



POWERING PRODUCT INNOVATION

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Note: All times are US Eastern Daylight Time. Schedule is subject to change.

	DAY 1	DAY 2	DAY 3
9:00 AM	History of Innovation: How and Why It Happens, and Who Drives It	Overview of Design Thinking: History of the Discipline and Examples of Application	Applying Key Elements of the Lead User Method I: Concept of Advanced Analog and Pyramiding
10:30 AM	Overview of Corporate Innovation: Patterns and Examples of Success and Failure	Design Thinking: Where It Does and Does Not Work	Applying Key Elements of the Lead User Method II: Toolkits
12:00 PM	Idea Exchange Lunch	Idea Exchange Lunch	Idea Exchange Lunch
1:00 PM	MIT Startup Visit: Exploring Innovation Emergence and Pathways for Commercialization	MIT Lab Visit	Researcher Fireside Presentations
2:30 PM	Overview of Innovation Methods: History, Rationale, and Application	Patterns of Innovation by Users: Novel and Unusual Constraints, Context Change	Applying Key Elements of the Lead User Method III: Innovation Communities
4:00 PM	Introduction to the Lead User Method: The What, The Why, and The How	Essential Concepts in the Lead User Method: Sticky Information, System of Use, Innovation Communities	Demo Hour: Team Project Presentations
6:00 PM	Barbecue Dinner and Getting to Know Each Other	Working Picnic and Reflection on the Day	See You Later Party