

BA Innovation workshop // draft

Day and time	Monday	Tuesday	Wednesday
9.00 - 9.15	Meet Up with tutors (Main entrance next to the elevator)	Welcome and plan for the day, Ken Holm Thomsen, IDEA	Welcome and plan for the day, Ken Holm Thomsen, IDEA
9.15 - 11.30 M301	Welcome and introduction Introduction to <ul style="list-style-type: none"> • Campus, Prof. Andreas P. Cornett, SDU • The Course Entrepreneurship, Britta Boyd, SDU • IDEA Entrepreneurship Centre, Ken Holm Thomsen, IDEA • The innovation workshop course, Ken Holm Thomsen, IDEA <ul style="list-style-type: none"> ○ Content and material ○ Practicalities 	Module III – Idea, market, users The potential of your idea and concept. <ul style="list-style-type: none"> • The circle of business • Your business model • Market, customer, competitors, stakeholders • Visualise 	Module IV – Idea pitch Sell your idea and convince stakeholders of your idea. Prepare a 3 minute pitch including PP, posters etc.
Break 10.00 – 10.30	<ul style="list-style-type: none"> • Case presentation by Project Zero, Carina Pedersen • Introduction to ideation and entrepreneurship, Ken Holm Thomsen, IDEA • Groups and student assistents 	Q & A with Project Zero	
11.30 – 12.30	Lunch	Lunch	Lunch
12.30 – 15.00 M301	Group work (groups of 5 students) Creativity session Module I – Creativity session and ideation <ul style="list-style-type: none"> • Where to look for ideas • What to look for 	Lecture on how to present your idea, Ken Holm Thomsen Module III – Idea, market, users (continued) Each group hands in a 1 page description of their idea and	Module V – Final presentation Each groups presents their idea and concept 3 min presentation including visual elements Round up and prizes



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	<ul style="list-style-type: none"> • Generate ideas <p>Apply the provided tools for each phase. Each group hands in 3-5 ideas to their tutor.</p> <p>Module II – Idea evaluation and improvement</p> <ul style="list-style-type: none"> • Evaluate the ideas • Sort the ideas • Specify the ideas • Improve the ideas <p>Each group settles for 1 idea and makes a short description of the idea and presents it to another group, which gives feedback. And vice versa.</p> <p>Each group hands in 1 specific idea.</p> <ul style="list-style-type: none"> • What • To whom / target group • How / implementation 	<p>concept. E.g. in the form of a business model.</p>	
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