



Open Innovation Academy of SOI_{tmC} 2018 Summer school “Activating Open Innovation Business Model Design Compass”

*(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



Lecturing professors from Open Innovation Academy of SOI_{tmC}

Prof. Dr. JinHyo Joseph Yun: Founder of SOI_{tmC}, EIC of JOI_{tmC}

Prof. Dr. Yuri Sadoi: Professor of MeiJo University, Japan

Prof. Dr. Valentina Della Corte: Professor of University of Naples Federico n,

Prof. Dr. Giovanni Schiuma: Professor of Basilicata, Italy

Prof. Dr. KyungBae Park: Sangji University, Korea

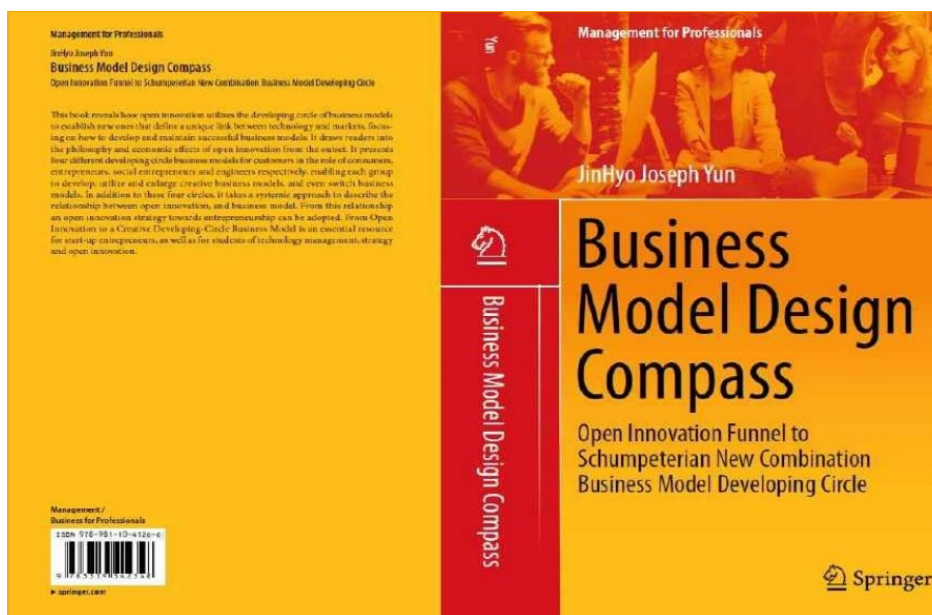
Assistant professors from Open Innovation Academy of SOI_{tmC}

Prof. Dr. Xiaofei Zhao: Professor of OI Academy of SOI_{tmC}, China

Prof. Dr. Giovanna Del Gaudio: Professor of OI Academy of SoltmC, Italy

Basic Textbook : Yun JinHyo Joseph (2017)

Business Model Design Compass : Open Innovation Funnel to Schumpeterian New Combination
 Business Model Developing Circle : London : Springer Press.



Hosting : SOLtmC Open Innovation Academy

Supporting : DGIST

University of Naples Federico II

Hotel Elisabetta

Program :

Date	Time	Program	Lecturer
October 22th	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 23th	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 24th	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 2)	Giovanna Del Gaudio & KyungBae Park
October 25th	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 26th	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 27th	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 28th	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 21th- 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 SOItmC Alumni providing)
- Advantage at joining at SOItmC 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 