

# Expert Symposium

## "Innovators, Capabilities & Open Business Models to Facilitate Radical Innovation"

### State of the Art and Challenges for the Future

IT Inkubator Ostbayern GmbH ("IT-Speicher")  
"Bill Gates"-Room

19/20<sup>th</sup> of June 2008

Organized by deep innovation GmbH and initiated & sponsored by Vodafone Group R&D .DE

### Background & Objectives

The expert symposium "Innovators, Capabilities & Open Business Models to Facilitate Radical Innovation – State of the Art and Challenges for the Future" is organised by deep innovation GmbH and initiated by Dr. Bernd Wiemann, head of Vodafone Group R&D Germany in Munich. It will be held at the IT Inkubator Ostbayern in Regensburg, Germany. The organisers are Dr. Stefan Hüsiger at the University of Regensburg and Prof. Dr. Christiane Hipp at the Brandenburg Technical University.

This symposium will focus on specific challenges, concepts, and experiences of organisational units in large, established firms which aim to develop new markets and businesses based on emerging technologies leading to radical or disruptive innovations. This symposium will provide a unique opportunity for 20-30 representatives of large, established companies and leading researchers with a common interest on radical innovations, to up-date as well as exchange views and experiences.

To enable this exchange, deep innovation and Vodafone Group R&D Germany invite representatives from firms and institutions who are encouraged to present results, views, and experiences of their own work in organisational environments to foster radical innovation. Besides the exchange of experiences between firm representatives, academic presentations are also part of the symposium to enrich the discussion and provide different perspectives.

#### Initiator and sponsor:

Dr. Bernd Wiemann,  
Head of Vodafone Group R&D .DE

#### Organising committee:

deep innovation GmbH  
Dr. Stefan Hüsiger,  
University of Regensburg  
Prof. Dr. Christiane Hipp,  
Brandenburg Technical University (BTU)

# Expert Symposium

19/20<sup>th</sup> of June 2008

IT Inkubator Ostbayern GmbH,  
Regensburg, Germany



# Agenda

Thursday 19<sup>th</sup> of June

12:45

Opening Reception, Welcome Drink & Snacks

13:30

Welcome/Opening Address

**Prof. Dr. Dowling**/University of Regensburg  
& **Prof. Dr. Christiane Hipp**/Brandenburg Technical University

**Dr. Herbert Vogler**/IT Inkubator Ostbayern

**Dr. Bernd Wieman**/Vodafone Group R&D .DE

14:00

**Session 1:**

Radical Innovation, Approaches and Innovators

**Dr. Stefan Hüsig**/University of Regensburg  
& **Prof. Dr. Christiane Hipp**/Brandenburg Technical University  
Intro & Wrap up: Lessons Learned from Symposium  
Part I and Overview on Part II

**Dr. Bernd Wiemann**/Vodafone Group R&D .DE  
Presentation subject: "Art and Radical Innovation at  
Vodafone Group R&D .DE"

**Prof. Abbie Griffin**/University of Utah  
Presentation subject: "Serial Innovators in Large, Mature Firms"

16:30

Coffee Break

17:00

**Session 2:**

Identifying & Development of  
Human Resources for Radical Innovations

**Prof. Lois S. Peters**/Rensselaer Polytechnic Institute  
Presentation subject: "The Human Side of Radical Innovation"

**Dr. Hubert Steigerwald**/Cluster Sensorik  
Presentation subject: "IT-Systems for Human Resources in  
Innovation-Networks"

**Bernhard Kirchmair & Rebecca Ermecke**/CDTM  
Development of Exceptional Human Resources (1):  
The Center for Digital Technology and Management"

**Prof. Dr. Dowling**/University of Regensburg  
Presentation subject: "Development of Exceptional Human Resources (2):  
The Honors and the "Exist-HighTepp – High Technology Entrepreneurship  
Post Graduate Program"

19:00

Break at Hotel

19:30

Informal Evening Event & Dinner Buffet

**Location:** Haus Heuport: [www.heuport.de](http://www.heuport.de)

**Stimulus for Table Talk:** "How to Get the Development Budget for  
Long-term Research Projects?" – Discussion of best practice with  
**Dr. Bernd Wiemann**/Vodafone Group R&D .DE

20:45

Public Viewing Option for 2008 UEFA Europea  
Football Championship

**Location:** Haus Heuport (Open Air Historic Courtyard): [www.heuport.de](http://www.heuport.de)



Friday 20<sup>th</sup> of June

08:30

Opening & Introduction to Day II

**Prof. Dr. Christiane Hipp**/Brandenburg Technical University

09:00

**Session 4:**

Open Business Models and  
Capabilities for Radical Innovation

**Christian Hirsig**/Open Innovation GmbH  
Presentation subject: "Open innovation – How to operationalise the  
interaction with customers and idea generators: Experiment at the  
University of Bern"

**Dr. Florian Kirschenhofer**/Max-Planck-Innovation GmbH  
Presentation subject: "Systems & Capabilities to Facilitate Innovation in  
Research Institutions – Max-Planck-Innovation as a German Example"

10:30

Coffee Break

11:30

Presentation & Interactive Case-Study –  
"How Incumbents Can Cope with Disruptions?"

**Stefan Kohn**/Eurocolor Digital GmbH  
& **Dr. Stefan Hüsig**/University of Regensburg  
"Disruption in the Photofinishing Industry – Case Study & Discussion  
of Management Options"

12:30

Open Discussion and Wrap Up

13:00

End of Symposium

Infrastructure/Practicalities

**IT Inkubator Ostbayern GmbH** ("IT-Speicher"), Regensburg, Germany,  
"Bill Gates"-Room <http://www.it-speicher.de/it-speicher/3113-91,1,0.html>

**Catering:** Kafka

**Informal Evening Event & Dinner:** Haus Heuport: <http://www.heuport.de>

**Size:** 20-30 participants, 1-2 participant(s) per company/organisation

**Optional:** Information for social life and tourism in Regensburg  
<http://www.stadtmaus.de/>

**Optional:** Bus transfer to airport by local agency  
<http://www.airportliner.com/airport-shuttle-service.htm>

**Language:** English

**Sponsored by** Vodafone

Invited participants only