



EXCELLABUST
EXCELLING LABUST IN MARINE ROBOTICS

INNOVATION MANAGEMENT TRAINING 4

“Disruptive Business Models
and cracking the code of
Financial Forecasting”

16 November 2018

University of Zagreb

Faculty of Electrical Engineering
(UNIZG-FER)



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



1. VENUE

Gray Hall
University of Zagreb
Faculty of Electrical Engineering (UNIZG-FER)
Address: Unska 3, Zagreb, Croatia

2. PREREQUISITES FROM PARTICIPANTS

There are no prerequisites to attend this workshop.

3. SCHEDULE

Day 1: 16th November 2018 (Friday)

09:15 – 09:30	Registration- Meet and greet
9:30 – 11:00	Session 1: Disruptive Business Models
	BREAK
11:15 - 13:00	Session 2: Cracking the code of Financial Forecasting

4. INNOVATION TRAINING PLANNED OUTCOMES:

- Understanding disruption and being able to successfully apply the principles of disruptive business modelling
- Understanding the difference between radical and disruptive innovation
- Understanding the impact of disruptive business models
- Understanding and assessing the scalability of business models
- Ability to apply improved analysis to the competitive and industry environment
- Ability to understand different factors influencing the composition of financial revenue and P&L and cash-flow forecasts
- Understanding different approaches to financial forecasting and presentation of forecasts to investors and funding agencies

5. LECTURE DESCRIPTION:

Session 1: Disruptive Business Models

Introducing the principles of disruptive innovation, radical vs disruptive innovation, discussing disruptive business models' focus on creating, disintermediating, refining, reengineering or optimizing a product/service, role/function/practice, category, market, sector, or industry. Case studies & examples of successful disruption. Analytical approach to assessing the competitors and industry environment. Understanding scalability of business models.

Session 2: Cracking the Code of Financial Forecasting

Defining the limitations and assumptions. Understanding the market share factor and impact of 'willingness to pay'. Development and incorporation of risk models, revenue models and pricing models. Financial forecasting modelling, approaches and practical examples. Presentation & communication of financial forecasts to investors and funding agencies.



6. BIOGRAPHIES OF LECTURERS



Helena Deane

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Helena Deane is a Projects Executive at WestBIC. Established in 1987, WESTBIC is the official EU Business & Innovation Centre operating in the NW Region of Ireland, with office locations and service points spread across the territory. It provides applied innovation services, tailored business advice and support to innovative enterprise, rural enterprise projects and social innovation and social/community enterprise projects, from concept to commercialisation. WESTBIC carries a portfolio of over 500 innovative enterprises, exporting and creating high-value jobs, including many rural enterprises, as well as support for over 100 social innovators/enterprises. WESTBIC is also the largest manager of community enterprise space in the region and also provides strategic development support to a number of community enterprise centres. WESTBIC is an active member of the Association of EU BICs in Ireland, and the European Business & Innovation Centres Network (EBN) with over 200 approved EU-BICs.

As part of the WestBIC team, Helena helps deliver a number of SME and start-up innovation supports, focusing on raising finance, improving competitiveness, growth and internationalisation. She also delivers a range of mentoring and training assignments and facilitates other entrepreneurial supports offered by WestBIC, as well as supporting and managing EU projects in the area of H2020.

In addition to her role at WestBIC, Helena manages the Intertrade Ireland cross-border development agency FUSION programme in the West of Ireland. This cross-border technology transfer programme is based on collaboration between the academic partners and an SME to develop or improve products, processes or services, streamline business processes to increase efficiency and performance, develop and implement new technologies, systems or processes and improve capabilities in innovation, design and technology.

She has also been appointed as an expert and evaluator for the Horizon 2020 programme on behalf of the European Commission, as well as on behalf of the EUREKA funding programme. These roles involve evaluation of single entity and collaborative funding proposals ranging from €0.05-€5 million.

In addition to her innovation and entrepreneurship background, Helena has also over 10 years of industry experience, mainly in engineering projects, having worked, among other, for Engineering Consultancy Atkins Global, Alstom Transport Rolling Stock division and the Volkswagen Group.