



Open Innovation Academy of S0ltmC 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 S0ltmC

Prof. Dr. JinHy0 Joseph Yun: Founder of S0ltmC, EIC of J0ltmC
 Prof. Dr. Yuri Sadoi: Professor of MeJo 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

Assistant Professors from Open Innovation Academy of S0ltmC

Prof. Dr. Xiaofei Zhao: Professor of OI Academy of S0ltmC & DGIST, Korea
 Prof. Dr. Giovanna Del Gaudio: Professor of OI Academy of S0ltmC, Italy

Program

Date	Time	Program	Lecturer
October 22 nd	10:00-12:00 am	Learning Open Innovation Business Model Design Compass	JinHy0 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 rd	10:00-12:00 am	Learning Customer Open Innovation Business Model Design Compass	JinHy0 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	JinHy0 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	JinHy0 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	JinHy0 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 22nd - check out October 28th)
- Lunch box during seminar
- 2 times field research joining
 (22nd - 24th Electronic Bicycle OI BM Research project)
 (25th - 28th Italy Restaurants OI BM Research project)
- Alumni (OI academy of S0ltmC Alumni providing)
- Advantage at joining at S0ltmC 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