

LESSONS FROM THE STARTUP NATION



TECHNION
Israel Institute
of Technology

A two-day workshop, featuring current research carried on at Technion, about open innovation, about management and processes adopted by corporations and startups to innovate products, services, and business models. The workshop is addressed to innovation managers in corporations and to tech startup founders. Professors Miriam Erez and Ido Erez will present both theoretical and empirical work of how firms innovate in Israel.

DAY 1 THINK INNOVATION



PROF. MIRIAM EREZ
Technion-Israel Institute of Technology

JUNE 23rd, 2016

The workshop will begin with an overview of the meaning of "Think Innovation" and will be followed by the "Journey of the Idea" which consists in the process of innovation: from problem identifications, to idea generation and selection;

to developing a business model and implementing market presentation.

The workshop will include lectures, tools, case studies analysis and discussion.

THE SPEAKER

Prof Miriam Erez founded and established the Knowledge Center for Innovation in 2008 and has served as chair of the Center. In 2005 she received the Israel Prize for Management Sciences and in 2002 won the prize of the International Association of Applied Psychology.

Erez is the chairperson of the board of Hi-Center, Haifa accelerator and incubator and she is a member of the Haifa Economic Society. Miriam Erez is an honorary member of the American Academy of Management and the American Psychological Association.

AGENDA

OPENING TIME	9:00 AM
THINK INNOVATION	9:15 AM
JOURNEY OF THE IDEA	11:30 AM
LUNCH TIME	1:30 PM
IDEAS AND ECOSYSTEM	3:00 PM
NETWORKING	5:00 PM
GALA DINNER	8:00 PM

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DAY 2 GAME OF INNOVATION



PROF. IDO EREV
Technion-Israel Institute of Technology

JUNE 24th, 2016

The workshop reviews basic research about game theory and behavioral economics and discusses its multiplications to innovation. The game theoretical concepts that we examine includes: outside options, dominant strategies, backward induction. Nash equilibrium, self-enforcing agreements, Pareto efficiency, and auctions. The workshop will include class games and simulations.

THE SPEAKER

Ido Erev is professor of Behavioral Science and Economics at the Technion. His research aims at clarifying the conditions under which wise incentive systems and innovation can solve behavioral and social problems.

The research reveals a robust experience-description gap: People show oversensitivity to rare events when they decide according to a description of the incentive structure, but experience reverses this bias and leads to underweighting of rare events.

ABOUT TECHNION

Technion - Israel Institute of Technology - is Israel's premier center of science, technology and applied research. Ranked among the top 50 technology universities in the world, Technion is home to 18 departments, and over 60 advanced research centers and institutes, and a distinguished faculty of 620, including three Nobel laureates. Technion graduates acquire the unique skills and penchant for innovation which helped conceive and consolidate the modern State of Israel – commonly acknowledged to be the "Start-Up Nation."

AGENDA

WELCOME COFFEE	8:30 AM
OPENING TIME	9:00 AM
GAME THEORY AND INNOVATION	9:15 AM
COFFEE BREAK	11:15 AM
CLASS GAMES AND SIMULATIONS	11:30 AM
QUESTION AND ANSWER	12:30 PM
TIME TO SAY GOODBYE	1:00 PM

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PRICING FOR A 2 DAYS PASS

FULL PRICE	800 € + VAT 22%
EARLY BIRD (UNTIL MAY 31st 2016)	600 € + VAT 22%

The price includes: teaching materials, all meals and a gala dinner on June 23th at 8:00PM with Israel Embassy. A certificate of Participation will be issued to all attendees.

APPLY NOW:
bit.ly/technion-ws

INNOVATION ACADEMY

This workshop is part of Innovation Academy, a program designed by Talent Garden Roma and Digital Magics to help connect main experts of technological innovation from the most important Universities and Business School in Rome with Italian corporations and startups.

The program is managed by Prof. Carlo Alberto Pratesi, Roma Tre University

HEADQUARTER

The workshop will be held at **Talent Garden Poste Italiane** campus in via Giuseppe Andreoli, 9 - Rome.



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