

Hybrid
Event

JTBD SUMMIT

EUROPE 2022

March 30-31, 2022 in Vienna & Online

Create Business Ecosystems and Digital Platforms

PROGRAM

WHAT YOU WILL GET AT OUR 3rd JTBD SUMMIT EUROPE

- / Learn how to uncover what your customers really want, create growth strategies and become customer-centric.
- / Get a new perspective on innovation with Jobs-to-be-Done theory, Outcome-Driven Innovation and your **Certificate JTBD + ODI "Exploration"**.
- / Use the interactive format and discussions to connect with innovation executives.
- / Share your experience in customer-centric innovation.

Pre-
Conference
Sessions

Main
Conference
Day 1 +
Dinner

Main
Conference
Day 2

TOPICS

- / 01 Discover Opportunities and Growth Strategies
- / 02 Create Business Ecosystems and Digital Platforms
- / 03 Create Disruptive Business Model Innovations and Digital Transformation Strategies
- / 04 Define Sustainable Innovation
- / 05 Define a Jobs-to-be-Done Modular Product Architecture
- / 06 My Business Challenge

WHO IS ATTENDING

- / C-Level Manager, Product Manager, R&D Manager
- / New Business Development, Digital Transformation Manager
- / Marketing Manager, Market Researcher, Innovation Manager

SPEAKERS FROM THE FOLLOWING COMPANIES

EDIZON
Partner of Strategy

STRATEGYN

MHP
A PORSCHE COMPANY



ROBEL

Roche

RWTH AACHEN
UNIVERSITY

spirax
sarco

UNIVERSITY OF
CAMBRIDGE
Judge Business School

www.jtbd-summit.com / 1



Anthony W. Ulwick



Shahzad Ansari



Katharina A. F.
Lowinski



Evgenia Litvinova

March
30,
2022

JTBD + ODI INTRODUCTORY SESSION

Oliver Ratschka, Innovation Strategist, Edizon

Pre-
Conference
Session



Oliver Ratschka

- 01:00 p.m. Registration
- 01:30 p.m. Overview: **The Power of Jobs-to-be-Done Theory**
- Case Study: **Jobs-to-be-Done Theory and Outcome-Driven Innovation® in Practice**
- 02:30 p.m. **What Customer Inputs Make Innovation Predictable**
- Step 1: **Define the Market with Job Executor and Job-to-be-Done**
- Step 2: **Uncover the Customer's Needs – Tied to the Job-to-be-Done**
- 03:15 p.m. Break
- 03:30 p.m. **How to Formulate a Winning Growth Strategy**
- Step 3: **Quantify the Degree to which Each Need is Under/Overserved**
- Step 4: **Discover Hidden Segments of Opportunity**
- Step 5: **Use the Data Model to Formulate a Winning Growth Strategy**
- Q&A / Wrap-up
- 05:30 p.m. End of Introductory Session

March
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JTBD + ODI PRACTITIONER CIRCLE

Anthony W. Ulwick, Founder & CEO, Strategyn, USA

Martin Pattera, Managing Partner, Edizon

Limited Seats

Pre-
Conference
Session



Anthony W. Ulwick

- 01:00 p.m. Registration
- 01:30 p.m. Latest Developments in Jobs-to-be-Done Theory and Outcome-Driven Innovation®
- Designing Customer-Centric Ecosystems with JTBD Theory and Digital Platforms
- 03:30 p.m. Break
- The Market Definition Canvas
 - Sustainable Innovation – How JTBD is Helping to Save the World's Climate
 - Innovation Capability-Building Program
- Discuss the Most Burning Challenges and Share Your Experience
- Wrap-up and Summary of Graphic Recording by Jens Jacobsen
- 05:30 p.m. End of Practitioner Circle



Martin Pattera

March
30,
2022

EVENING SESSION

Main
Conference
Day 1 +
Dinner



Gerald Steinwender

06:00 p.m. Registration

06:30 p.m. Welcome and Opening
Gerald Steinwender & Martin Pattera, Managing Partners, Edizon



Martin Pattera

06:40 p.m. **Keynote: Build a Market Portfolio – Find Sources of Revenue Growth in Core, Adjacent and New Markets**
Anthony W. Ulwick, Founder & CEO, Strategyn, USA

07:20 p.m. Answers to Your Business Challenges
Anthony W. Ulwick, Founder & CEO, Strategyn, USA
Martin Pattera, Managing Partner, Edizon



Anthony W. Ulwick

07:50 p.m. Wrap-up / Summary of Graphic Recording by Jens Jacobsen /
Conference Outlook

