



INNOVATION MANAGEMENT TRAINING 3

“Creativity, Innovation and
Entrepreneurship”

11th June 2018

University of Limerick



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 691980.



1. VENUE

University of Limerick
Analogue Devices Building
Room AD1-045/46 (1st floor)

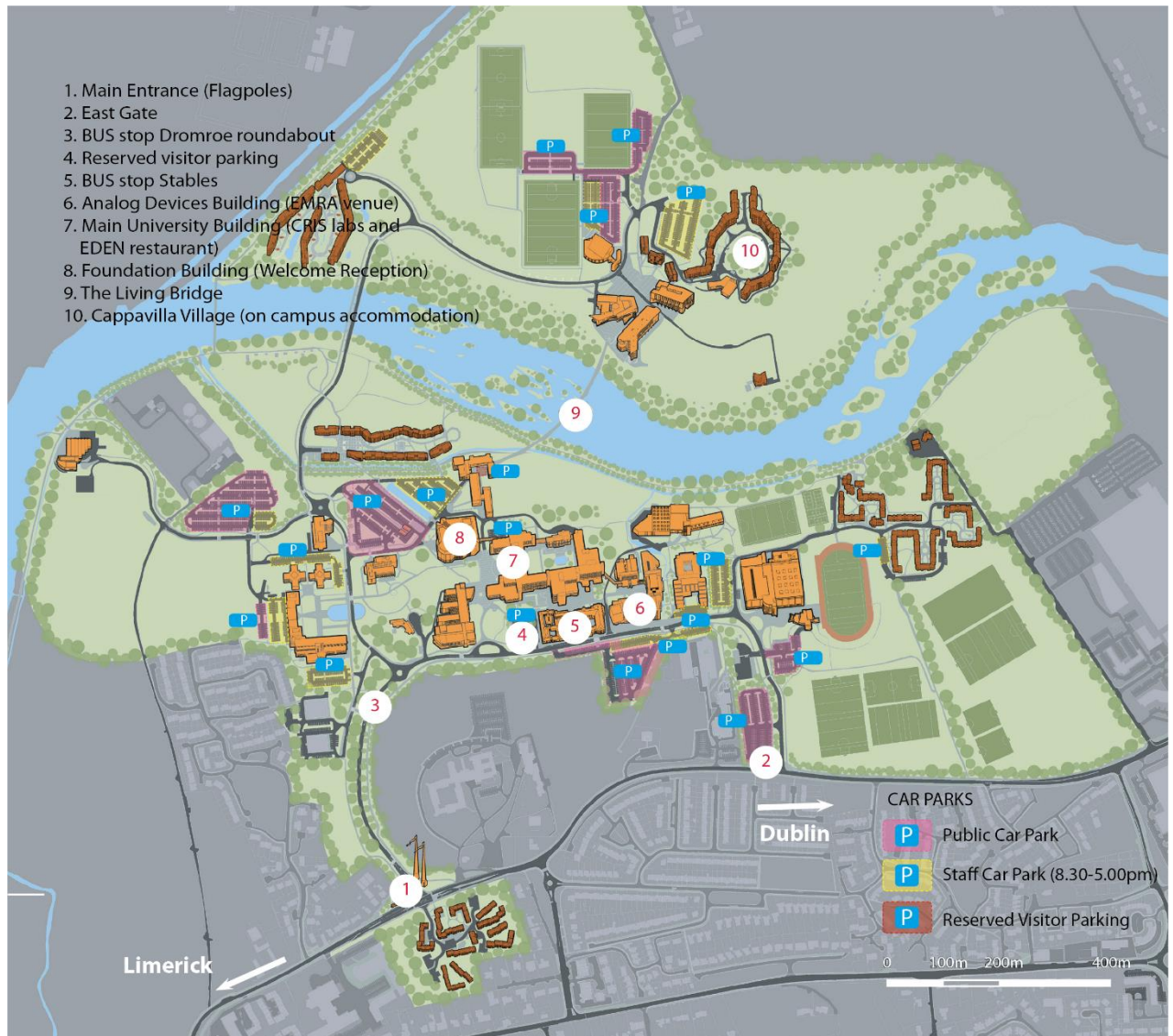
Bus stop Stables City centre line **308, 307, 304A, 304** (for more details see map below and how to get travel guide on EMRA WEBSITE: <http://emra-18.marinerobotics.eu/travel/> .)



Analogue Devices Building



AD1-045/46



NOTE.

Meet and greet lunch will be organised at **EDEN restaurant** (mezzanine floor), **Main University Building (7)**. Lunch will start at **12:30**. Meeting point: Lobby of the Main University Building.

All attendees are invited to join us at the **EMRA welcome reception** starting at **18:15** in the **Foundation Building** (University Concert Hall (8)).

2. PREREQUISITES FROM PARTICIPANTS

No prerequisites required.

3. SCHEDULE

Day 1: 11th June 2018 (Monday)

12:30 – 13:30	Registration - Meet and greet lunch (restaurant EDEN – Main University Building)
13:30 – 13:45	Introduction of the expert and the attendees
13:45 – 15:15	SESSION 1: Unlocking Creativity
15:15 – 15:30	COFFEE BREAK
15:30 – 17:00	SESSION 2: Innovation, Creativity & Entrepreneurship Challenge
17:00 – 18:00	SESSION 3: Panel session with SMEs & Startup CEOs Paddy Finn – CEO Electricity Exchange (Named Ireland's „Best Young Entrepreneur for 2017“) James Ives – CEO Xoclean

4. INNOVATION TRAINING PLANNED OUTCOMES:

- A. To nurture and develop your creative confidence.
- B. To practice creativity in a fun, safe & collaborative environment.
- C. To foster your entrepreneurial mindset.
- D. To collaboratively develop an innovative solution for an everyday object.

