

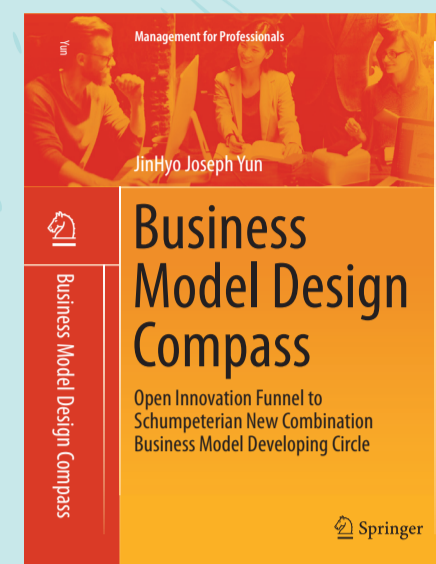
*(There might be some changes in reality)

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: 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

- 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