

Innovation Engineering

*Develop World-Class Capacity
in Innovation Competency*



OVERVIEW

People's needs and behaviors are changing much faster than ever before. Organizations are challenging themselves to develop or adopt new solutions, management models as well as business concepts to meet these emerging needs in viable and sustainable ways. In this regard, innovation is the most up-to-date and effective approach for organizations to sufficiently respond to their stakeholders' expectations.

Running an innovation project starting from idea discovery to product/service launch is, however, not clear to many practitioners in the field. In order to provide field guidance, a step-by-step "Innovation Engineering" methodology has been developed for the benefit of practitioners in organizations of any kind such as labs, startups, corporations, and institutes. The methodology, having its roots from Silicon Valley's innovation processes, is a very powerful tool to launch an innovative solution to real life.

KEY BENEFITS

Participants will learn a proven path to successfully launch an innovative business to the market. Particularly, participants will get benefit in the following areas:

- Identifying changing peoples' behaviors and discovering emerging needs.
- Defining the scope for your focus with attractive business potential.
- Forming a strategy including business and technical stories to keep all stakeholders focused and excited.
- Successfully carrying out tasks of innovation, validating outputs, and launching the product to the market.
- Scaling up an innovation prototype to a real production or service line.

WHO SHOULD ATTEND

"Innovation Engineering" is for people who strive to bring an order to innovation processes. It's specifically designed for:

Engineers, designers, business developers, strategy developers, marketing analysts, supply chain employees, and leaders and managers at all levels.

SCHEDULE (40 HOURS)

Day 1

- Reinforcing System for breakthrough success
- Discover innovative ideas via unusual ways

Day 2

- Finding gaps in ecosystem
- Assessing team innovation capabilities & team building

Day 3

- Contextual and technical story of the innovation
- Carrying out innovation tasks

Day 4

- Low-tech demo/customer test
- Scaling up the innovation business

Day 5

- Sustainable business model generation
- Mindset, Behavior & Culture

THE SCHOOL of Technology & Innovation

ABOUT THE SCHOOL

The School is an international research, training, and consultancy company, dedicated to provide guidance to technology development engineering and innovation engineering projects towards creating quantified value-propositions for all stakeholders, thereby, achieving competitive and sustainable business solutions.

ABOUT THE EXPERT (Dr. SUAT GENÇ)

Dr. Suat Genç is the founder and CEO of the School, who have more than 25 years of experience in the field of technology and innovation as a researcher, faculty member, engineer, consultant, and C-Level executive.

Dr. Genç is also currently a part-time adjust professor at Boğaziçi University and Board Member at Gebze Technical University Technopark in Turkey.

Up until recently, Dr. Genç served for 4 years as General Manager of BMC Power Company, developing Power-Packs (Engine, Transmission and Cooling Systems) for both military and commercial vehicles (e.g., Altay Main Battle Tank and Armored Vehicles).

Prior to these appointments, Dr. Genç was Vice President for 8 years at MAM and BİLGEM Research Centers of the Scientific and Technological Research Council of Turkey (TUBITAK). His responsibilities were methodology development for Strategy and Technology Management as well as developing new business models to transfer available technologies to industrial companies.

Dr. Genç served for 7 years as Product Development Coordinator at Turkish Institute for Industrial Management (TUSSIDE/TUBITAK), where he found the opportunity to provide professional R&D training and certification programs as well as consultation services to more than 500 companies.

Dr. Genç also worked for 5 years as a Senior Systems Development Engineer for Plug Power Fuel Cell Company (General Electric Global Research Center) in New York, where he was responsible for a wide range of technology and system development activities.

Dr. Genç received his BS degree in Mechanical Engineering from Istanbul Technical University (Istanbul, Turkey), and his MS and PhD degrees in Mechanical Engineering from Rensselaer Polytechnic Institute (New York, USA).

THE SCHOOL DIFFERENCE

The programs have been tailored by utilizing global theories and knowledge, but further enriched and enhanced by taking into account regional facts such as cultural differences, market realities, working people skills as well as management styles.

After all these adjustment and improvements, The School is ready to support regional organizations by providing step-by-step, easy-to-understand, and ease-to-implement premium process knowledge; primarily in “Technology” and “Innovation.”

OUR PROFESSIONAL PILLARS

The School is dedicated to provide services in below core areas:

**GLOBAL
R&D
SERIES**

To make things **Work**

Technology Development Engineering

To **Meet** users' needs

Product Development Engineering

To have robust **Performance**

Process Development Engineering

To make an Innovative Idea **Viable**

Design Thinking for Innovation

To **Launch** an Innovative Product

Innovation Engineering

To **Sustain** an Innovative Company

NSF I-Corps Bootcamp

**SILICON
VALLEY
SERIES**