



Revitalizing Existing Products with AI-Driven Innovation

Sample Schedule - In Person

Location: Cambridge MA

Day 1

8:00 AM - 8:30 AM EDT **Registration and Continental Breakfast**

8:30 AM - 9:15 AM EDT **What is Innovation?**
David Robertson

9:15 AM - 10:45 AM EDT **The Third Way to Innovation: The Story of LEGO**
David Robertson

10:45 AM - 11:00 AM EDT **Break**

11:00 AM - 12:00 PM EDT **AI Security and Policy**
David Robertson, Nate Patel

12:00 PM - 1:00 PM EDT **Lunch**

1:00 PM - 3:00 PM EDT **The Nine Ways to Apply AI to Innovation**
David Robertson

3:00 PM - 3:20 PM EDT **Break**

3:20 PM - 4:00 PM EDT **What is Your Promise to Your Customers?**
David Robertson

4:00 PM - 5:00 PM EDT **Tournament Science - From Quantity to Quality**
David Robertson

5:00 PM - 6:00 PM EDT **Reception**

Day 2

8:00 AM - 8:30 AM EDT **Continental Breakfast**

8:30 AM - 10:30 AM EDT	Innovation Simulation (ExperiencePoint Aware) David Robertson <hr/> <i>*There will be a flexible 15 minute break during this session*</i>
10:30 AM - 12:30 PM EDT	The Barriers to Implementation Robbie Bach
12:30 PM - 1:30 PM EDT	Lunch
1:30 PM - 1:45 PM EDT	Executive Certificate Ceremony
1:45 PM - 3:00 PM EDT	Experimentation and Testing David Robertson
3:00 PM - 3:20 PM EDT	Break
3:20 PM - 4:00 PM EDT	Recommendations for Moving Forward David Robertson
4:00 PM - 5:00 PM EDT	Program Closing and Summary David Robertson

Schedule subject to change