

Master Class Open Innovation and Entrepreneurship

The seventh Master Class on Open Innovation and Entrepreneurship will be organised by EIBIE 15 - 21 April 2010 in Deurne, The Netherlands.

What will you learn?

In this Master Class, formerly organised by Philips Research, you will explore and experiment with the key aspects of Open Innovation and Entrepreneurship. You will learn how to:

- Navigate the Open Innovation paradigm.
- Develop and sharpen your business plan and build a team.
- Pitch your business plan for a panel of experts from the business and venture capital world.

What sets this master Class Apart?

- Unique combination of three experts in their field, giving the best-in-class coverage of Open Innovation and Entrepreneurship.
- Pressure cooker concept: high intensity, high impact learning environment.
- Highly interactive and demand-driven design: we work on your issues!

Who facilitate the Master Class?

For this Master Class EIBIE invited a unique combination of three international renowned experts in Open Innovation en Entrepreneurial management:

- Prof. Henry Chesbrough who has introduced the world to the concept of Open Innovation.
- Dr. Lüder Tockenbürger who is an expert in Sales and Management.
- Dr. Marcel Dissel who is a specialist in Innovation and Business Planning.



Henry Chesbrough



Lüder Tockenbürger



Marcel Dissel

Who should attend?

Those concerned with transforming ideas into business: corporate and start up entrepreneurs, project leaders of innovative projects, innovation managers, R&D managers and business developers.

For additional information and application please visit our website at:

<http://www.eibie.eu/Index.aspx?pgeld=775>

For personal advice please contact our Programme manager Nina van den Hemel:

Telephone: +31 (0) 13 466 8613, E-mail: n.vandenhemel@eibie.eu