5. LECTURE DESCRIPTION:

Session 1 – Unlocking Creativity

Over the course of this fast-paced 90-minute session we will play a number of Innovation & Creativity problem-solving games that are fun, collaborative and guaranteed to pique your curiosity and spark your creativity.

The games will be revealed on the day, but all have significant learning outcomes.

You can reuse these games back at your workplace both for fun, to develop communication and collaborative skills and to unlock the creativity that is within all of us.

Session 2 – Innovation, Creativity & Entrepreneurship Challenge

Fun, fast-paced, immersive, collaborative problem-solving remain central to Session 2.

In the remaining 90 minutes you will use Design Thinking to reimagine an everyday object.

You will join colleagues in a small team of 4 and:

- Quickly gain insights from discovery and empathy.
- Define a problem-to-be-solved for the everyday object.
- Create multiple solutions.
- Make a rough-and-ready prototype to communicate your idea to your fellow teams.

All very creative, innovative and entrepreneurial.

Session 3 – Panel session with SMEs & Startup CEOs
Paddy Finn – CEO Electricity Exchange (Named Ireland’s Best Young Entrepreneur, for 2017)
James Ives – CEO Xoccean

The panel session will host two speakers: Paddy Finn from Electricity Exchange and James Ives – CEO Xoccean. Being both the successful entrepreneurs, their paths have been entirely different. We will have a chance to learn about two start-up showcases, compare the stories, challenges they faced, mistakes they made and goals they achieved.

The session will be divided into two slots: short presentations of each story following Fireside Chat moderated by Fergal Brophy. We expect the full interaction with attendees.

Dr Paddy Finn CEO Electricity Exchange. Paddy is a leading figure at the forefront of Demand Side strategy in Ireland and was listed in the Irish Independent’s “30 under 30 Shaping Ireland’s Future”. With a background in Electronic Engineering, Paddy holds a PhD on „The facilitation of wind-generated electricity in Ireland’s electricity market using demand response from the University of Limerick“, and continues to publish his research in top tier peer-reviewed energy journals. Paddy is the lead manager and technical investigator on research, development, and commercialisation projects conducted in collaboration with Intel and EirGrid.

James Ives is the founder and CEO of Xoccean, he is a Chartered Engineer and Fellow of Engineers Ireland. James was previously the CEO of tidal energy business OpenHydro, a senior manager at Accenture and an engineer at Ricardo Consulting Engineers. Xoccean is a startup company develops an innovative Autonomous Surface Vessel for the collection of ocean data.

6. BIOGRAPHIES OF LECTURER



Fergal Brophy

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Fergal Brophy is an entrepreneurial specialist at UCD Innovation Academy. His focus is on facilitating and mentoring innovation, creativity and entrepreneurship for large Corporates, small to medium sized firms (SMEs), postdocs and Undergraduates. He practices design thinking, lean startup and business model innovation and specialises in stakeholder discovery, jobs-to-be-done, problem framing, ideation, value proposition design, business model innovation, prototyping and experimentation. He presented on 'Mixing and Matching Ideas' at the UCD EdTECx talks 2017 and received a UCD Teaching Excellence Award in 2017.

Fergal facilitates and mentors on Go Global 4 Growth, an Enterprise Ireland (EI) programme specifically designed to challenge SME's in the technology sector to scale. He has also worked on EI's New Frontiers programme which supports high-potential startups. EI is a state agency focused on helping Irish-owned businesses to deliver new export sales.

Fergal is a growth planner and mentor at the Social Innovation Fund (SIF). SIF provides growth capital and supports to Ireland's best social innovators including FoodCloud, ALONE and CareBright.

Fergal facilitated the US Embassy/American Ireland Chamber of Commerce (AmCham) Future Leaders Summit 2017. He was Hack Leader at the Embassy's Social Entrepreneurship Hackathon in 2015 and is a regular contributor to the work of the US Embassy Youth Council. He has facilitated innovation sprints for MasterCard, Deloitte Blockchain Lab, PwC, ESB, Bank of Ireland, New Ireland Assurance, Irish Stock Exchange and at SciComm.

Fergal co-founded a financial services technology company in 2001 which was scaled and sold to one of Ireland's largest financial services in 2014. Open Financial Services created a new innovative business model when it pioneered the Worksite Marketing distribution channel. The Company piggybacked on two rapidly emerging trends and technologies at that time; the proliferation of Corporate Intranets and the provision of voluntary benefits by HR professionals of Ireland's leading employers. Many leading multi-nationals facilitated Open's services including Apple, EMC, Dell, Oracle, Citi, Bank of America, JP Morgan, PwC, KPMG, Pfizer, Merck, Boston Scientific and Medtronic.

He has lectured at Dublin City University (DCU), the Institute of Public Administration (IPA), Dublin Business School and facilitated programmes at the DCU Ryan Academy. He previously held sales and brand management roles at Pepsi, Kellogg's and Nivea.