

Module 3: Commercialization & Industrialization

15-17 March 2016

Day 1, 15 th March		Day 2, 16 th March		Day 3, 17 th March	
9.30-10.00	Arrival & coffee	8.30-9.00	Reflection	8.30-9.00	Reflection
10.00-12.00	Module intro <ul style="list-style-type: none"> Introduction to the second Module <i>Tom Lindholm</i> Commercialization and industrialisation <ul style="list-style-type: none"> Balancing commercialisation and industrialisation <i>Tom Lindholm</i> 	9.00-10.00	Industrialization of services <i>Antti Sääksvuori</i>	9.00-11.15	Comparative study of innovations and business model development <i>Kaj Storbacka</i>
		10.15 – 11.15	Case ABB Marine: Solution configuration		
		11.30-12.30	Benchmarking session		
12.00-13.00	Lunch	12.30 - 13.30	Lunch	12.30-13.30	Lunch
13.00-17.30	Pricing logics <ul style="list-style-type: none"> From cost plus to value based pricing <i>Andreas Hinterhuber</i> 	13.30 - 14.45	Contract management <ul style="list-style-type: none"> How to manage value based contracts? 	13.30-14.30	Building the platform for solution business <ul style="list-style-type: none"> Building capabilities and management system <i>Tom Lindholm</i>
		15.00 – 16.30	Growth Lab clinic <ul style="list-style-type: none"> Parallel tutored sessions 	14.30 - 15.45	Growth Lab clinic <ul style="list-style-type: none"> Parallel tutored sessions
				15.45 – 16.00	Module Closing
19.00	Dinner	18.00	Dinner		