

co-session12

PREDICTING CONVERSATIONS
THROUGH BUSINESS DISTANCES

October 4th. IED Barcelona, Escola Superior de Disseny

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| 09:00 – 09:30 | CHECK IN | Registration |
| 09:30 – 10:00 | KICK OFF | Welcome co-society Spain and Denmark. And Netherlands too! |
| 10:00 – 10:30 | UPDATE | Update Alfons Cornella, <i>Infonomia</i> |
| 10:30 – 11:00 | HERE WE CO- | We share collaboration examples between our co-society members <ul style="list-style-type: none">• Insights from co-society Spain• Maria Lund, <i>Topdanmark</i> |
| 11:00 – 11:30 | WE SHOULD KNOW | Radical rethinking of industries <ul style="list-style-type: none">• The future of publishing: Elizabeth Wood, <i>Worldreader.org</i>• The future of real state: Francesc Sanz, <i>LaComunity</i> |
| 11:30 – 12:00 | COFFEE-BREAK | |
| 12:00 – 13:30 | WE DO PLAY | CO- Map <i>We use a new collaboration tool that we have developed to look for new “paths” between the assets of a company and the value perceived by their costumers.</i> |
| 13:30 – 13:45 | WE SHOULD KNOW | Start-ups are the future Pablo Pantaleoni, <i>3DayStartup</i> and <i>Medtep</i> |
| 13:45 – 15:30 | EAT & CONNECT | |
| 15:30 – 18:00 | LEARNING TOUR | Casa Batlló <ul style="list-style-type: none">• Vicente Guallart, <i>Head of Architecture of Barcelona</i> <i>Why Gaudi is such a remarkable example of radical creativity</i>• Wayra, the start-up initiative of Telefonica |

October 5th. Moritz Factory

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| 09:00 – 09:30 | CHECK IN | Registration |
| 09:30 – 09:45 | WRAP UP | Sharing experiences: what we have learned so far Alfons Cornella, <i>Infonomia</i> |
| 09:45 – 10:00 | LEARNING TOUR | Snapshot of the Silicon Valley learning tour 2013 Louise O. Jakobsen, <i>Innovation Lab</i> |
| 10:00 – 11:00 | WE SHOULD KNOW | One critical issue that we have to know <ul style="list-style-type: none">• Data Visualization: Victor Pascual, <i>UPF</i>• Automated complain resolution: Sindhu Joseph, <i>Cognicor</i>• Business-oriented private research: Ana Maiques, <i>Starlab</i> |
| 11:00 – 11:30 | CO-CHALLENGES | Dream Essay Alfons Cornella, <i>Infonomia</i> Deborah Carter, <i>PICNIC Network</i> <i>How do you imagine your company 5 years from now? Why launching challenges is so relevant? Which challenges would you need to launch to EU start-ups?</i> |
| 11:30 – 12:00 | COFFEE-BREAK | |
| 12:00 – 13:30 | CO-TOOLS | CO- Distances Jose Ignacio Latorre, <i>Virtual Community Traders</i> and <i>Barcelona University</i> <i>We use a new software tool that we have developed to measure “distances” between co-society companies in order to predict unlikely conversations and to design challenges to society.</i> |
| 13:30 – 15:30 | EAT & CONNECT | |