

# PROGRAMM

## INNOVATIONCAMP THÜRINGEN – SILICON VALLEY

### BOOTCAMP – WEEK 1

#### DAY 0 – SUNDAY – SETTLING IN - SF

All Day      **Arrival & Sightseeing**

#### DAY 1 – MONDAY – SV TRENDS & MINDSET - SF

- 9:00 AM      Welcome & Introduction**  
Meet the Team & your Group / Align on the weeks program
- 9:30 AM      Silicon Valley Trends & the US Market**  
Introduction to Silicon Valley Trends & Ecosystem
- 10:30 AM      US business culture and networking workshop**  
Be reminded or learn how business culture differs between Germany and the US.  
Get sensitized for what to consider in your upcoming business meetings.  
Legal Aspects to keep in mind (Kilpatrick Townsend)
- 12:00 PM      Lunch at Salesforce Park**
- 1:30 PM      Workshop Part 1: Corporate Innovation with Todd Morrill (Mentor) –**  
Introduction to Lean Launchpad and Defining your Innovation Challenge  
Focus on the principals of Lean Launchpad and get equipped you with the necessary  
toolkit to master your innovation challenges. Get into details with your experienced Silicon  
Valley mentor Todd Morrill to further define your innovation challenges and learn about the  
principals of customer discovery.
- 4:30 PM      Reflection Day 1**
- 5:30 PM      Welcome Happy Hour (with special guest speakers)**

#### DAY 2 - TUESDAY – NEW DIGITAL BUSINESS MODELS - SF

- 9:00 AM      How might we find our Moonshot – from Ideation to Prototype (Innovationship)**  
The founders and partners of Innovationship are the pioneers of the original design  
process at IDEO. In this interactive workshop they will guide participants through the  
process of developing moonshot ideas with the help of design thinking principles and  
methods to take that first step of putting the plans to action.
- 12:00 PM      Lunch & Learn – with Innovationship**

- 1:00 PM**      **Site Visits @ Autodesk Technology Center, Automation Hero, Slack or Docusign**  
Where is the Money? – Evolving Business Models in the Digital Era  
Explore how Silicon Valley companies manage to integrate innovation in their everyday in- and outbound activities and the opportunities of AI and automation in the process.
- 3:00 PM**      **Session: Customer Focused Product Management**  
Mostafa Akbari-Hochberg (Holobuilder), Daniela Caserotto (Cathay Innovation)  
Exploring customer focused product management methods will help each participant to solve their challenge with a customer focus in mind.
- 5:30 PM**      **Reflection Day 2**
- 6:30 PM**      **Waymo Ride to Networking Event with New Business Model Focus**  
(e.g. Meet German Innovation Outposts in Silicon Valley  
Goldbaeck or Kärcher)

## DAY 3 – WEDNESDAY- STARTUPS & RESEARCH - SOUTHBAY

- 9:00 AM**      **Session at German Innovation Outpost (Bosch, Porsche Digital or E.On Inno Hub)**  
Which kind of investments can only be sourced and executed in North America.  
How can we combine the best of both worlds – German and American success factors?  
Why does the combination of research and industries work so successfully in the Valley?  
What are their key co-creation and co-invention performance indicators?
- 11:30 PM**      **Visit and Lunch & Learn: Plug and Play**  
Tour of Plug and Play Tech Center – See the heart of this unique ecosystem which connects change-makers and leading organizations. Enjoy lunch with Startups and VC funds in the Bay Area. What are the drivers for the ecosystem success?
- 2:00 PM**      **Meet the Unicorns – Startups challenging the status quo**
- 4:00 PM**      **Time to work individual challenges / Set up meetings**
- 5:00 PM**      **Reflection Day 3**

*Evening free for individual plans*

## DAY 4 – THURSDAY – AI & FUTURE OF MANUFACTURING - SOUTHBAY

- 9:00 AM**      **Session on Platform Economy and AI at Arista Networks, Amazon or LinkedIn**  
Reflect on the impact of AI driven platform economy on your business.
- 12:00 PM**      **Stanford Tour and visit at Stanford Robotic Lab or d.school**  
Tour of the Campus with insights by students/faculty on the Stanford's central role in research innovations and commercialization that drive technological development and economic growth.

- 2:30 PM Digital Twins & AI at NVIDIA or Jabil**  
Demonstration of solutions at the forefront of smart integration of AI into manufacturing processes and the opportunities of digital twins.  
**OR**  
**Generative AI trends and solutions @ C3 or ServiceNow**  
Site visits with discussion and first hand insights into Enterprise AI applications.
- 4:30 PM Reflection and work on challenges**
- 6:00 PM Recommendation for Networking Event or Startup Pitch Night**

## DAY 5 - FRIDAY – ATTRACTING TALENT - BERKELEY

- 9:30 AM Technology Center Visit with representative guest speaker (e.g. Head of Research Group, Artificial & Human Intelligence at Siemens Technology to Business Campus or Bayer Biopharmaceutical Campus)**  
Why chose German market leaders the SF Bay Area for their research centers? What are their insights on which AI trends need to be adopted now to maintain competitive?
- 12:00 PM Lunch at The Faculty Club at UC Berkeley**
- 1:30 PM Workshop Part 2: Corporate Innovation with Todd Morrill (Mentor)**  
at Haas School of Business @ UC Berkeley
- 4:30 PM Debrief/Recap of Bootcamp and preparation for individual part of program**  
- Lessons learned, new insights and tools for implementing them back home  
- Individual plans for week 2
- 6:30 PM Reflection Happy Hour – Wrap up Week 1**

## HANDS ON – WORKING ON YOUR CHALLENGES – WEEK 2

### INDIVIDUAL SCHEDULES

#### Week 2 includes:

- Multiple Mentoring sessions with mentor (Todd Morrill) to work on concrete solutions
- Discovery interviews & Matchmaking to validate the hypothesis and pivot
- Teamwork with peers, Group Debrief and Feedback
- Curated Supporting Program with Daily Standups, Lunch & Learn sessions, coffee chats, networking events and themed dinners with guest speakers
- Story Telling workshop at the Walt Disney Family Museum based on the magic of Walt Disney and how to apply it in your business (optional)