“Only small companies do impressive things.”

Vinod Khosla

“Innovation is a centerpiece of corporate strategy.”

Tom Kelley
Corporate Innovation: This Semester

- How can you make internet TV more interesting – and a better business model?
- How can a nonprofit health provider use the web to retain members?
- How can you speed adoption of green building technology?
An applied innovation project course, offering a select group of companies the opportunity to partner with Haas to address a significant business challenge.

“To have people of this caliber come in and help us identify the best markets was of significant benefit for us.”

- Ed Roseberry Director of Business Development, Sun Power
For Students:

- Bridge the gap between business theory & practice
- Showcase skills, and apply the tools, techniques, and theories learned at Haas
- Develop new tools, skills, and knowledge
- Learn to execute innovation and change in a real business environment
- Gain access to potential employers
- “Soft skills” (team/leadership/pitching)
- Fulfills BILD requirement for both FT and EW

Haas @ Work Students will learn and apply the approaches, skills, and behaviors required to successfully initiate and drive innovation in a complex organization.
Typical Haas@Work Project Workplan

**Pre-Course**
- **Design**
  - Select and scope business opportunity.
  - Identify internal champion and resources.
  - Set project goals
  - Identify sub-challenges
  - Select participants
  - Data needs identified

**Weeks 1-5**
- **Explore**
  - Teams build knowledge about company and challenge via interviews, research ethnographic observation, and strategic analysis
  - Teams generate new insights on the company, its customers, and its environment

**Weeks 6-10**
- **Recommend**
  - Multiple concepts and ideas generated for achieving project goals, based on findings from previous phase
  - Concrete recommendations and business modeling for the most promising ones

**Weeks 11-15**
- **Refine/Execute**
  - Further concept refinement and validation
  - Design Experiments to prove/disprove key assumptions and address open issues
  - Implementation plan

**Pre-Course:**
Statement of work and project briefing developed by Haas.

**Week 5:**
Observation, insight and imperative briefing to client.

**Week 8:**
“Gallery of top ideas” prototyping/speedpitch and screening session.

**Week 11:**
In depth workshop for top ideas and final concept selection.

**Final presentation and report on the key discoveries and plan for selected concepts.**
The Experience Varies

Take a flight to observe and evaluate the overall customer experience.

Interview CIOs about the cloud.

Observe consumer focus groups to test the team’s Ideas.

Visit stores in China.
Real Results

Club Pong – Developed by a Haas Team

🌟 Li-Ning, still in Portland, bringing ping-pong to the Pearl

Date: Monday, October 3, 2011, 7:35am PDT - Last Modified: Monday, October 3, 2011, 8:45am PDT

Erik Siemers
Business Journal Staff Writer - Portland Business Journal
Email | Twitter

Li-Ning Sports USA Inc., the U.S. division of Chinese sporting goods brand Li-Ning Co. Ltd., is still based in Portland, despite what the company’s Facebook page says.

That the company’s U.S. base of operations is identified as Chicago on Facebook is the result of what Jay Li, general manager of Li-Ning’s U.S. operations, called some “overzealousness” on behalf of the
HP challenged Haas students to develop ideas for enhancing cloud computing services, and rethink traditional service offerings and models.

Eight strong and novel recommendations developed. Four were refined and modeled for pilot/execution, and elements of three are being implemented.

“We've already begun to incorporate some of your thinking into our plans...several of your ideas represent new and different approaches; we are likely to proceed into a pilot as the fastest route to validation.”

- Sue Barsamian, SVP/GM Technology Services, HP
Details

- Wednesday nights*
- Mix of EW and FT
- Larger/more structured project teams
- “Hard work, but worth it.”
- Spring clients:

**Likely**

- Del Monte
- TexOps
- fuseproject

**In the Mix**

- Dow
- Genesys

95% success rate in placing students on preferred projects
Contact Us!

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