08:00 p.m. Dinner

10:00 p.m. End of Day 1

March
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2022

MAIN CONFERENCE

Main
Conference
Day 2

- 08:00 a.m. Registration
- 08:15 a.m. Introduction and Agenda
- 08:25 a.m. **Keynote: Create Business Ecosystems and Digital Platforms**
Shahzad Ansari, PhD, Full Professor of Strategy and Innovation, University of Cambridge, UK
- 09:10 a.m. **Framework: Put Jobs-to-be-Done Theory into Practice with Outcome-Driven Innovation®**
Martin Pattera, Managing Partner, Edizon
- 09:40 a.m. **Keynote: weTravel – Creating a New Mobility Platform based on Jobs-to-be-Done**
Katharina A. F. Lowinski, Management Assistant, Volkswagen Commercial Vehicles, Germany
Michael Haßlbeck, Senior Manager, MHP Management- und IT-Beratung, Germany
- 10:10 a.m. Break
- 10:40 a.m. **Panel: JTBD + ODI Practitioner Talk**
Petr Salz, Director of Business Development Europe, Strategyn, Netherlands
Djordje Pinter, Innovation Strategist, Edizon
Isabel Teuffenbach, Innovation Strategist, Edizon
- 11:15 a.m. **Keynote: Towards Circular Business Models: Identifying Consumer Needs based on the Jobs-to-be-Done Theory**
Sebastian Brenk, PhD, Assistant Professor, Institute for Technology and Innovation Management, RWTH Aachen University, Germany
- 11:45 a.m. Summary of Graphic Recording by Jens Jacobsen
- 11:50 a.m. Lunch Break



Shahzad Ansari



Martin Pattera



Katharina A. F. Lowinski



Michael Haßlbeck



Petr Salz



Djordje Pinter



Isabel Teuffenbach



Sebastian Brenk

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MAIN CONFERENCE

Main
Conference
Day 2

01:00 p.m. **Keynote: Developing a Customer-Centric Growth Strategy for Maintenance of Rail Systems**

Michael Pointner, Group Portfolio Management, Robel Bahnbaumaschinen, Germany



Michael Pointner

01:30 p.m. **Live ODI demonstration: Start an ODI Project with the Market Definition Canvas with the Example Webcam**

Anthony W. Ulwick, Founder & CEO, Strategyn, USA



Anthony W. Ulwick

02:00 p.m. **Keynote: Democratizing ODI Data in the Organization**

Evgenia Litvinova, Principal UX Designer, Roche Diagnostics International, Switzerland



Evgenia Litvinova

02:30 p.m. **Break**

03:00 p.m. **Panel Discussion: How to Implement Customer-Centricity in an Organization**

Marco De Polo, Head Strategic Insights & Open Innovation, Roche Diabetes Care, USA



Marco De Polo

Jan Tatousek, Director Research Product Management, Philips, Netherlands
Dietfried Globocnik, PhD, Innovation Strategist, Edizon



Jan Tatousek

03:45 p.m. **Split Sessions (Online or in Vienna)**

Online Session: Innovate Inside the Organization – Internal ODI

Lee Mason, Knowledge Systems and Process Manager, Spirax Sarco, UK

Petr Salz, Director of Business Development Europe, Strategyn, Netherlands



Dietfried Globocnik

Session in Vienna: Customer-Centric Product Management with Simple Variance

Marko Prce, Manager, MHP Management- und IT-Beratung, Germany

Soleiman Latif, Manager, MHP Management- und IT-Beratung, Germany



Petr Salz

04:30 p.m. **JTBD Europe Award**

04:45 p.m. **Q&A / Wrap-up / Summary of Graphic Recording by Jens Jacobsen**



Lee Mason

05:00 p.m. **End**



Marko Prce

JTBD SUMMIT

EUROPE 2022

Event Location

ThirtyFive – Top of Vienna

Located in myhive TWIN TOWERS
Wienerbergstrasse 11, 1100 Vienna
www.thirty-five.at



Recommended Hotel

Holiday Inn Vienna South

Located next to myhive TWIN TOWERS
Wienerbergstraße 7, 1100 Vienna

We reserved a contingent of rooms at this hotel. Please send a mail to reservation@hi-wien.at with subject line "contingent Edizon Innovation GmbH" to book your room (room rate €79,00 per night – double room for single use).

www.ihg.com/holidayinn/hotels/de/de/vienna/viesu/hoteldetail



JOBS-TO-BE-DONE AND OUTCOME-DRIVEN INNOVATION

- ✓ **Jobs-to-be-Done (JTBD)** theory is widely accepted as the future of innovation. Jobs-to-be-Done is best defined as a perspective - a lens through which you can observe markets, customers, needs, competitors, and customer segments differently.
- ✓ Learn how to apply this thinking and help your company make innovation predictable and profitable. The **Outcome-Driven Innovation® (ODI)** process puts Jobs-to-be-Done theory into practice.

YOU WILL GET

- ✓ Latest insights about Jobs-to-be-Done + Outcome-Driven Innovation®
- ✓ Insights and experiences from corporate users
- ✓ **Certificate JTBD + ODI "Exploration"** (after the SUMMIT by email)



Moderator: **Oliver Ratschka**, Innovation Strategist, Edizon

SUMMIT CONTACT



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