



Revitalizing Existing Products with AI-Driven Innovation

Sample Schedule - In Person

Location: Cambridge MA

Day 1

8:00 AM - 8:30 AM EDT	Registration and Continental Breakfast
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8:30 AM - 9:15 AM EDT	What is Innovation? David Robertson
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9:15 AM - 10:45 AM EDT	The Third Way to Innovation: The Story of LEGO David Robertson
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10:45 AM - 11:00 AM EDT	Break
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11:00 AM - 12:00 PM EDT	AI Security and Policy David Robertson, Nate Patel
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12:00 PM - 1:00 PM EDT	Lunch
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1:00 PM - 3:00 PM EDT	The Nine Ways to Apply AI to Innovation David Robertson
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3:00 PM - 3:20 PM EDT	Break
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3:20 PM - 4:00 PM EDT	What is Your Promise to Your Customers? David Robertson
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4:00 PM - 5:00 PM EDT	Tournament Science - From Quantity to Quality David Robertson
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5:00 PM - 6:00 PM EDT	Reception
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Day 2

8:00 AM - 8:30 AM EDT	Continental Breakfast
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8:30 AM - 10:30 AM EDT	Innovation Simulation (ExperiencePoint Aware) David Robertson <i>*There will be a flexible 15 minute break during this session*</i>
10:30 AM - 12:30 PM EDT	The Barriers to Implementation Robbie Bach
12:30 PM - 1:30 PM EDT	Lunch
1:30 PM - 1:45 PM EDT	Executive Certificate Ceremony
1:45 PM - 3:00 PM EDT	Experimentation and Testing David Robertson
3:00 PM - 3:20 PM EDT	Break
3:20 PM - 4:00 PM EDT	Recommendations for Moving Forward David Robertson
4:00 PM - 5:00 PM EDT	Program Closing and Summary David Robertson

Schedule subject to change