

Alta Scuola Politecnica
13th cycle - Winter School 2017
Dynamics of Innovation
March, 13th – 17th
Loano (SV)

Coordinator Marco Cantamessa
Tutors Stefania Altavilla, Antonio De Marco, Emanuele Giraudo

Monday, March 13th

11:30 – 11:45 **Welcome Address**
Mario Calderini, *ASP Director*

11:45 – 12:30 **Getting ready for groupwork**
S. Altavilla, A. De Marco, E. Giraudo.

12:30 *Lunch*

14:00 – 17:00 **From invention to innovation**
Marco Cantamessa, *Politecnico di Torino, Dept. of Management and Production Engineering*

17:00 – 18:30 **Meet the innovators – A testimonial from an established medium-sized company**
Paolo Barbatelli, *Chief Innovation Officer – Rold S.p.a* and Alessandro Mansutti – *Rold S.p.a*

18:30 – 19:30 **Groupwork**

Tuesday, March 14th

09:00 – 11:00 **Technological innovation: knowledge sources, economic actors, and their interaction**
Francesco Lissoni, *Université de Bordeaux, GREThA*

11:00 – 12:30 **Groupwork**

12:30 *Lunch*

14:00 – 16:00 **Innovation in the geographical space**
Francesco Lissoni, *Université de Bordeaux, GREThA*

16:00 – 18:30 **Groupwork**

Wednesday, March 15th

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

11:00 – 13:00 **The traits of innovators**
Kristina Potočnik, *University of Edinburgh Business School*

13:00 *Lunch*

14:00 – 17:00 **Assessing your Innovation Potential**
Kristina Potočnik, *University of Edinburgh Business School*

17:00 – 18:30 **Groupwork**

18:45 – 19:15 **ASP Students meet Companies**

19:15 – 19:45 **Discussion with Companies**

Thursday, March 16th

09:00 – 11:30 **The management of intellectual property**
Giuseppe Scellato, *Politecnico di Torino, Dept. of Management and Production Engineering*
and Edgardo Deambrogi, *Jacobacci & partners*

11:30 – 12:30 **Groupwork**

12:30 *Lunch*

14:00 – 16:00 **The financing of innovation**
Giuseppe Scellato, *Politecnico di Torino, Dept. of Management and Production Engineering*

16:00 – 18:00 **Meet the innovators**
Filippo Bonsanti, *Chief Marketing Officer – GoEuro Corp.*

18:45 – 19:15 **ASP Students meet Companies**

19:15 – 19:45 **Discussion with Companies**

Friday, March 17th

09:00 – 11:00 **Designing value propositions and business modelling**
Stefano Mizio, *Startup district and Incubator at Politecnico di Milano* and Federico Rastelli, *I3P- Incubatore Imprese Innovative at Politecnico di Torino*

11:00 – 12:30 **Groupwork**

12:30 *Lunch*

15:00 – 15:30 **Wrap-up and Closing Remarks**
Marco Cantamessa, *Politecnico di Torino, Dept. of Management and Production Engineering*

Plenary Sessions and ASP
Events will take place in
Room Portofino