given business model distress other industry participants?
- Can I design a successful business model?

**The workshop has three sections:**

- Business Model Design
- Competitive Forces
- Competing with Business Models

Business Model Innovation can be either “Closed”, “Open” or a mix of both. This course focuses on Open Business Model Innovation, the most effective strategies to compete in today’s changing landscape. The students work in groups of three with the assigned corporate executives with much guidance provided from the professor. This fun-filled course brings out the creative energy and talent of your group’s collaborative efforts.

During the lecture you gain expert knowledge how the following business models are built up and make money: Apple (iPad, iPhone), Google (search, maps, Android), Microsoft Xbox, Netflix, Hilton, Gucci, Prada, Facebook, Samsung (TV, mobile), etc.

Utilizing some of the open innovation approaches taught in the class through a series of lectures and Harvard case studies, your group’s mission is to come up with an innovative solution to the problems facing the company and build a **BUSINESS MODEL for YOUR FUTURE BUSINESS!**

This workshop gives you professional expertise how the most competitive, well-known businesses actually operate and how they make money in the future!

### **Lecturer: Vice-Rector of Innovation and Internationalisation, Mr. Alar Kolk**

Alar Kolk is one of the leading innovation lecturers in Nordic Europe, holding today the position of Vice Rector, innovation and internationalisation in Tallinn University of Technology. He has been acknowledged widely for his work both nationally and internationally.

He has organized, chaired, presented at, and facilitated ca 200 conferences and workshops in innovation, business models and strategy. He is a founder of successful Stratos Futuris biannual conference.

Alar places a major emphasis on strengthening collaboration with distinguished universities in Silicon Valley (Berkeley, Stanford) and in China (Fudan, Tsinghua). Therefore Alar founded a professional society called MBA Futuris that creates and nurtures a global community in which people and businesses learn to grow and prosper through innovation and the introduction of new business models.

In addition to an excellent manager, he is respected as an excellent lecturer, combining theory with exciting workshops and attractive discussions. Alar Kolk has been active in the field of innovation and business over 15 years, providing students with the opportunity to explore the World of Business, Innovation and Technology. His research focus is on Fortune 500 companies' (Google, Apple, Microsoft, Nokia, etc.) innovation and management systems. He has consulted numerous companies how to accelerate business growth and deliver new products, and services.

Alar has impressive professional experience – Alar Kolk has graduated from and studied in several universities, including MIT, Aalto, INSEAD, and has been originator of several very important organisations in the Estonian innovation system. As a lecturer and as a manager he is described as an open-minded person, who is willing to accept the challenges in the world of innovation.

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