



Strategy Meeting May 26, 2020

ePITCHING EXEC MGMT COURSE
Markus Nordberg



Idea^s

WHAT?

- To offer business executives a «CBI-like» immersive experience at IdeaSquare
- The purpose is to share the experience of «Thinking like CERN»
 - Order-of-magnitude jumps in approach to innovation
 - «Non-linear», collaborative thinking
 - Understanding how to approach complexity
- Format: lectures, visits to experiment(s), hands-on exercises
 - 2-3 days
 - Co-run by Pablo and Markus
 - Estimated effort per event: 1-2 FTE weeks
 - Marketed and sold by an external partner
 - Using external help from CERN
 - Prototyping at IdeaSquare optional (depends on customer)
 - So far, have done a pilot + one event with ESADE

WHY?

- Primary motivation: gain resources (cash)
 - Target: 1 kCHF of net income per participant (max 25); 2-3 times a year
- Secondary motivations:
 - Explore potential for further corporate involvement at IdeaSquare (see: Luciana)
 - Explore potential for ATTRACT
 - For industry partners of ATTRACT-projects?
 - Attract execs to mentor/sponsor future CBI-teams

PLANNING THE WORK EFFORT/YEAR (MARKUS)

Activities that I currently contribute to (work days)

Name	CBI-FP	CB1-ER	CBI-A3	IfC	CREA	Laurea	Delft	Other students	Hacks	Other events	ATTRACT	EU-activities	CIJ-related	Admin
Markus	2	2	2	2	2	3	2	5	9	10	90	10	1	80

New activities I would like to contribute (work days)

-1	-1	-1	-1	-1	-1	-2	-1	-2	-9	-5		-5		-15
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External funding	Pablo's special	Exec programs
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Markus	30	2	12
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Proposed funding I would need for the New activities (kCHF)

Markus				Total
2021	5	1	25	31
2022	5	1	25	31
2023	5	1	25	31
2024	5	1	25	31
2025	5	1	25	31