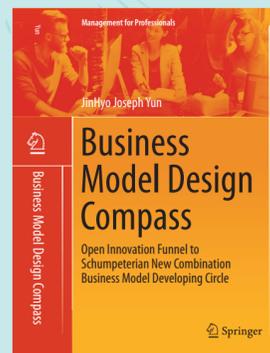


Date Oct. 22(Monday) ~ 28(Sunday), 2018

Venue Sorrento, Italy
“Hotel Elisabetta”, Via Pozzano 18, 80053 Castellammare Di Stabia, Italy.
+39 0818026072; info@elisabettahotel.com



Basic Textbook



Yun JinHyo Joseph (2017)
Business Model Design Compass:
Open Innovation Funnel to
Schumpeterian New Combination
Business Model Developing Circle:
London: Springer Press.

Lecturing Professors from Open Innovation Academy of SOLtmC

Prof. Dr. JinHyo Joseph Yun: Founder of SOLtmC, EIC of JOI tmC
Prof. Dr. Yuri Sadoi: Professor of MeiJo University, Japan
Prof. Dr. Valentina Della Corte: Professor of University of Naples Federico II , Italy
Prof. Dr. Giovanni Schiuma: Professor of Basilicata, Italy
Prof. Dr. KyungBae Park: Professor of Sangji University, Korea

Hosting SOLtmC Open Innovation Academy

Supporting DGIST
University of Naples Federico II
Hotel Elisabetta

Assistant Professors from Open Innovation Academy of SOLtmC

Prof. Dr. Xiaofei Zhao: Professor of OI Academy of SOLtmC & DGIST, Korea
Prof. Dr. Giovanna Del Gaudio: Professor of OI Academy of SOLtmC, Italy

Program

Date	Time	Program	Lecturer
October 22 th	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 23 th	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 24 th	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 26 th	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 27 th	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 28 th	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