

INNOVATION BOOT CAMP

CableLabs
Silicon Valley Office
Oct. 20-24



AGENDA *(meals provided)*

Monday - October 20, 2014 NOON to 6:30PM

OVERVIEW

- WELCOME & INTRODUCTION
- PRESENTATION: FIRE (Focus, Ideate, Rank, Execute) by Phil McKinney
- MIXER (dinner included)

Tuesday – October 21, 2014 8:00AM to 8:30PM

FOCUS

- PRESENTATION: Identifying a Problem by Mickie Calkins
- EXERCISE: Top Questions Brainstorm
- INTERVIEW: David Birnbaum - Tips on the Journey to a New Market
- EXERCISE: Identify the Most Likely Segment for your Assignment
- GUEST LECTURE: Shared Picture of the Customer by Rohini Venkatraman
- PRESENTATION: Active Listening by Mickie Calkins
- EXERCISE: Role Playing
- EXERCISE: Developing Personas
- EXERCISE: Develop Validation Questions & Assigning Active Listening Roles
- IN-FIELD ACTIVITY: Into the Wild (dinner included)

Wednesday – October 22, 2014 8:00AM to 9:30PM

IDEATION & RANKING

- DISCUSSION: Adjusting the Team Understanding by Mickie Calkins
- TOUR: NestGSV, a local innovation hub
- INTERVIEW: Anna Akbari & Dan Gonzales Entrepreneurs about Successful Ideation
- PRESENTATION: Ideation by Susan Bowen
- EXERCISE: Great Minds Think Alike
- EXERCISE: Develop Your Team's Pitch Statement
- IN-FIELD ACTIVITY: Observe a Pitch It Session (dinner included)

Thursday – October 23, 2014 8:00AM to 7:00PM

EXECUTION

- GUEST LECTURE: Telling a Great Story - In a Business Format by Amanda Prail
- GUEST LECTURE: The Importance of Proof by Glenn Wong
- EXERCISE: Develop and Refine Solution Pitch
- TOUR: Google, Intel and Computer History Museum (dinner included)

Friday – October 24, 2014 8:00AM to NOON

PITCH

- EXERCISE: Pitch Your Team's Idea
- REFLECTIONS & NEXT STEPS



Anna Akbari, Ph.D.
Sociologist & Entrepreneur



David Birnbaum
Marketing Consultant



Daniel Gonzalez
Entrepreneur, Adviosly COO



Amanda Prail, IMS Health
Vice President,
Product Management, Payer Solutions



Rohini Venkatraman, Livefyre
Product Manager



Glenn Wong, Hewlett-Packard
Consumer Design Manager



Phil McKinney, CableLabs
President & CEO



Susan Bowen, CableLabs
Sr. Program Manager, Innovation Office



Mickie Calkins, CableLabs
Principal Architect,
Advanced Technology Group



Christian Pape, CableLabs
Vice President, Innovation Office