



Boosting Relationships between Academia and Industry – BRAIn

Agenda

Monday, May 20, 2019, Central Library, Floor 2, room 2.3	
08:30-9:00	Come - together - Coffee
09:00-09:45	Welcome words, getting to know each other
09:45-09:55	ICG Integrated Consulting Group short intro & agenda of the event
9:55-10:05	Design Thinking Methodology
10:05-10:55	1. Understanding & presenting the business challenges for the teams
10:55-11:05	Break
11:05-11:15	2. Input on Empathise
11:15-11:30	Analysing the user: interviews & observation, videos on empathy
11:30 – 13:00	Field work, Practice observing, Filling interview logs
13:00 – 14:00	Lunch break
14:00 – 14:15	Warm-up
14:15 – 15:30	3. Define - reframed challenge
15:30 – 15:45	Break
15:45 – 17:00	4. Ideate - brainwritting and picture association
17:00 – 17:15	Reflections of the day
17:15	End of day 1
Tuesday, May 21, 2019, Central Library, Floor 2, room 2.3	
8:30 - 9:00	Come - together - Coffee
09:00 - 09:15	Warm-up, my imaginary best friend
09:15 - 09:25	4. Ideate
09:25 - 10:25	Imaginary brainstorming/ Heroes Brainwalking
10:25 - 10:40	Reflections
10:40 - 10:55	Break

10:55 - 11:15	Selection of ideas
11:15 - 12:00	Idea concepts
12:00 - 13:00	Lunch break
13:00 - 13:45	5. Prototype
13:45 - 14:35	6. Test
14:35 - 14:50	Reflections
14:50 - 15:05	Break
15:05 - 15:35	Iteration
15:35 - 15:50	ICG case - Philips
15:50 - 16:20	Next steps for the teams
16:20 - 16:30	I like, I wish
Wednesday, May 22, 2019, Central Library, Floor 2, room 2.3	
09:00 – 09:30	Come - together - Coffee
09:30 – 09:45	Warm-up
09:45 – 10:00	Prototype – recap
10:00 – 13:00	ProTeam work together with UPB mentors and AVITECH business partners
13:00 – 14:00	Lunch break
14:00	Social programme
Thursday, May 23, 2019, Central Library, Floor 2, room 2.3	
09:00 – 09:30	Come – together – Coffee
09:30 – 09:45	Warm-up
09:45 – 10:00	Testing – recap
10:00 – 13:00	Testing – Team work together with UPB mentors and AVITECH business partners
13:00 – 14:00	Lunch break
14:00 – 17:00	Preparation for pitching presentations



Friday, May 24, Central Library, Floor 2, room 2.3	
09:00 – 09:30	Come – together – Coffee
09:30 – 12:00	Pitching presentations in front of a jury
12:00 – 13:00	Lunch
Free time	
Saturday, May 25, Participants' Departure	