

CableLabs®



**INNOVATION  
BOOT CAMP**

## **Innovation Boot Camp**

**CableLabs**

**Silicon Valley Office**

**400 West California Ave, Suite 100, Sunnyvale CA 94086**

**June 16 – 19, 2015** *all meals included*

***Note:** the Boot Camp is an immersive experience & includes evening activities. There is also at least an hour of pre-work materials to read before you arrive. As much as possible, you'll want to set expectations with your regular work that you will be "booked!"*

## **AGENDA**

### **Tuesday - June 16, 2015 8:00 AM to 8:30 PM**

#### *OVERVIEW & FOCUS*

- WELCOME & INTRODUCTION
- PRESENTATION: Innovation Framework, 6 Myths of Innovation, The Power of Questions, FIRE (Focus, Ideate, Rank, Execute) by **Phil McKinney**
- EXERCISE: First ideation
- PRESENTATION: Who Will You Serve & What Questions Matter? by **Mickie Calkins**
- EXERCISE: Second ideation
- GUEST SPEAKER PRESENTATION: Jump Start Your Market Validation by **Cindy Kennaugh**
- PRESENTATION: Active Listening by **Mickie Calkins**
- EXERCISE: Role Playing
- EXERCISE: Developing Validation Questions & Assigning Active Listening Roles
- IN FIELD ACTIVITY: Into the Wild

### **Wednesday – June 17, 2015 8:00 AM to 9:00 PM**

#### *IDEATION & RANKING*

- DISCUSSION: Adjusting the Team Understanding
- PRESENTATION: Ideation by **Susan Bowen**
- EXERCISE: Ideation
- EXERCISE: SCAMPER
- EXERCISE: Ranking
- GUEST SPEAKER DISCUSSION: A VC's Perspective, Compel Your Stakeholders to Act by **Ankur Prakash**
- EXERCISE: Creating the Initial Solution Statement
- IN-FIELD ACTIVITY: Observe a Pitch Session

### **Thursday – June 18, 2015 8:00 AM to 5:00 PM**

#### *EXECUTION*

- DISCUSSION: Reflections on Ideation & the Pitch Session by **Christian Pape**
- GUEST LECTURE: Telling a Great Story In a Business Format by **Amanda Prail**
- GUEST LECTURE: Visual Design in Communicating Your Message by **David Chien**
- EXERCISE: Develop and Refine Solution Pitch
- TOURS (Silicon Valley Innovation Experience)
- EXERCISE: Complete the Team Pitch *teams may choose to continue working during/after dinner*

### **Friday – June 19, 2015 8:00 AM to NOON**

#### *PITCH & REFLECTION*

- EXERCISE: Dry Run
- EXERCISE: Pitch Your Team's Idea to a Panel of Judges
- REFLECTIONS with **Phil McKinney**
- GRADUATION