



EXPLORE

INNO ACADEMY

OPEN INNOVATION: FROM SMART TOOLS TO DISRUPTIVE SOLUTIONS

TBC 2019/2020

Open Innovation is a **business model** which leverages partnership between consolidated corporates and players in non-conventional ecosystems, where startups represent the core element. Open Innovation is about “business”, it is a way to boost innovation.

Open innovation is about people, who need to learn to **interact in a new way**, overcoming mental barriers and old thinking models, to **build new value, together**.

The academy is a 7-hour lecture where **Lucia Chierchia**, Managing Partner @GELLIFY and her team will present how companies can define the proper strategies for Open Innovation and deploy a valuable action plan.

We've designed this academy as an education program tailored on specific needs of companies willing to understand, explore and implement innovative models and solutions, partnering with startups ecosystem.

This lecture includes:

- an intensive path including an overview of academic models and the use of operational tools to design Open innovation strategies;
- an interactive format exploring technologies and business trends and their implications;
- hands-on special contents enabling contamination through startup pitches.



We will cover the following topics:

- Intro to Open innovation model
- Discovery of open innovation ecosystems
- Design of open innovation strategies
- Plan for open innovation challenges
- Connection to emerging trends
- Real case experiences on Open Innovation from startups and consolidated companies from GELLIFY ecosystem

During this event, attendees will also have the opportunity to understand how Open Innovation is implemented from two different points of view: consolidated companies trying to innovate their business, and innovative startups bearer of innovative technologies and solutions.

SPEAKERS



NOME COGNOME

Managing Partner & Head
of Community @ GELLIFY



LUCA MONGIORGI

Sales & Marketing
Director @ IUNGO



ANDREA MASSENZ

CEO & Founder
@ Techmass



ALESSANDRO PRACUCCI

Innovation Manager
@ FOCCHI



MATTIA BERTASA

Digital Project Leader
@ Electrolux

We will discover the following real case experiences:

- **Andrea Massenz**, CEO @ **Techmass** will explain how a business idea is born from an everyday challenge in corporate manufacturing, how an idea can become a startup and design a sustainable innovation path.
- **Alessandro Pracucci**, Innovation Manager @ **FOCCHI**, will explain which challenges an SME is facing today, struggling between protecting the present business and, at the same time, fostering innovation. FOCCHI is currently focused in the creation of their innovation strategy, which takes very seriously into account the contribution of external ecosystems.

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- **Mattia Bertasa**, Digital Project Leader @ **Electrolux**, will describe how the newly born **Innovation Factory** plays as a booster for company Open Innovation strategy. The Innovation Factory is a hub in Porcia (Pordenone) dedicated to innovation and was born with the aim of innovating processes and products through collaboration with suppliers, customers, incubators, startups, universities, small and medium-sized enterprises and other business partners.
 - **Luca Mongiorgi**, Sales & Marketing Director @ **IUNGO** will present how supplier collaboration can be facilitated by easy-to-use smart tools. IUNGO has developed a platform which allows a flexible and fast management of the supply chain, improving the visibility and the communication between a company and its suppliers.

Who is this event for?

R&D Managers, Engineers, Innovation Managers, Operations Managers.

AGENDA:

09.30 – Check-in
10.00 – Welcome by Lucia Chierchia
10.10 – TECHMASS Presentation with Andrea Massenz
10.40 – Academy Part 1
12.30 – IUNGO Presentation with Luca Mongiorgi
13.00 – Lunch
14.00 – ELECTROLUX Presentation with Mattia Bertasa
14.30 – Inno Academy Part 2
16.30 – FOCCHI Presentation with Pracucci

TICKET PRICE:

399 € + IVA per event [BUY TICKET]

Check out our **annual packages** if you are interested in attending more than one event.

Contact us: explore@gellify.com