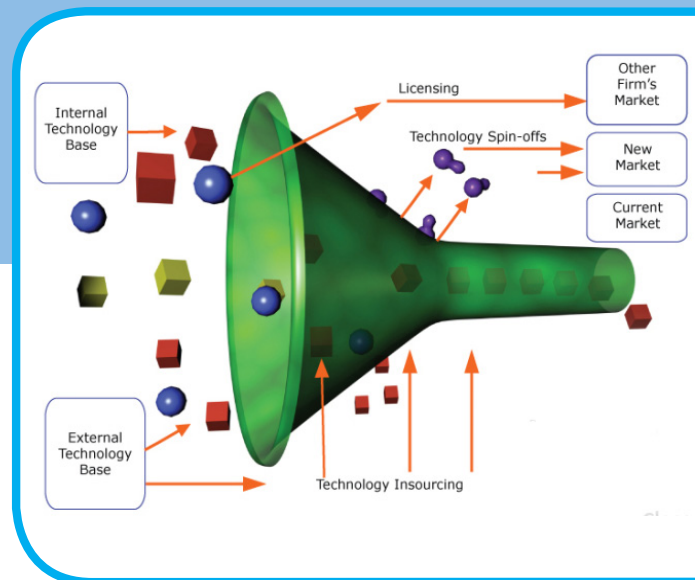


Invitation

Industrial Innovation Seminar



Radical Perspectives to Your Innovation Management

Date: Wednesday, **September 8, 2010 at 12.00 - 17.00**

Venue: Hotel-Restaurant Lasaretti, Kasarmintie 13, Oulu, Finland

Everyone knows that companies thrive on Innovation. Innovation Management discipline describes how to do this in practice and stay ahead in a fierce competition. New perspectives and a multidisciplinary approach to management are needed in order to prevent false imitation of the others. What if we would approach Innovation as a sport event? How to benefit from social media- type of solutions in innovation? What if Business Models would be painted like art works on a canvas?

In this seminar VTT and the University of Oulu collaboratively present new perspectives to innovation:

- How to develop Business Model Innovations?
- How to integrate customers and partners to Innovation?
- How to manage software innovations and requirements engineering in a very large scale?
- How to utilize web based tools for Innovation?
- What are the hot innovation management research topics in Silicon Valley?
- How to motivate innovators to be super-creative?
- How to utilize continuous innovation competition in your company?
- How to measure innovation capability of your teams?

This seminar is based on works of ITEI-Information Technologies supporting the Execution of Innovation Projects” –project, which belongs to EUREKA ITEA2 (Information Technology for European Advancement 2) cluster. The project has 26 partners from Finland, Spain and Belgium.

Please register before September 1, 2010 via internet:

<https://www.webropol.com/P.aspx?id=414298&cid=23162208>

Welcome!
Jouni Similä

Come to Seminar and Learn about the Novel Tools!

- [CogniStreamer® Innovation Portal 3.5](#)
- [Ideathon™](#)
- [Mobideas - Lead user driven agile software innovation](#)
- [Finnish forest cluster - Open idea management in strategic industry clusters](#)
- [Owela - User-driven innovation space](#)



OULUN YLIOPISTO
UNIVERSITY of OULU



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Program

12:00	Opening Jouni Similä, University of Oulu
12:15	Business models and (open) innovation Harri Haapasalo, University of Oulu, Department of Industrial Engineering
13:00	InnoCoop innovation competitions Jouni Similä, University of Oulu, Department of Information Processing Science
13:45	Researcher mobility greetings from UC Berkeley, Center for Open Innovation Mikko Järvillehto, University of Oulu, Department of Information Processing Science
14:15	Workshop
15:15	Keynote: Requirements engineering and innovation capability in very large scale software development Björn Regnell, Lund University
16:15	Practise areas of successful software innovation Minna Pikkarainen, VTT Technical Research Centre of Finland
17:00	Closing

