



SWITZERLAND  
INNOVATION  
PARK INNOVAARE

# INNOVATION in PRACTICE

Topic: “Breakthrough Innovation”  
with a case example from TESLA

November 14<sup>th</sup>, 2017

Where Innovation Accelerates





**INNOVATION in PRACTICE** is the platform for the practice-oriented exchange of ideas on all aspects of innovation and technology management. In the form of one- or multi-part sessions, the format facilitates an in-depth discussion of specific issues, for example from the areas of R&D strategy, product development, technology transfer and IP management. The format is designed to address R&D leaders from industry as well as representatives from scientific research who want to cultivate the dialogue on equal footing. As our speakers, we invite skilled experts who have specific application experience.

**#INNOVATIONinPRACTICE**

**Using the results** of cutting-edge research for one's own innovation strategy is not an easy task. Depending on the industry and on how a company's own R&D organization is set up, specific challenges arise.

**INNOVATION in PRACTICE** sheds light on the question of how technology or industry companies, with varying degrees of research orientation, can incorporate the results of cutting-edge research into their own daily course of operations.

The topic is broken down into three areas and delved into, taking into account the specific experience of the participants.





## 1. Technologies and Products

## 2. Processes and Productivity

## 3. Breakthrough Innovation

With a case example from  
Bastian Petersen, **TESLA\***

Christian Bauer, **PSI, SCCER Mobility**

**Tuesday, November 14<sup>th</sup>, 2017, 5 pm – 8 pm**

Register now at: [www.parkinnovaare.ch/events](http://www.parkinnovaare.ch/events)

\*TESLA test drive available from 4 pm to 5 pm.



**TESLA** has become a pacemaker in electromobility. Learn first-hand how a start-up company that had never built a car before managed to shake up established car makers and what TESLA's plans are to fulfill its mission "to accelerate the world's transition to sustainable energy".

The Swiss Competence Center for Energy Research – Efficient Technologies and Systems for Mobility (**SCCER Mobility**) aims at developing the knowledge and technologies essential for the transition from the current fossil fuel based transportation system to a sustainable one.



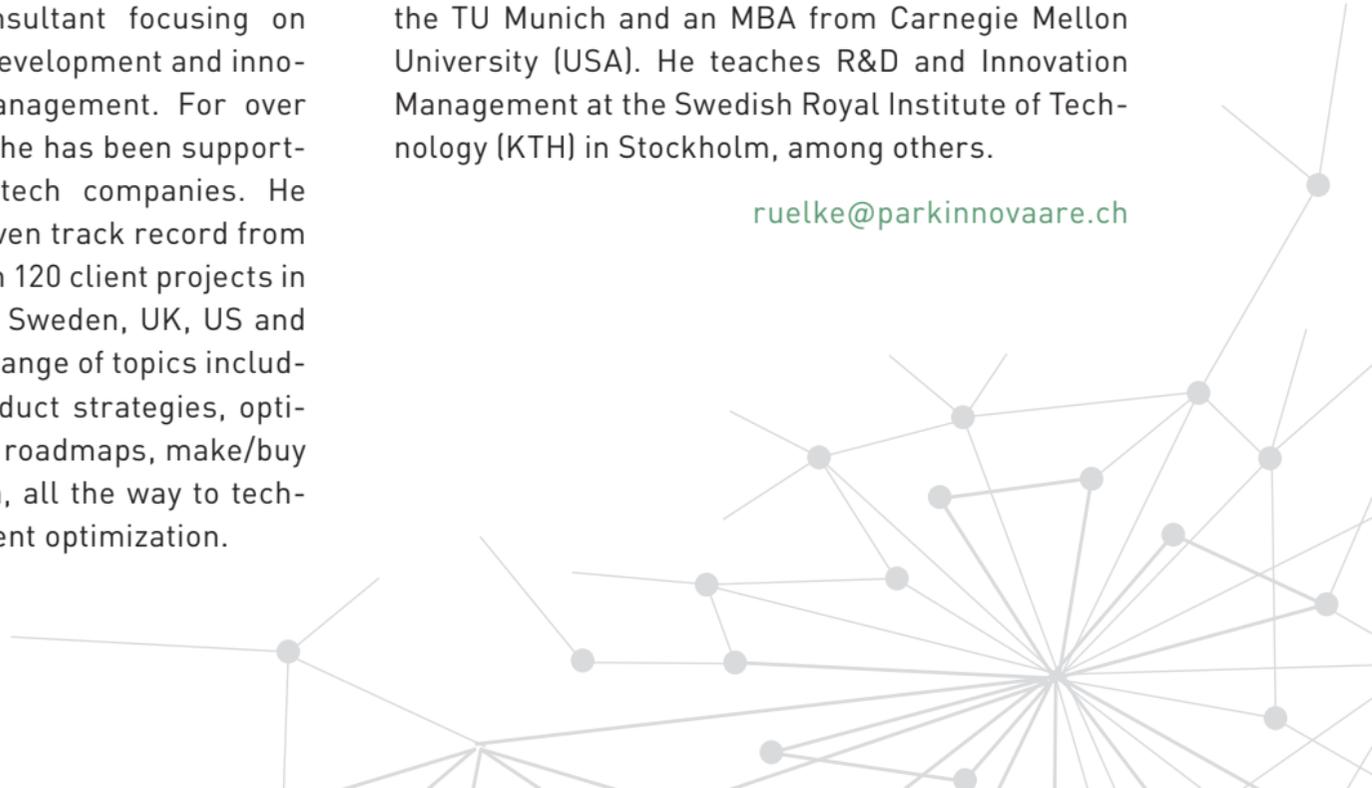


**Andreas Rülke** is a management consultant focusing on product development and innovation management. For over 23 years, he has been supporting high-tech companies. He has a proven track record from more than 120 client projects in Germany, Sweden, UK, US and

Switzerland, covering a wide range of topics including formulating R&D and product strategies, optimizing product portfolios and roadmaps, make/buy analyses in areas of research, all the way to technology and product development optimization.

