

New Materials, Applications and Commercialization 2010

10.8.10/rt

Day 1 24.8. 2010

Background. Applications and Commercialization Applications and Commercialization

Time	Speaker
08:30	Registration and Coffee
09:00	Welcoming words
09:15	Risto Ilmoniemi, Aalto University
09:45	Arto Ranta-Eskola, Ruukki, "Develop or Disappear"
10:30	Break
10:45	Jan Sten, Trainstation Oy, Introduction to commercialization of research & "Vocabulary"
11:30	Premix, Jyrki Hakola
12:15	Lunch
13:15	Paavo Kinnunen, Helsinki University
14:00	Matti Kuusisto, Spinverse
14:45	Coffee
15:15	Presentation of Group Work
16:15	What have I learned?
17:00	Get-together with refreshments
19:00	End of Day 1

Day 2 25.8.2010

Commercial Potential & Business Planning

Time	Speaker
09:00	Opening of the day
09:15	Jan Sten: What do customers like? Customer logic, customer profilation, value propositions
10:30	Break
10:45	Jari Hurttia, Beneq
11:35	Exercise
12:00	Lunch
13:00	Value offerings for customers, reflection (Jan Sten)
13:30	David Brown, Canatu
14:15	Coffee
14:30	Jan Sten: Development of new services, business models, resourcing, and action planning
15:15	Juha Rantala, Silecs
16:00	What have I learned?
16:30	End of Day 2

Day 3 26.8.2010

Intellectual Property Rights (IPR)

Time	Speaker
09:00	Opening of the day
09:15	Christoffer Sundman, Seppo Laine Oy
10:45	Break
11:15	Jouko Yli-Kauppila, Metso
12:00	Lunch
13:00	Juha Jutila, Keksintösäätiö: From ideas to innovations
13:45	Group work: Preparations for the final phase of group work. Jan Sten
14:45	Coffee
15:00	Group work: Preparations for the final phase of group work. Jan Sten (continues)
16:30	What have I learned?
16:30	End of Day 3

Day 4 15.9.2010

Finding the Commercial Paths and Funding Aspects

Time	Speaker
09:00	Opening of the day
09:15	Jukka Häyrynen, Picodeon
10:00	Tapio Koivu, VTT
10:45	Break
11:15	Petri Laine, Veraventure Oy
12:00	Lunch
13:00	Heikki Sundquist, Sitra
13:30	Petro Lahtinen, Onbone
14:00	Coffee
14:30	What have I learned?
15:00	Group work
17:00	Sauna at Micronova
19:30	End of Day 4

Day 5 16.9.2010

Examples and Summaries

Time Speaker

09:00 Opening of the day

09:15 **Antti Aarnio, Pauli Laitinen, Aalto University**

10:00 **Olli Ikkala, Aalto University**

10:45 Break

11:15 **Thomas Ahlnäs, Granula**

12:00 Lunch

13:00 **Group work I summary**

14:15 Coffee

14:45 **Group work II summary**

16:00 **ter**

16:45 End of Day 5

