

Alta Scuola Politecnica
11th cycle - Winter School 2015
Dynamics of Innovation
March, 9th – 13th
Belgirate (VB)

Coordinator Marco Cantamessa
Tutors Daniele Battaglia, Federico Caviglioli, Antonio De Marco, Emanuele Giraudo

Monday, March 9th

11:15 – 11:30 **Welcome Address**
ASP Board

11:30 – 12:30 **Presentation of the School**
Marco Cantamessa, *Politecnico di Torino, Dept. of Management and Production Engineering*

12:30 *Lunch*

14:00 – 16:00 **Invention and Innovation in Society**
Marco Cantamessa, *Politecnico di Torino, Dept. of Management and Production Engineering*

16:00 – 17:00 **Groupwork**

17:00 – 19:00 **The Management of Intellectual Property**
Giuseppe Scellato, *Politecnico di Torino, Dept. of Management and Production Engineering*

19:00 – 19:30 **Groupwork**

Tuesday, March 10th

09:00 – 11:00 **The Dynamics of Innovation**
Marco Cantamessa, *Politecnico di Torino, Dept. of Management and Production Engineering*

11:00 – 12:00 **Groupwork**

12:30 – 13:30 **Introduction to BeeP - the new ASP web platform [ASP Event]**

13:30 *Lunch*

15:00 – 17:00 **The Financing of Innovation**
Giuseppe Scellato, *Politecnico di Torino, Dept. of Management and Production Engineering*

17:00 – 19:00 **Groupwork**

Wednesday, March 11th

09:00 – 11:00 **Business Modeling**
Massimiliano Ceaglio, *I3P* and Rasha Mozil, *Polihub*

11:00 – 12:30 **Groupwork**

12:30 *Lunch*

14:00 – 15:30 **Innovation in F1 Aerodynamics**
Enrico Balbo, *Mercedes AMG Petronas Formula One Team [ASP Event]*

15:30 – 17:00 **Groupwork**

17:00 – 18:30 **Meet the Innovators – ICT and Innovation**
Cesare Sironi, *Stark Ventures* (formerly *Head of Innovation, Telecom Italia*)

Thursday, March 12th

09:00 – 11:00 **The Traits of Innovators**
Kristina Potočnik, *University of Edinburgh Business School*

11:00 – 12:30 **Assessing your Innovation Potential**
Kristina Potočnik, *University of Edinburgh Business School*

12:30 *Lunch*

14:30 – 15:30 **Assessing your Innovation Potential**
Kristina Potočnik, *University of Edinburgh Business School*

15:30 – 18:00 **Groupwork**

18:15 **McKinsey&Company meets the ASP Students [Career Service Event]**

Friday, March 13th

09:00 – 11:00 **Innovation Ecosystems**
Sergio Arzeni, *OECD, Centre for Entrepreneurship, SMEs and Local Development*

11:00 – 12:30 **Groupwork**

12:30 *Lunch*

14:30 – 16:00 **Wrap-up and Closing Remarks**
Marco Cantamessa, *Politecnico di Torino, Dept. of Management and Production Engineering*

Hotel Villa Carlotta
Via Mazzini, 121/125
28832 Belgirate (VB)
Lago Maggiore

Plenary Sessions and ASP and Career
Service Events take place in
Room Tigli & Querce

Students' travel

Politecnico di Torino students:

- on Monday, March 9th, students leave by bus from Politecnico di Torino, Corso Castelfidardo 39/A, at 07:00 to Belgirate, Hotel Villa Carlotta.
- on Friday, March 13th, students leave by bus from Belgirate, Hotel Villa Carlotta, at the end of classes (about 04:30 p.m.) to Politecnico di Torino, Corso Castelfidardo 39/A.

Politecnico di Milano students:

- on Monday, March 9th, students leave by bus from Politecnico di Milano, piazza Leonardo da Vinci 26, at 07:30 to Belgirate, Hotel Villa Carlotta.
- on Friday, March 13th, students leave by bus from Belgirate, Hotel Villa Carlotta, at the end of classes (about 04:30 p.m.) to Milano Stazione Centrale.

Classes

From Monday, March 9th, to Friday, March 13th, at Hotel Villa Carlotta - Via Mazzini, 121/125 - 28832 Belgirate (VB), plenary sessions are held in Room Tigli and Querce, working groups are held in parallel rooms: Tigli and Querce, Faggi, Gelsomini, Glicine, Rosa A.

Accommodation

We are accommodated at Hotel Villa Carlotta - Via Mazzini, 121/125 - 28832 Belgirate (VB),

Tel +39 (0)322 76461

Fax +39 (0)322 76705

info@villacarlottalagomaggiore.it

Full-board service (*Breakfast 07:00 / 08:45 - Lunch 12:30 / 14:00 - Dinner 19:30 / 21:00*).

