STEAM
HUB

GEFÖRDERT VOM

Bundesministerium
für Bildung
und Forschung

Breaking The Ice

WELCOME

WELCOME

Goal:

Brainstorm and Meta-Brainstorm

Output:

First Ideas, Experiences in Idea Creation
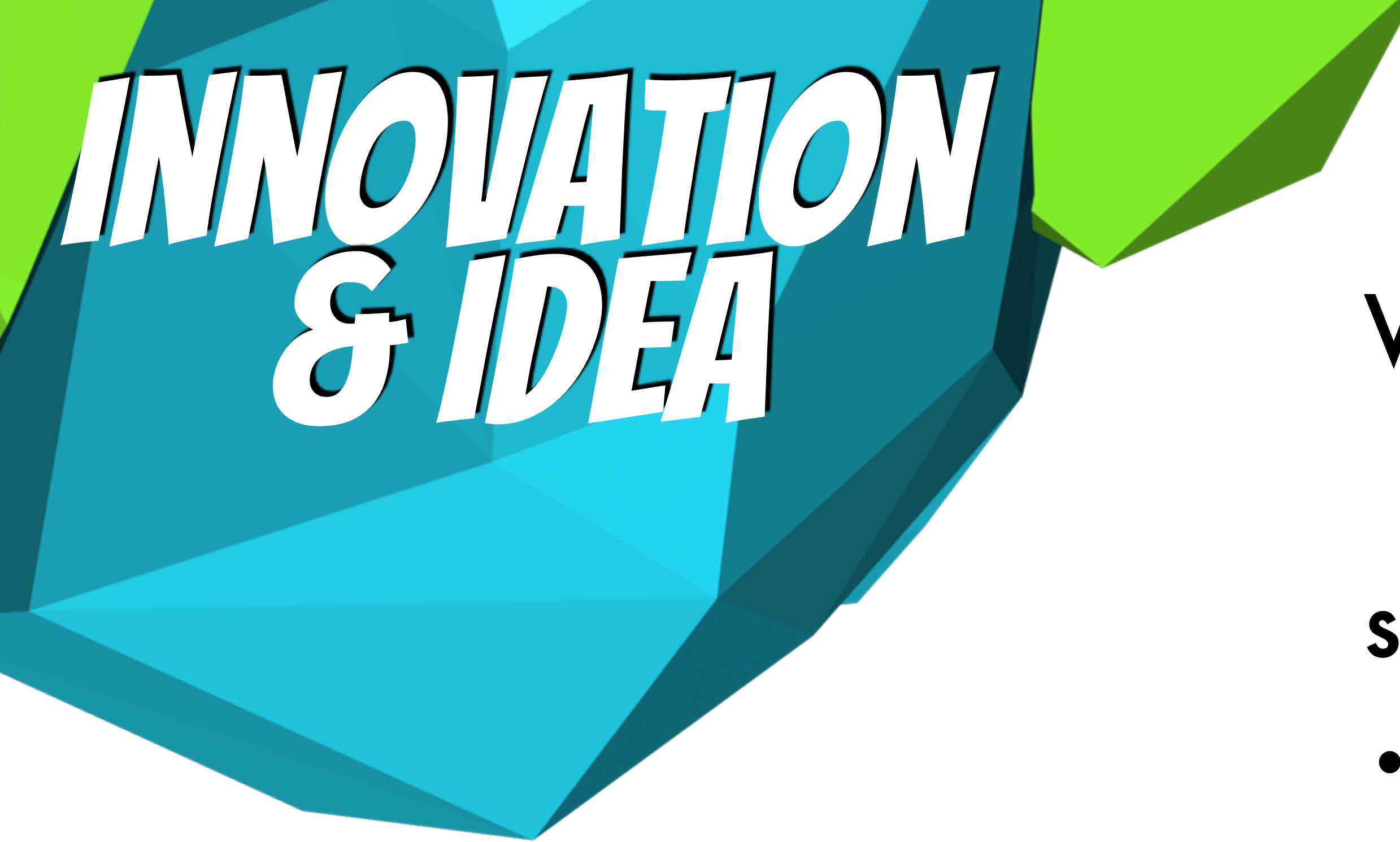
INNOVATION & IDEA
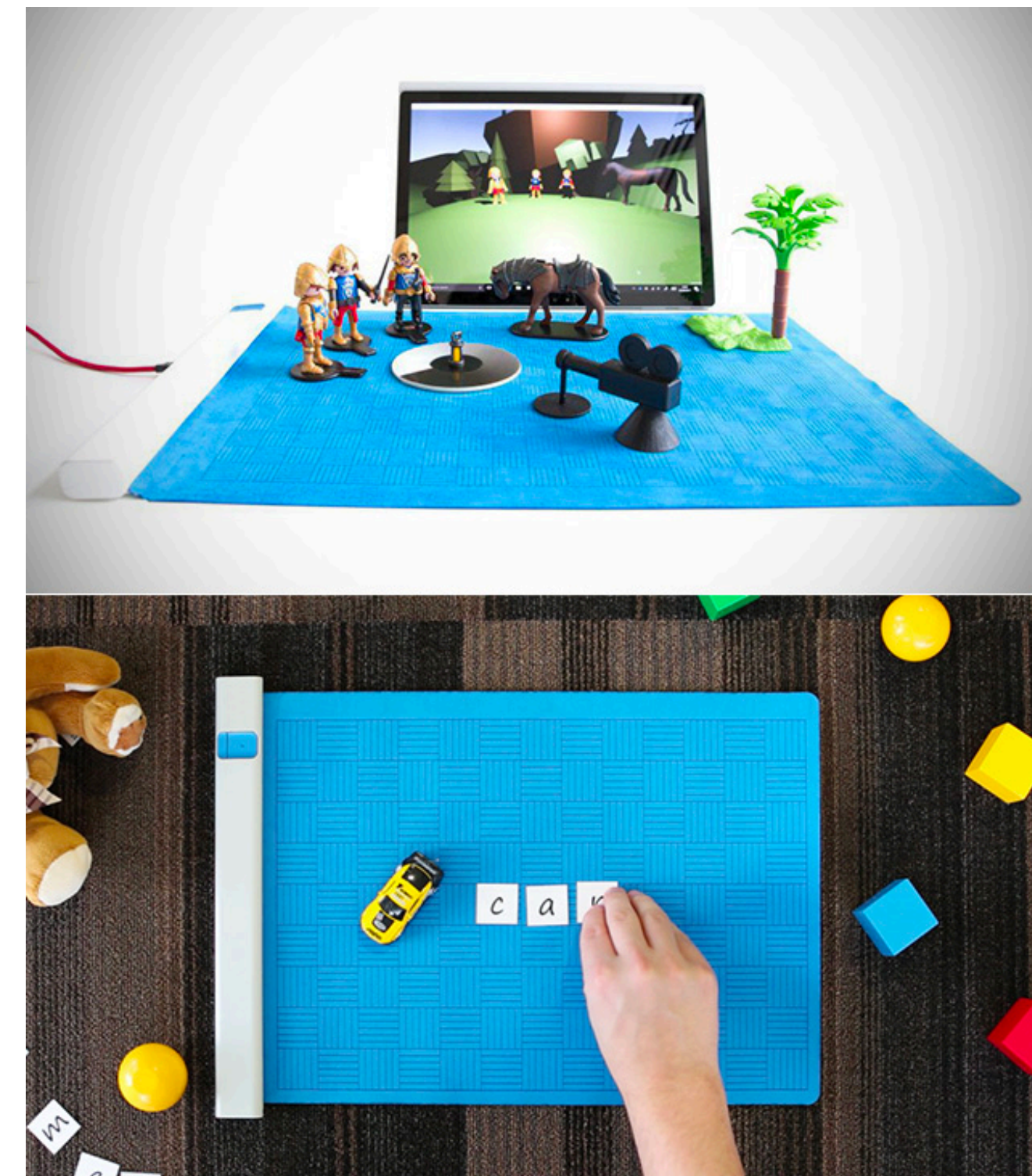
What is "innovative"?

something:
- interesting
- newly combined
- (really) not done yet
- revolutionary

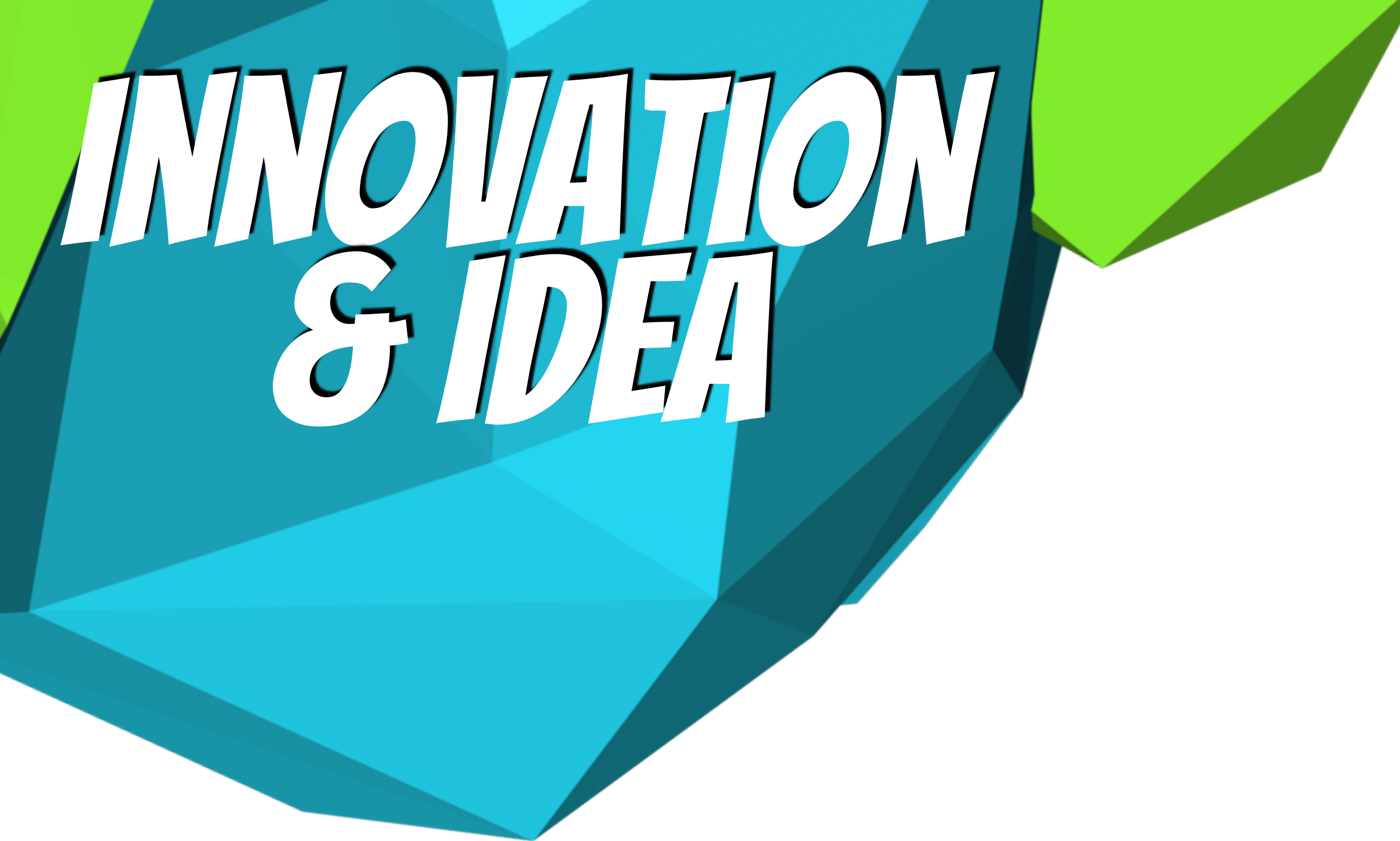# INNOVATION & IDEA

Transparent touch screens, kinetic installations, real 3d, real-time rapid prototyping, interactive mat, sensors, robots, …

Four sections:

- <u>Hardware</u>

- Software

- Hot Topics

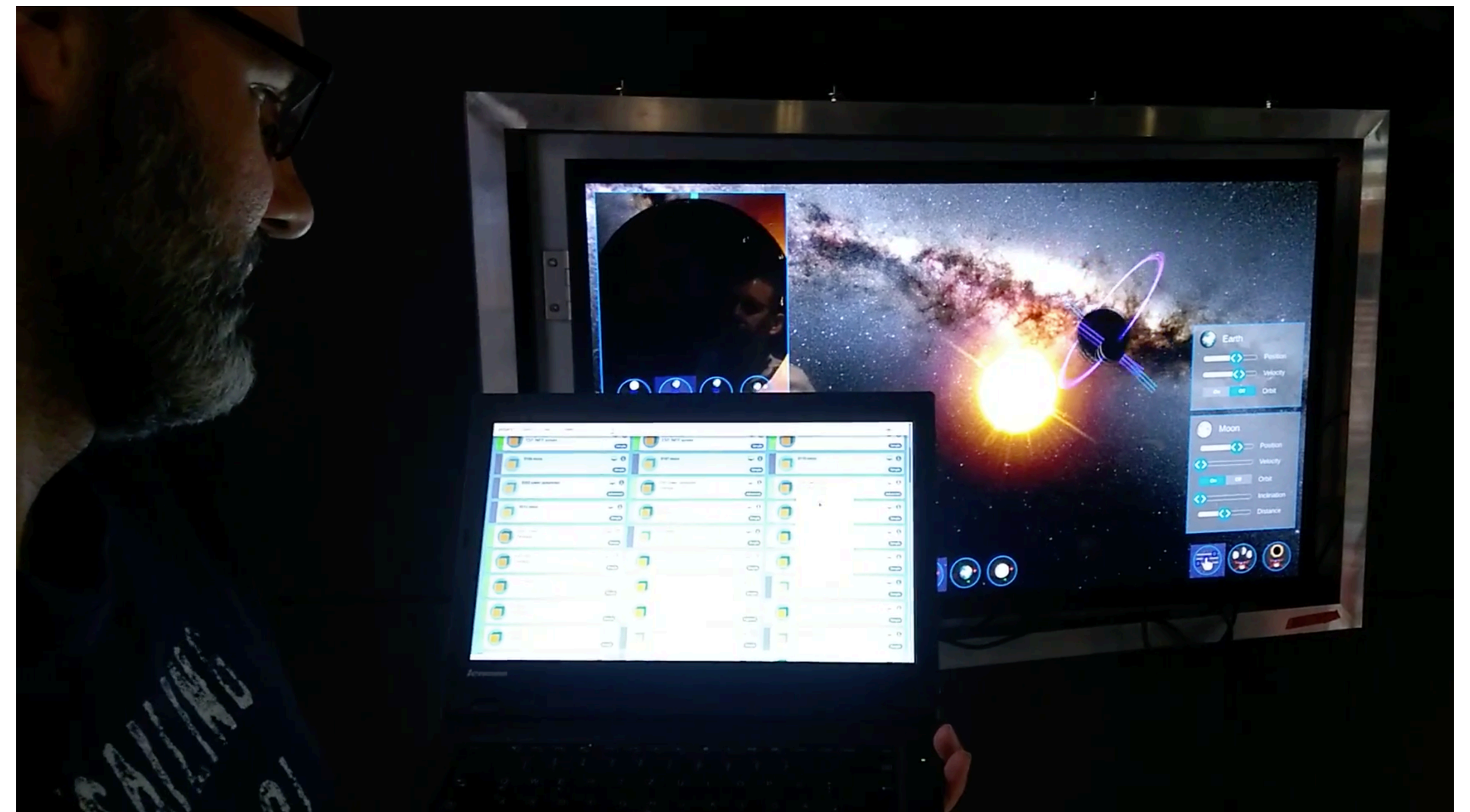