BERKELEY INNOVATION FORUM

GARWOOD CENTER FOR CORPORATE INNOVATION

[Online]

April 22 - 23, 2020

"Moving Forward Together in Uncertain Times"

Sharing Recovery Plans

Day 1: Wednesday, April 22, 2020

9:00am - 9:15am   **Welcome**

9:15am - 9:30am   **Opening Remarks**

Solomon Darwin
Executive Director
Garwood Center for
Corporate Innovation

BerkeleyHaas
University of California, Berkeley

Solomon Darwin is the executive director, Garwood Center for Corporate Innovation and former executive director of Financial Reporting and Management, at the Haas School of Business. Prior to joining UC Berkeley he was an Associate professor at the University of Southern California from 1996 – 2005. Solomon Darwin has more than 13 years of Industry experience at Bank of America and Motorola.

9:30am - 10:15am   **Breakout Group Discussion - "Uncertainty in a time of Crisis" Moderated by Solomon Darwin**

10:15am - 11:15am   **Best Practices in Open Innovation - "How to use Open Innovation in Crisis Management"**

Henry Chesbrough
Faculty Director,
Garwood Center for
Corporate Innovation,
UC Berkeley

BerkeleyHaas
University of California, Berkeley

Henry Chesbrough is a professor at the Haas Business School, UC Berkeley, and faculty director of the Garwood Center for Corporate Innovation. An internationally acclaimed author, Dr. Chesbrough's Open Innovation concept was first introduced in his award-winning book, "Open Innovation: The New Imperative for Creating and Profiting from Technology" (2003). When he coined the term Open Innovation, he defined an approach that companies around the globe now use to innovate. Today, Chesbrough works directly with companies through Garwood's programs to apply the principles of Open Innovation, and he continues to refine our understanding through his research and books.

11:15am - 12:15pm   **W.L. Gore: "Fusing Corporate Personality with Start-up DNA to Accelerate Open Innovation"**

Paul Campbell
Chief Innovation
Officer, Gore
Innovation Center,
W.L. Gore & Associates

GORE

Paul Campbell, an expert in corporate entrepreneurship with tenures at industry-leading companies, has repeatedly transformed corporate innovation programs to create businesses in new and adjacent markets through a deft deployment of open innovation, business accelerators, venturing, M&A, R&D, business development, and strategy team leadership.

12:15pm - 1:30pm   **Lunch Break**

| 1:30pm - 2:30pm | **Red Hat: Moving Forward from Getting Stuck in the Now - Creating a Data Driven Roadmap** |

Mike Kelly
CIO,
Redhat

Mike Kelly leads Red Hat's information technology (IT) organization as they provide the tools and technologies that enable Red Hatters every day. Before joining Red Hat in 2016, Kelly served in senior leadership roles from 2007 to 2016 at McKesson Corporation, including senior vice president of IT Shared Services, chief information officer of McKesson U.S. Pharmaceutical, senior vice president of Enterprise Application Services, and chief information and chief technology officer of McKesson Specialty Health, a division of McKesson Corporation.

| 2:30pm - 3:20pm | **Discussion Session with Henry Chesbrough - Opening Innovation in Uncertain Times** |

| 3:20pm - 3:30pm | **Break** |

| 3:30pm - 4:30pm | **AirAsia: "Navigating Transitions in the Age of Uncertainty"** |

Anthony Fernandes
CEO, AirAsia

Mr. Fernandes is the founder of Tune Air Sdn. Bhd., who introduced the first budget no-frills airline, AirAsia, to Malaysians with the tagline "Now everyone can fly". Fernandes managed to turn AirAsia, a failing government-linked commercial airline, into a highly successful budget airline public-listed company. He has since founded the Tune Group of companies. He was also instrumental in lobbying the then-Malaysian Prime Minister, Tun Dr. Mahathir Mohamad in mid-2003, to propose the idea of open skies agreements with neighbouring Thailand, Indonesia, and Singapore.

| 4:30pm - 5:00pm | **Recap, Takeaways, and Evaluations with Henry Chesbrough** |

Day 2: Thursday, April 23, 2020

| 9:00am - 9:15am | **Overview of Student Projects - Henry Chesbrough** |

| 9:15am - 10:00am | **Embraer Challenge: Supply Chain Management & Drone Technology** |

David Rottblatt
Business Development Director and Urban Air Mobility Project Leader, EmbraerX

EMBRAER X   **Team: Nick Matcheck, Sid Mullick, and Srinivas Manthas**

1. Explore the demand for cargo delivery market through the use of drones
2. Evaluate the best market entry points for cargo delivery for Embraer.
3. Develop a sustainable and scalable business model.
4. Research market demand for pre-scheduled vs on-demand deliveries.

| 10:00am - 10:45am | **Avery Dennison Challenge: Employing a New Co-organization to Launch a New Business** |

