

TRASFORMA

DYNAMICS PERSPECTIVES
OF INNOVATION

CAMP



MATERA
25-27
JULY
2019

TRASFORMA CAMP OFFICIAL PROGRAM

Le Monacelle, Via Riscatto 3, Matera (Italy)

25 Luglio

09:00 - 09:30	REGISTRATION & WELCOME COFFEE
09:30 - 10:00	WELCOME & OPENING SESSION Antonio Lerro, Daniela Carlucci <i>Università degli studi della Basilicata</i>
10:00 - 11:00	LECTURE 1 La Struttura del Pitch Francesco Santarsiero <i>CLabUnibas</i>
11:00 - 13:30	TEAMWORK SESSION Brunella Guida <i>Life & Business Coach</i>
13:30 - 15:00	LUNCH
15:00 - 16:30	TEAMWORK SESSION Business Model Canvas & Customer Discovery FACILITATORS: Giovanni Schiuma, Donato Sorgente, Daniela Carlucci, Antonio Lerro, Francesco Santarsiero, Paola Curci
16:30 - 17:00	CREATIVE COFFEE
17:00 - 18:00	LECTURE 2 Idea LAB: What are the big trends? Giovanni Schiuma <i>CLab Unibas</i>
19:00	NETWORKING HAPPY HOUR

26 Luglio

08:30 - 09:00	REGISTRATION & WELCOME COFFEE
09:00 - 11:00	LECTURE 3 Dynamics of Innovation Min-Ren Yan <i>Chinese Culture University - Taiwan</i>
11:00 - 11:30	CREATIVE COFFEE
11:30 - 13:30	TEAMWORK SESSION Business Plan FACILITATOR: Paola Curci <i>CLabUnibas</i>
13:30 - 14:30	LUNCH
14:30 - 16:30	TEAMWORK SESSION Fine Tuning Ideas FACILITATORS: Giovanni Schiuma, Donato Sorgente, Daniela Carlucci, Antonio Lerro, Francesco Santarsiero, Paola Curci
16:30 - 20:30	TAIWAN SESSION Cultural Event for Inspiration & Innovation "La Voce Singolare di Taiwan"
20:30	GALA DINNER Masseria del Parco, Matera

27 Luglio

08:00 - 08:30	REGISTRATION & WELCOME COFFEE
08:30 - 11:00	LECTURE 4 ICC Business Model Innovation Tavola Rotonda Imprenditori Industria Culturale e Creativa (ICC)
11:00 - 11:30	CREATIVE COFFEE
11:30 - 13:00	FINAL PITCH SESSION
13:00	GOODBYE LUNCH

Evento organizzato da:



In collaborazione con:

