

## Workshop Description

In moments of disruptive technological change accelerating the transition from a business-driven culture to a more 'social-oriented' one, open innovation has become more influential and models of production and value creation are constantly changing. The advent of big data, social media, cloud computing and the “Internet of Everything” eventually heralds a new motif of doing business and Business Innovation in the Future Internet has already taken new impetus. Enterprises of the future need to leverage Future Internet-based technologies to define their own paths to competitiveness and generate hybrid value constellations (combining business and social innovation networks).

The **Brainstorming Workshop “Towards 2030 InterNet Business Innovation”** offers an unprecedented opportunity to see, interact with and influence research initiatives which leverage Future Internet to boost entrepreneurship, nurture business creativity and inspire new forms of enterprises. It aims at initiating the debate among experts through brainstorming activities, towards shared visions for a community that represents the voice of the enterprises', entrepreneurship and intra-preneurship ecosystem in Europe and internationally.

The workshop will accommodate a number of presentations, workshops, questions and answers sessions from different stakeholders within the fields of Future Internet Enterprise Systems, Sensing Enterprise, Web Entrepreneurship, and Business Innovation. Attended by high caliber experts from research, enterprises, entrepreneurs and people involved in technology and innovation, the workshop focuses on:

- Generating reflections on the Enterprises of the Future at all stages of their evolution (from inception to consolidation and growth): Which are the trends and visionary scenarios towards new forms of enterprises that allow stakeholders to fully develop their business vision and produce significant shared value in the Digital Economy?
- Empowering entrepreneurship through research: How the European research can be directed to better serve the interests of the enterprise and the entrepreneur?
- Introducing the latest research initiatives in the domain: How synergies can be created with and among the FP7 Sensing Enterprise projects?

## Workshop Organization

The **Brainstorming Workshop “Towards 2030 InterNet Business Innovation”** is organized by the FutureEnterprise FP7 project – a supportive action to the EC Net Innovation Unit (E3), and is held with the support of the Future Internet Enterprise Systems (FInES) Cluster.



## Workshop Registration

Online registration is open [here](#).

## Workshop Agenda

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**Day I (March 20th, 2014): Bringing together the community**

**Venue: FIA Athens-Megaron Mousikis, Room Vima**

Timeslot	Presentation
13:30 – 14:00	Welcome
<b>14:00 – 16:00</b>	<b>Session I: Positioning Business Innovation in EU and US</b> <i>The opening session of the Brainstorming Workshop “Towards 2030 InterNet Business Innovation” provides an overview of all the themes and objectives of the meeting. An overview of current research trends in the areas of digital innovation for enterprises and entrepreneurs, and insights on the EU and US progress.</i> Chair: John Psarras (National Technical University of Athens)
14:00 – 14:10	Keynote Speech by Jesus Villasante (European Commission, DG CONNECT, Head of Unit “Net Innovation”) - tbc
14:10 – 14:30	Keynote Speech by David Shier (MIT)
14:30 – 14:50	"Silicon Valley Entrepreneurial & Innovation Culture" by Gigi Wang (MITEF/Stanford Venture Lab)
14:50 – 15:00	"Horizon 2020 orientations for the FInES Cluster" by Oscar Lazaro (INNOVALIA, FInES Cluster Co-chair)
15:00 – 15:10	"InterNet Innovation for Enterprises and Entrepreneurs: The FutureEnterprise Perspective" by Fenareti Lampathaki (NTUA)
15:10 – 15:45	Open Discussion - Questions & Answers
15:45 – 16:00	Coffee Break
<b>16:00 – 18:00</b>	<b>Session II: Perspectives on Research in Digital and Sensing Enterprises</b> <i>The session focuses on the trends and innovation around the digital and sensing enterprise concept, with achievements and future perspectives being presented from a business, technical and end-user viewpoint. Participants will have the chance to see the newest developments in European projects and share their views on the synergies and the emerging future trends in Business Innovation.</i> Chairs: Oscar Lazaro (INNOVALIA Association) Fenareti Lampathaki (National Technical University of Athens)
16:00 – 17:15	4-5 Projects (i.e. ComVantage, MSEE, FITMAN, OSMOSE, Proasense, CaaS, INTERACT, ...) – tbc
17:15 – 18:00	Elaborating on the Projects Synergy & New Ideas Board. Group Discussions.

