



Foto: Business Upper Austria

INVITATION, 5th - 8th November 2019, Linz, Upper Austria

CLUSTER ACADEMY 2019

Learn from the leading cluster region: based on 21 years of experience in Upper Austria

innovation is our business.



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STATEMENTS



"For decades Clusterland Oberösterreich GmbH - nowadays part of Business Upper Austria GmbH - has been known as a global role model for managing Upper Austria's clusters and innovative eco systems."

Merete Nielsen
Director for Cluster Excellence Denmark & President for TCI Network

"Based on our long lasting experience, we've compiled an exclusive program challenging innovative intermediaries from all over the world."

Werner Pamminger
CEO Business Upper Austria & TCI Board Member



"Based on my international experience as a facilitator of Cluster Management Trainings for about a decade, OPEN INNOVATION FORMATES such as DESIGN THINKING or LEGO® SERIOUS PLAY® are key to unlock participants' full potential. These methods are applicable from Strategy- or Organisation development, Product- or Service development, Creativity mining to Individual – or Team development."

Christoph Reiss-Schmidt
Key Account Manager Project - Development & International Affairs
Cluster und Netzwerkmanagement, Business Upper Austria

CLUSTER ACADEMY 2019

TUESDAY 5TH TO FRIDAY 8TH NOVEMBER 2019

**Grand Garage @ Tabakfabrik
Linz, Upper Austria**

AGENDA – DAY 1

09.00	Registration & setting the Scene
09.30	Presentation Ecosystem Upper Austria Speaker: Werner Pamminger
12.00	Best Practice Case: Setting up the Grand Garage facilitated also by Business Upper Austria
13.00	Lunch
14.00	Inspirational tour @ Factory 300 and Grand Garage
16.30	Best Practice Case: INTERREG ALPINE SPACE PROJECT „DES ALPS“ Setting up the DT-LAB @ Grand Garage
17.00	Pitch Training Raphael Friedl, CEO of TECH2B INKUBATOR GMBH
18.00	Get together + Speaker´s Corner

AGENDA – DAY 2

08.00	Setting the Scene
09.00	Ready for Innovation? Can innovation be too radical?
10.00	Digital Mindset Digitization and how it changes our society (incl. tangible examples)
12.30	Lunch
14.00	Customer centered Design
15.00	SERVICE DEVELOPMENT 360° SWOT/PEST/EFFECTUATION
19.00	Get together

AGENDA – DAY 3

08.00	Setting the Scene
08.30	SERVICE DEVELOPMENT 360° SWOT/PEST/EFFECTUATION
10.30	The Simulation of a SERVICE- PROTOTYPE Part 1: CANVAS + LEGO® SERIOUS PLAY®
13.00	Lunch
14.00	The Simulation of a SERVICE- PROTOTYPE Part 2: CANVAS + LEGO® SERIOUS PLAY®
16.30	The Simulation of a SERVICE- PROTOTYPE Part 3: CANVAS + LEGO® SERIOUS PLAY®
19.00	Get together

AGENDA – DAY 4

08.00	Setting the Scene
08.30	Presentation: The Simulation of a SERVICE- PROTOTYPE (Part 1, 2 & 3)
09.30	Pitch Training Raphael Friedl, CEO of TECH2B INKUBATOR GMBH
10.30	Prepare for Pitch
12.00	Coffee
12.30	Pitch your Service Prototype at our "SHARK TANK"
13.15	Feedback of the "SHARKS"
13.45	Wrap Up / Feedback of Participants
14.45	Networking-Lunch

TAKE THIS THRILLING OPPORTUNITY TO

- Work 4 days long in one of Austria`s most innovative eco system the Tabakfabrik / the GRAND GARAGE / the Austrian DesAlps DT Lab @ GRAND GARAGE
- Get challenged by applying OPEN INNOVATION FORMATES such as LEGO® SERIOUS PLAY® for developing your tailor-made new services
- Feel like a start up and pitch your idea at our "SHARK TANK"
- Learn to apply Business Upper Austria`s (Clusterland) best practise case "the development of the Grand Garage" to your regional specifics

When: 5th to 8th November 2019

Where: [Grand Garage](#) @ [Tabakfabrik](#)

Peter-Behrens-Platz 6, 4020 Linz, Upper Austria

Price: EUR 1.500,- plus VAT

Please register [here](#) by September 1st

Special offer: 50% off for second participant from your company

Business Upper Austria

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