



Open  
Programs

## Customer-Centric Ideation

January 15-17, 2020  
Amsterdam

**MTi<sup>2</sup>**

The Marketing, Innovation & Technology Institute

## WHAT WE'LL COVER

VALUE CREATION & EXTRACTION  
ASSUMPTION TESTING  
BUILDING A PITCH

CUSTOMER JOURNEY  
BLUE OCEAN STRATEGY

HOW MIGHT WE  
WHITE & DARK HORSEING  
PROTOTYPING

DESIGN THINKING  
PERSONAS  
JOBS TO BE DONE

Theme 1  
**Voice of the  
Customer**

Identify sources of inspiration  
Capture the true VoC  
Tell inspirational customer stories

Theme 2  
**Connecting  
Needs &  
Solutions**

Design thinking  
Empathy maps & personas  
Jobs to be done

Theme 3  
**Generating  
Initial  
Solutions**

How might we questions  
White & dark horseing  
Idea napkins & prototyping

Theme 4  
**Customer  
Journeys**

Customer journey mapping  
Beyond mapping satisfaction  
Blue ocean strategy

Theme 5  
**Value  
Propositions**

Value creation & extraction  
Hurdles & assumptions  
Building a pitch

# YOUR THREE DAY IDEATION JOURNEY: CURRICULUM & AGENDA

	Wednesday January 15	Thursday January 16	Friday January 17
AM	<b>Kick off</b> Welcome & objectives	<b>Tools</b> Discovering challenges with how might we questions	<b>Tools</b> Understand the customer journey
	<b>Tools</b> How to capture customer stories	<b>Exercise</b> From insights to how might we questions	<b>Exercise</b> Learning to map your customer's journey
	<b>Exercise</b> Interviewing Gen Z-ers and learning their stories	<b>Tools</b> Solution generation with white & dark horsing	<b>Tools</b> Extracting value for your solution
PM	<b>Tools</b> Design thinking & jobs to be done: From stories to insights	<b>Exercise</b> Discovering conventional and wild solutions	<b>Exercise</b> Innovating the business model to extract value
	<b>Exercise</b> Applying personas & the jobs to be done canvas	<b>Tools</b> Storyboarding & prototyping	<b>Tools</b> How to pitch an innovation to management
	<b>Guest Speaker</b> The importance of listening to your customer in ideation	<b>Exercise</b> Learn to bring ideas to life through prototyping	<b>Exercise</b> Learning to build a persuasive and informative pitch
	<b>Wrap-up</b> Learnings from today & looking forward to tomorrow	<b>Wrap-up</b> Showcase our prototypes & discuss today's learnings	<b>Wrap-up</b> Review & closing

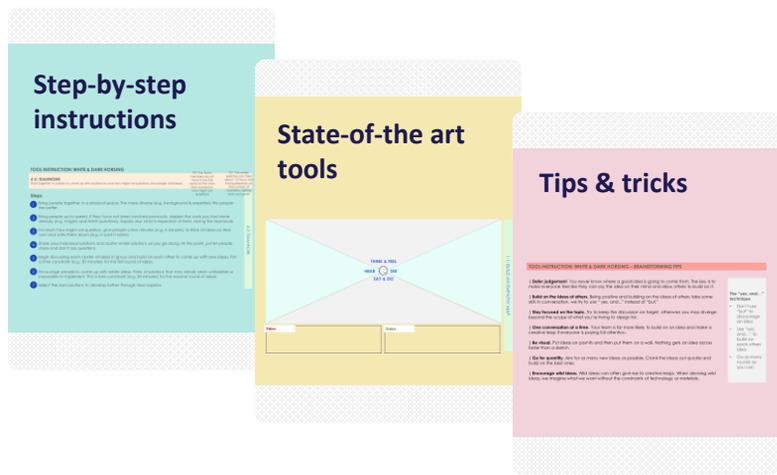
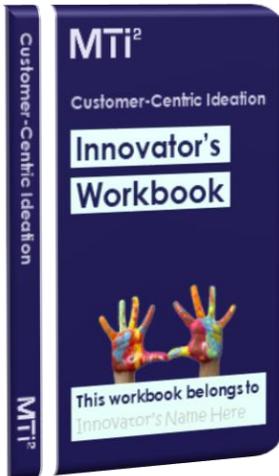
- Learn
- Exercise
- Discussion
- Guest

## EXAMPLES OF CASES COVERED



## WHAT OUR PROGRAM WILL DELIVER

- Fresh tools and frameworks to succeed
- Active learning methodologies
- Curriculum built on relevance and rigor
- Atmosphere built for cross-pollination & networking
- Personal innovator's workbook



## DELIVERED BY THE FABULOUS 4



**Stefan Stremersch, PhD**

World renowned professor specialized in innovation diffusion, marketing of science, and commercialization of new technologies.



**Nuno Camacho, PhD**

Professor with a behavioral economics passion, specialized in customer decision making.



**Isabel Verniers, PhD**

Professor with a passion for unleashing change within organizations, specialized in stakeholder management.



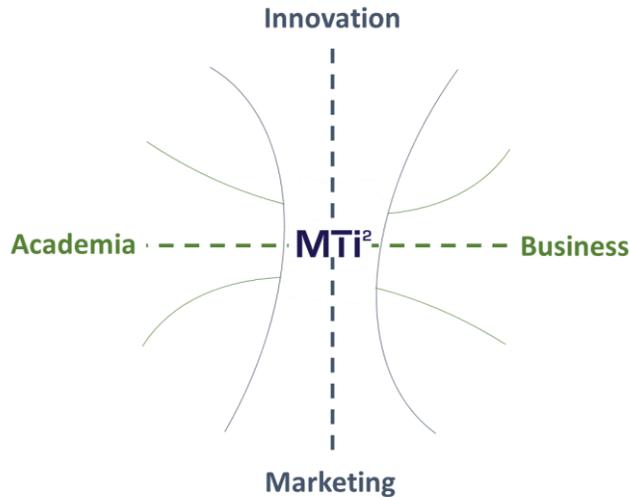
**Elio Keko, PhD**

Professor with a passion for customer-centricity & marketing strategy, specialized in employee based innovation.

# MTi<sup>2</sup>

We enable people & firms to drive customer-centric innovation

We are a university spin-off passionate about developing talent and innovation. Our experienced specialists on the intersection between marketing & innovation will help your company thrive. Customers see in us a unique partner to drive their customer centric innovation. We are strong believers in deep diving into your challenges and making an impact, with our people caring as much as you do.



## Clients we had the privilege of working with





## Program Fees

Fee per participant:  
**€1,800** (excl. VAT)

Note: Rates for the three-day program include refreshments & lunches for the 3 days, but exclude dinner, accommodation & travel expenses. For registrations after Nov. 1 2019 the price will be €1,900 (excl. VAT) and for registrations after Dec. 1 2019 price will be €2,000 (excl. VAT).

## Join us at

De L'Europe Amsterdam  
Nieuwe Doelenstraat 2-14, 1012 CP

## Date

Jan 15-17, 2020

## How to register

Complete the form on our website: <https://www.mti2.eu/open-programs-amsterdam2020>. One of our people will get in touch with you for a quick chat about your background and expectations from our program. We can then decide about selection within a couple of days.

## Contact Details

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[www.mti2.eu](http://www.mti2.eu)