## Day II (March 21st, 2014): Brainstorming on future research orientations

Venue: NTUA, Zografou Campus

Timeslot	Presentation								
08:30 – 09:00	Welcome								
<b>09:00 – 11:30</b>	<p><b>Session III: Brainstorming on 2030 Net Business Innovation</b></p> <p><i>During this session, the emerging trends at Policy / Economic / Technological / Societal / Business Innovation / Entrepreneurship will be presented leading to an outline of visionary scenarios towards new forms of enterprises that allow stakeholders to fully develop their business vision and produce significant shared value in the Digital Economy.</i></p> <p>Chairs: Jonathan Cave (University of Warwick), Fenareti Lampathaki (National Technical University of Athens - NTUA)</p>								
09:00 – 09:20	"Emerging trends as drivers of the acceleration of new forms of enterprises" by Gianluigi Viscusi (EPFL)								
09:20 – 09:40	"Visionary Scenarios towards new forms of enterprises" by Sotiris Koussouris (NTUA)								
09:40 – 11:15	<p>Parallel Workshops</p> <p><i>The parallel workshops aim at generating reflections on the Enterprises of the Future at all stages of their evolution (from inception to consolidation and growth).</i></p> <table border="0"> <tr> <td>Workshop I.a</td> <td>Workshop I.b</td> <td>Workshop I.c</td> <td>Workshop I.d</td> </tr> <tr> <td>Moderator: Sotiris Koussouris (NTUA)</td> <td>Moderator: Yannis Charalabidis (NTUA)</td> <td>Moderator: Gianluigi Viscusi (EPFL)</td> <td>Moderator: Jonathan Cave (University of Warwick)</td> </tr> </table>	Workshop I.a	Workshop I.b	Workshop I.c	Workshop I.d	Moderator: Sotiris Koussouris (NTUA)	Moderator: Yannis Charalabidis (NTUA)	Moderator: Gianluigi Viscusi (EPFL)	Moderator: Jonathan Cave (University of Warwick)
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11:15 – 11:30	Coffee Break								
<b>11:30 – 13:15</b>	<p><b>Session IV: Web Entrepreneurship</b></p> <p><i>During this session, position statements will be provided on how to strengthen entrepreneurship by exploiting research results. Key experts from the EU and US will share experiences and discuss how research can be directed to better serve the interests of the enterprise and the entrepreneur.</i></p> <p>Chairs: Gianluigi Viscusi (EPFL), Dimitris Tsigos (YES - European Confederation of Young Entrepreneurs)</p>								
11:30 – 11:45	"Research for enterprises: innovative ways of knowledge sharing" by Frank Gielen (iMinds)								
11:45 – 12:00	"Transferring research results to enterprises" by Jesús Yagüe (Enterprise Europe Network Madrid – AECIM)								
12:00 – 13:15	<p>Parallel Workshops</p> <p><i>The parallel workshops aim at generating reflections on the needs of enterprises and entrepreneurship and how to bridge research with innovation.</i></p> <table border="0"> <tr> <td>Workshop II.a</td> <td>Workshop II.b</td> </tr> <tr> <td>Moderator: Dimitris Tsigos (YES), Fenareti Lampathaki (NTUA)</td> <td>Moderator: Vivian Kioussi (INTRASOFT), Gianluigi Viscusi (EPFL)</td> </tr> </table>	Workshop II.a	Workshop II.b	Moderator: Dimitris Tsigos (YES), Fenareti Lampathaki (NTUA)	Moderator: Vivian Kioussi (INTRASOFT), Gianluigi Viscusi (EPFL)				
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13:15 - 14:00	Lunch Break
14:00 - 15:00	<b>Session V: Closing</b> Chair: John Psarras (National Technical University of Athens)
14:00 - 14:10	"InterNet Business Innovation and Policy Recommendations for Horizon 2020" by Jonathan Cave (University of Warwick)
14:10 - 14:45	Reports from the FutureEnterprise Parallel Workshops
14:45 - 15:00	"Next steps" by Fenareti Lampathaki (NTUA) & Oscar Lazaro (INNOVALIA)