



Innovating in Existing Markets: Reviving Mature Products and Services

Date: Oct 15-16, 2024

Location: One Broadway - Building E70 - Executive Education Suite - Room 610 - 6th Floor

Tue - October 15, 2024

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

8:30 AM - 9:30 AM EDT **Definition of “Innovation”/Program Overview**
David Robertson

9:30 AM - 9:45 AM EDT **Break**

9:45 AM - 11:00 AM EDT **The Third Way to Innovate**
David Robertson

11:00 AM - 11:15 AM EDT **Break**

11:15 AM - 12:00 PM EDT **Executing the Third Way**
David Robertson

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

1:00 PM - 2:00 PM EDT **Your Application Example**
David Robertson

2:00 PM - 2:15 PM EDT **Break**

2:15 PM - 4:15 PM EDT **Using AI to Generate Third Way Ideas**
David Robertson

4:15 PM - 4:30 PM EDT **Break**

4:30 PM - 5:30 PM EDT **Executive Visit**
David Robertson

5:30 PM - 6:30 PM EDT **Reception**

Wed - October 16, 2024

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

8:30 AM - 10:15 AM EDT **Innovation Simulation (ExperiencePoint Aware)**
David Robertson

10:15 AM - 10:30 AM EDT **Break**

10:30 AM - 11:30 AM EDT **Innovating Around the Box at Microsoft - The Development of the Xbox**
Robbie Bach

11:30 AM - 12:30 PM EDT **Community-Centered Design: A Cherokee Perspective on Design Thinking**
David Robertson

11:45 AM - 12:30 PM EDT **Innovating Around the Box: The First Three Decisions**
David Robertson

12:30 PM - 1:15 PM EDT **Lunch**

1:15 PM - 2:45 PM EDT **Experimentation and Testing**
David Robertson

2:45 PM - 3:00 PM EDT **Break**

3:00 PM - 3:45 PM EDT **Using AI to Generate Pretotypes**
David Robertson

3:45 PM - 4:15 PM EDT **Implementation and Execution**
David Robertson

4:15 PM - 4:30 PM EDT **Presentation of Certificates**

4:30 PM - 5:00 PM EDT **Program Closing and Summary**
David Robertson

Schedule subject to change