Andreas Rülke is an engineer with a degree from the TU Munich and an MBA from Carnegie Mellon University (USA). He teaches R&D and Innovation Management at the Swedish Royal Institute of Technology (KTH) in Stockholm, among others.

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## Workshop agenda

5:00 pm Arrival

**5:30 Introduction**

**5:45 Keynote presentation**

**6:15 Case example**

**6:45 Breakout sessions**

**7:30 Discussion**

**7:50 Wrap-up**

8:00 pm Apéro

## Technologies and products

The development of new technologies is one R&D task that bears a higher degree of uncertainty.

In order to achieve commercial success, technologies and products have to be coordinated with each other.

### Guiding questions

- How to use available tools such as, product and portfolio planning or IP management?
- What are suitable management processes for technology and/or product development?
- What forms of cooperation, for example with external partners, can give a company's own innovation activity a push?
- How can investments in innovation be measured?

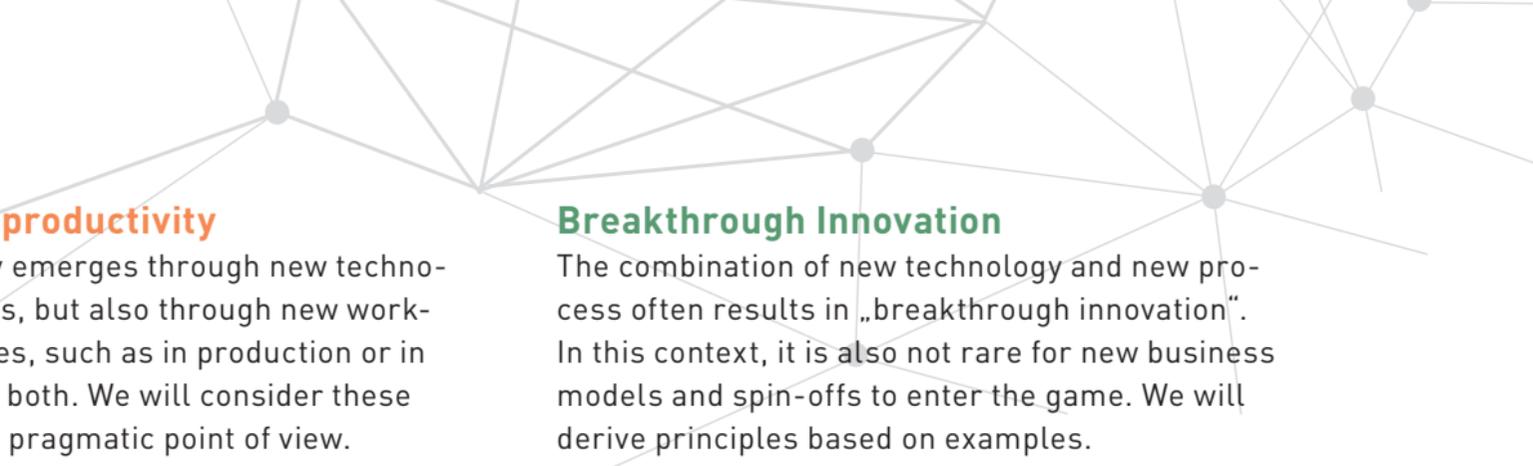


## Processes and productivity

Innovation not only emerges through new technologies and products, but also through new workflows and processes, such as in production or in the combination of both. We will consider these dimensions from a pragmatic point of view.

### Guiding questions

- How do suitable processes and procedures promote productivity in innovation?
- What new skills are required in order to optimize the innovation process?
- Can new business models help a company be innovative?
- How does digitization impact innovation activity?



## Breakthrough Innovation

The combination of new technology and new process often results in „breakthrough innovation“. In this context, it is also not rare for new business models and spin-offs to enter the game. We will derive principles based on examples.

### Guiding questions

- What is breakthrough innovation and why is this type of innovation so difficult to achieve?
- How can you raise the creativity level and arrive at new ideas, concepts and innovations?
- What methods can companies use to go about innovating in a structured manner?
- How do clusters such as Silicon Valley impact the development of breakthrough innovations?

**SWITZERLAND INNOVATION PARK INNOVAARE** is an innovation site at the Paul Scherrer Institute PSI. Here, innovations in the fields of Accelerator Technology, Advanced Materials & Processes, Human Health and Energy are the focus of attention. Centered on providing the best services for industrial research groups and spin-offs, we bring together innovators with a creative drive from large corporations, SMEs and research institutions from Switzerland and abroad. Our mission is to connect the right people with each other to enable innovations to be brought to market faster.



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Limited number of participants. Please register by sending an email to [anmeldung@parkinnovaare.ch](mailto:anmeldung@parkinnovaare.ch) | The event is free of charge.