The Innovation School

23 – 27 July 2017
Washington, DC, USA

osa.org/innovation

“It’s not that we need new ideas, but we need to stop having old ones.”
—Edwin Land
“Innovation distinguishes between a leader and a follower.”
—Steve Jobs

4 Days to Becoming an Innovator
Introducing The Innovation School

You’ll learn about the key methodologies for discovering, developing and launching innovative solutions and products. This hands-on program is perfect for anyone seeking to participate in the innovation economy — as an innovator in your job, at a start-up venture or as an entrepreneur.

Discover how to identify high potential ideas, validate them using key tactics of customer discovery and evidence, vet them through innovation experimentation and develop pitches on new solutions, products or ventures.

Get ready to harness your entrepreneurial/intrapreneurial spirit in a collaborative, experience-focused environment that pushes your innovation skills to new levels.
Ideal Participant: The Innovation School is designed for anyone with an entrepreneurial drive seeking to propel innovations within their companies. This program is limited to 40 attendees.

Location:
The Optical Society Headquarters
2010 Massachusetts Avenue, NW
Washington, DC, USA

Registration: $1,500 USD. Includes all pre-course preparation and materials, 4 days of immersive learning and all meals. Travel and housing are not included.

80% of people feel that unlocking creativity is critical to economic growth.

39% of people describe themselves as being creative.

25% of people’s time is spent creating at work.
Your Team of Experts

**Eric Koester, Facilitator:** The Innovation School will be facilitated by Eric Koester, serial entrepreneur and “entrepreneur-in-residence” at Georgetown University, USA. Eric will lead attendees through a series of lectures focused on the lean canvas business model, key tools for innovation exploration, customer discovery, experimentation with minimum viable products (MVP’s) and prototypes, and applying the methodologies of innovation as an entrepreneur or intrapreneur.

**Mentors:** Throughout the program, you will have access to mentors serving as guides as you explore an innovation/product, validate the concept with potential customers, develop and refine a pitch and begin thinking about next steps in terms of actual market value/impact.

- **Francois Busque**, Director of Research and Development, Technologies Numetrix, Canada
- **Carlos Lopez-Mariscal**, Founder and CEO, Underwater Photonics, Mexico
- **Mike Mielke**, Director of Engineering, Lumentum, USA
- **Arlene Smith**, Program Manager, Avo Photonics, USA
- **Yasaman Soudagar**, Founder and CEO, Neurescence, Inc., Canada
- **Greg Quarles**, Chief Scientist, The Optical Society, USA
- **Lora Allemeier**, President, Ocean Optics, USA
- **John Dexheimer**, President, LightWave Advisors, USA
- **Amy Eskilson**, CEO, Inrad Optics, USA
- **Peter Fendel**, Head of Laser Division, Thorlabs, USA
- **Fred Leonberger**, President, EOvation Advisors, USA
- **Alicia Remus**, Ecosystem & Bell Labs Procurement Director, Nokia
- **Martin Seifert**, Entrepreneur, USA

**Keynote Presentation and Guest Mentors:** Top industry leaders will support the program by offering lectures on their experiences as innovators and entrepreneurs. Additionally, they will be on-hand to help hone concepts, validate assumptions, question conclusions and guide you toward a successful pitch.

- **Lora Allemeier**, President, Ocean Optics, USA
- **John Dexheimer**, President, LightWave Advisors, USA
- **Amy Eskilson**, CEO, Inrad Optics, USA
- **Peter Fendel**, Head of Laser Division, Thorlabs, USA
- **Fred Leonberger**, President, EOvation Advisors, USA
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**Pitch Panel Judges:** A panel of industry experts, innovation leaders and investors will evaluate each presentation and determine the best innovation pitch.

- **Stephen Bachmann**, Bachmann Law Group
- **John Dexheimer**, President, LightWave Advisors, USA
- **Elizabeth Rogan**, CEO, The Optical Society, USA
- **Mark Tolbert**, CEO, TOPTICA Photonics, Inc.

Visit osa.org/innovation for participant biographies.
Agenda

SUNDAY – 23 July
18:00........Welcome Reception

MONDAY – 24 July
08:00........Breakfast
09:00........Welcome + Meet the Mentors
10:00........Idea Generation + Recognition
11:00........Key Tools for Innovation
12:00........Lunch + Ideation Exercise
13:30........Idea Pitching + Team Formation
15:30........Customer Discovery + Research (Part 1)
16:30........Team Hypothesis Determination + Strategy Building
18:30........Dinner + Leveraging Innovation as a Strategy, Alicia Remus, Nokia

TUESDAY – 25 July
08:00........Breakfast
09:00........Customer Discovery + Research (Part 2)
10:00........Customer Research + Evidence Gathering
12:00 ........Lunch
12:30........Traveling Your Path, Amy Esklison, Inrad Optics
13:30........Customer Research + Evidence Gathering
15:00........Team Progress Updates #1
17:00........Team Feedback + Mentoring
18:00........Dinner
18:30........Role of Innovation in Corporations of all Sizes, Peter Fendel, Thorlabs
19:30........Team Breakouts

WEDNESDAY – 26 July
08:00........Breakfast
09:00........Experimentation through Minimum Viable Products (MVPs) + Prototypes
10:00........Independent Team Work: MVP + Prototypes
12:00........Lunch
12:30........From Start-Up to Acquisition, Martin Seifert, Entrepreneur
13:00........Independent Team Work: MVP + Prototypes
15:00........Team Presentations + Feedback
17:00........The Science, $, & Dilemmas of Innovation, John Dexheimer, LightWave Advisors, and Fred Leonberger, EOVations Advisors
18:30........Dinner
19:00........Innovation as a Career
20:00........Team Breakouts

THURSDAY – 27 July
08:00........Breakfast
09:00........Best Practices for the Perfect Pitch
10:00........Final Team Preparation + Rehearsal
12:00........Lunch
12:30........Final Pitches + Judging
14:30........Importance of Diversity in Innovative Companies, Lora Allemeier, Ocean Optics
15:15........Pitch Panel Results
15:30........Closing Reception

Pre-course Preparation (Attendee Only)
Participate in a 3-part webinar focused on idea generation and review a set of advanced readings. There will be training on networking and team discussion facilitation platform called Quip. Quip will be used to help attendees create, discuss and organize their work leading up to the final pitches.
More Information

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About The Optical Society Foundation

The Optical Society Foundation is a 501(c)(3) non-profit foundation established by the Optical Society (OSA) in 2002 to carry out charitable activities that support the society’s mission of promoting the generation, application, archiving and worldwide dissemination of knowledge in optics and photonics. The Foundation helps cultivate the next generation of leaders and innovators in the optics and photonics community as they move through advanced degree programs and become active members of research, engineering and business communities around the globe. The Foundation also works to secure OSA Awards and Honors program endowments. For more information, visit osa.org/foundation.
“If you’re offered a seat on a rocket ship, don’t ask what seat! Just get on.”
—Sheryl Sandberg

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Come to The Innovation School, a 4-day, hands-on program. You’ll learn the key methodologies for discovering, developing and launching innovative solutions and products; have opportunities to meet and collaborate with peers; and gain invaluable experience working directly with mentors from industry.

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