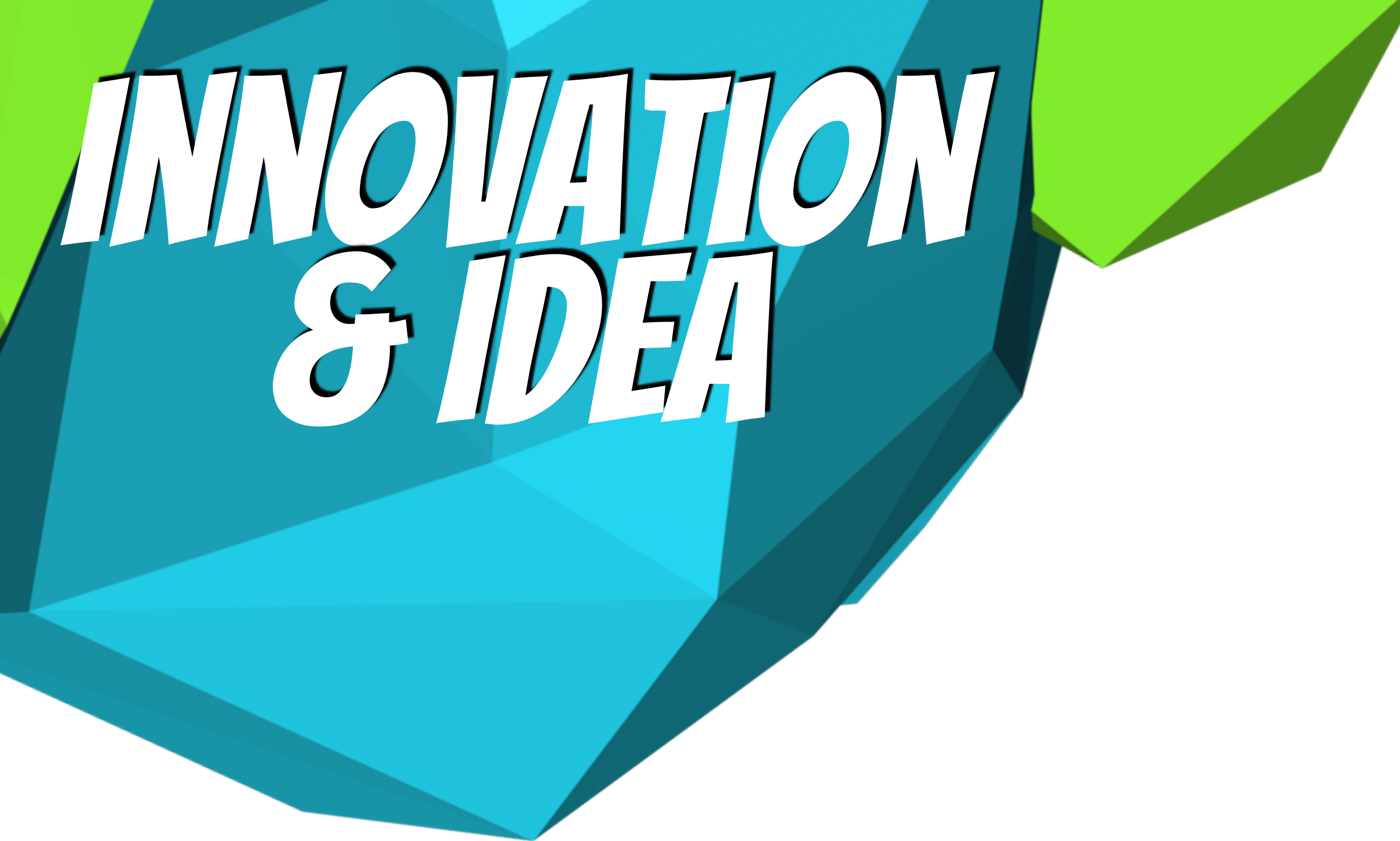- Marketing Strategies

