

Attention to all fyp2 students

You are required to attend the above workshop at TTL1.

Attendance will be taken.

Thank you.

INNOVATION CATALYST FOR ENTREPRENEURS

VENUE	UNIKL
NO. OF PARTICIPANTS	80-100 PAX
START DATE	15 NOVEMBER 2017
DURATION	3 HOURS (2:00-5:00PM)

INTRODUCTION

What does it take to be a successful entrepreneur? This workshop is designed to help participants kick start and develop innovative thinking, discover innovation breakthroughs and evaluate business innovation from changes in business models, partners, experience, delivery and markets. It also aims to connect participants by generating ideas and exploring opportunities together through innovation partnerships.

The interactive hands-on workshop will enable participants to experience business innovations and work together in teams to explore breakthroughs together.

WORKSHOP OBJECTIVES

- Kick start and develop innovative thinking
- Discover innovation breakthroughs along the value chain, beyond product innovations
- Exchange new ideas in creating successful businesses
- Explore new networks and partnerships

WORKSHOP OUTCOMES

- New ideas to explore for future business undertakings
- Potential new networks and partnerships
- Creation of new value across the innovation value chain
- Innovation tools and techniques to generate breakthroughs

WORKSHOP/PROGRAMME AGENDA

- 2:00pm: Registration
- 2:15pm: Introduction and overview of Global Innovation Management Institute (GIMI) framework
- 2:30pm: Innovation Challenge
- 3:00pm: Business innovation: Combined capabilities to wow customers and create barriers to entry
- 4:00pm: Presentation of Business Concepts
- 4:45pm: Recap
- 5:00pm: Ends



Dr. Cynthia Ee has over 20 years of experience in global leadership roles. She is a certified trainer with the Global Innovation Management Institute.