Max Winograd
Director, Open Innovation & Venture Investments, Avery Dennison

AVERY DENNISON   **Team: Murch Ewings, Nabil Ganouni, and Maksat Zhalel**

1. Explore various business models to monetize digital identities.
2. Identify key ecosystem partners to develop an open innovation model for commercializing digital ID at scale.

| 10:45am - 11:30am | **Ericsson Challenge: Using Open Source in your Strategy Presentation** |

Mallik Tatipamula
CTO,
Ericsson,
Silicon Valley

ERICSSON   **Team: Satwak Sahoo, Johannes Engelhardt & Cindy Shen**

1. Research various Open Source Models that are successful and have user traction.
2. Identify communities and ecosystems surrounding the most successful Open Source Models.
3. Study successful business models that have been successful and those that failed. Identify lessons learned.

| **11:30am - 12:15pm** | **DellEMC Challenge: Decision Making Score Card for Social Impact** |

Nassim Geraili
Global Strategy & Ops lead, Dell Giving & Social Innovation

DELLEMC   **Team: Mihir Mehan, Arpan Soparkar, and Amine Zouhair**

1. Develop a data-driven decision-making framework to prioritize global social investments in health, education, and economic opportunity- enabled solutions which reach healthy and scalable returns while lowering risk.

| **12:15pm** | **BIF Concludes** |

(Optional Sessions) Day 2 : Thursday, April 23, 2020
2pm - 6pm - MBA Open Innovation Fellows Presentations

| **2:00pm - 2:30pm** | **Coca-Cola Challenge: Waste Management** |

Bruce Karas
Vice President, Environment, Sustainability & Safety

Coca-Cola   **Team: Andrew Blute, Anna Dai, and Colton Helms**

Developing a financial model to connect water sustainability projects to the business

1. An investigation into supply and demand models
2. Assessing local project impact on municipal water supplies in California

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| **2:30pm - 3:00pm** | **Break** |

| **3:00pm - 3:30pm** | **Fujitsu Challenge: How can we transform our company-wide innovation framework for wisely reimagining, reinventing, and realizing socially responsible services business?** |

Dave Marvit
Co-Lead, Open Innovation Gateway, Fujitsu

FUJITSU   **Team: Alex Severin and Thibaud de Tréglodé**

1. Conceive of a company-wide innovation framework
2. Explain how the framework should be aligned with related strategic activities
3. Describe how that framework might be implemented across Fujitsu – globally
4. Elaborate the benefits of the proposed approach over the existing model(s)

| **3:30pm - 4:00pm** | **Break** |

| **4:00pm - 4:30pm** | **NASA Challenge: Uberization of Latent Knowledge - Leverage NASA IP inventory to conceptualize a commercial application for existing technology in rural challenges** |

Kimberly Minafra
Director of Technology Transfer, NASA

NASA   **Team: Hyunjin Kim, Karolina Wezyk, and Adam Joseph**

1. What are successful strategies in commercializing latent IP and pursuing a technology-driven innovation strategy?
2. What are the most under addressed rural challenges? Why do they remain under addressed?
3. How can NASA be a better partner for organizations seeking to license and deploy groundbreaking IP?

4:30pm - 5:00pm	**Enel Challenge: Challenge: EV Charging and Energy Storage**
	Leverage energy storage connected to electric vehicle (EV) chargers to stabilize the electric grid.

Milan Poidl
Manager & Head of Silicon Valley Innovation Hub

Team: Hiroki Sugimoto, Alan Southworth, Steven Brisley, & Kair Duisenov

1. Assessing customers' willingness to pay for new products/services
2. Ways to improve customer understanding of new offerings
3. Strategies for growing the market instead of competing for share
4. Best practices for working with regulators on new technologies

5:00pm - 5:30pm	**Wipro Challenge: Digital Transformation**

Nitin Narkhede
General Manager, Emerging Technologies & Innovation

Team: Michelle Jiang, Tian Wang, and Valerie Huang

How should Wipro reimagine its business in the age of digital transformation?

1. What investment opportunities exist in industries related to 5G?
2. What is the best business model in the AI+Robotics space?
3. What are the opportunities in AR/VR in emerging markets?

5:30pm - 6:00pm	**Tech Mahindra Challenge: Leveraging Artificial Intelligence in Market Expansion in Emerging Economies**

Rahul Bhuma
Global Director of AI, Tech Mahindra

Team: Cynthia Sobral and Louis Sallerson

1. What are the barriers to adoption of AI that are typically faced by businesses? How can we overcome these barriers?
2. What business models should companies use to improve AI adoption within their organizations?
3. What are the business opportunities for AI in emerging markets, in the context of local voice dialects and machine interaction?

Members of the Berkeley Innovation Forum

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