INNOVATION & IDEA

Apps, games, operation systems / infrastructure, toolkits, digital interactive, AR/VR/MR, ...

Four sections:
- Hardware
- <u>Software</u>
- Hot Topics
- Marketing Strategies

INNOVATION & IDEA

AI, Industry 4.0, Blockchain, data security, DNA modification, Space Travel, Science & Art, ...

Four sections:

- Hardware
- Software
- <u>Hot Topics</u>
- Marketing Strategies

INNOVATION & IDEA

Four sections:

- Hardware
- Software
- Hot Topics
- <u>Marketing Strategies</u>

New markets as "Überraschungsei", Airplane Entertainment Systems, new forms of participation, guerilla venues, new regions, …
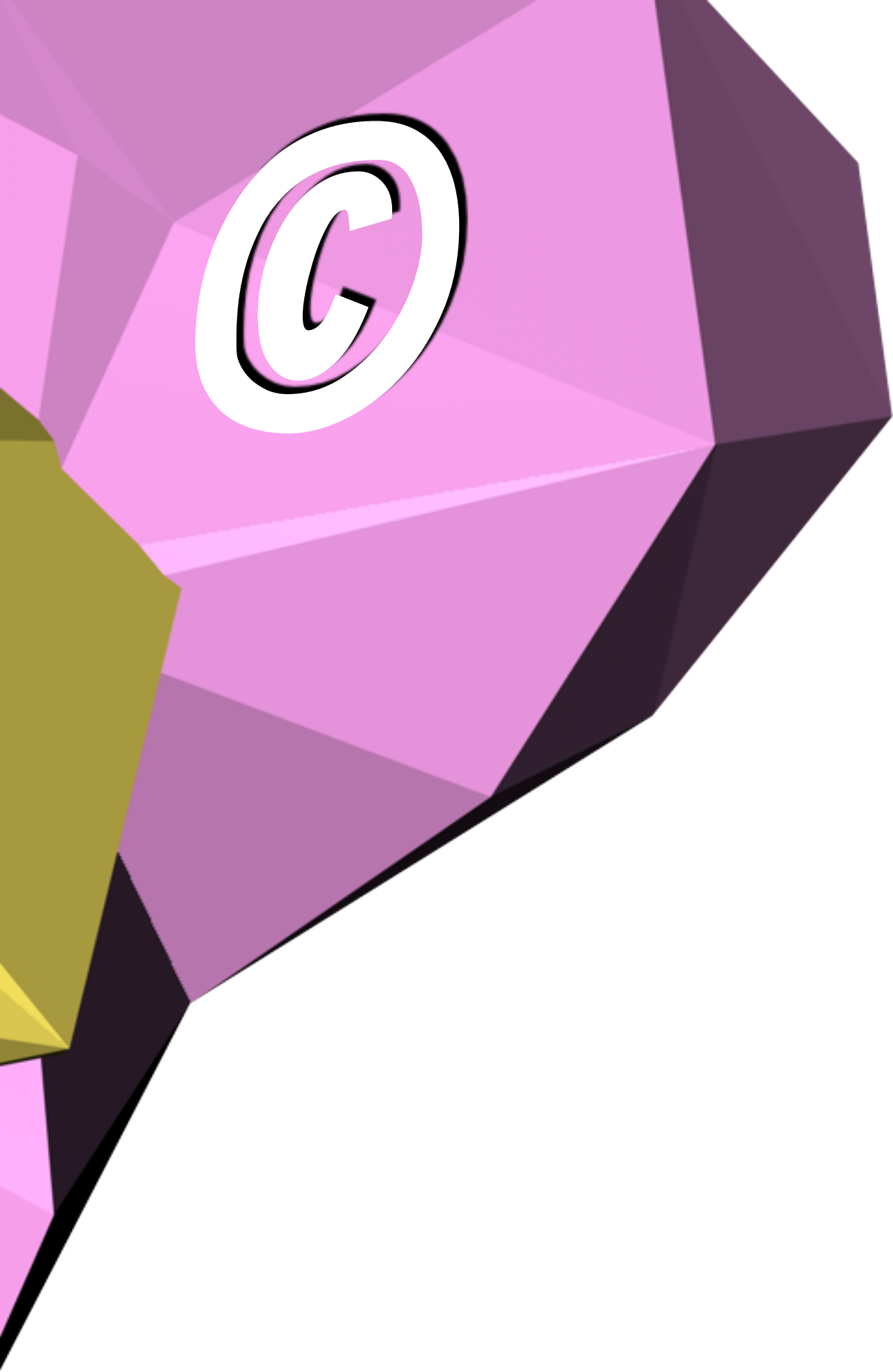
PHASE

1) Identified needs/problems	2) Concrete Idea	3) Proof of concept	4) Prototype development	5) Market preparations/ Market entry

$$$

Business Model 1: ownership claimed by idea-owner, vendor-client relationship

Business Model 2: collaborating partners are owners, shared profit-model

Business Model 3: open source product (commercial services can be offered)

Fair Acknowledgment and Idea Attribution
Fair Copyright
Non-Disclosure

Pictures

PARTNER PRESENTATION & IDEA PITCH

Purpose (idea finding, concretization)

Documentation via Nuclino: bit.ly/2v5PqQY

Template (Innovation Idea Canvas, 3 words title)

Start and selection of first ideas

Evaluation

WORKSHOP

FIND YOUR
OWN STRIKING
WOW IDEA

SUMMARY & OUTLOOK

- Findings

- Innovation Forum (31.5 - 1.6.)
- STEAM Hub Network

- Next Steps
  - invite other organizations
  - collect expectations / wishes

www.steam-hub.com