Innovation Lab
20 – 30 APRIL 2020, 8:30 AM to 5:30 PM • AIM Campus, Makati City

Program Overview
The program is an introductory program that will have participants experience playing 6 roles that are important in this volatile, uncertain, complex and ambiguous (VUCA) world. These roles are: Trend Forecaster, Change Manager, Innovation Architect, Pitch Person, Network & Influencer
Taking into consideration of the 4th Industrial Revolution (IR) and the Sustainable Development Goals (SDG), the participants will have this journey:
1st week (April 20 – 24): Insighting
2nd week (April 27 – 30): Ideating and Implementing

Program Objectives
Play the role of a trend forecaster by identifying problems related to the SDG’s; Play the role of an innovation architect by developing solutions anchored on value propositions and applying the iterative process of innovation; Play the role of a change manager by designing key activities and cost structures, identifying key resources and revenue streams, and engaging key partners; Play the roles of a pitch person, networker and influencer by understanding customer segments and managing customer relationships.

Program Learning Outcomes
At the end of the program, the participants will be able to:
Layout their business plan & pitch their Solution

Program Design
The Innovation Lab Program is designed to have varied participant experiences:
Classroom-based learning for the discussions on business concepts and a discussion on one of the driving forces in the 4th IR (biological, physical and technological); Design thinking exercises; Presentation and Pitch for their innovations; Can groups and; Round robin consultations and mentoring

Who Should Attend
The program is designed for participants who want to create and experience the innovation process. Participants are expected to conduct themselves with the utmost professionalism in all classes.

Program Outline of the Pitch Deck
Problem Statement, Environment Analysis, Solution (Value Proposition, Customer Segmentation), Financial Viability Analysis, Key Activities & Key Partners

Faculty Profile

Prof. Maria Luisa C. Delayco, PhD
is an Associate Professor and the Academic Program Director for the Master of Science in Innovation and Business at the Institute. Prof. Delayco has a Doctor of Philosophy in Communication, University of the Philippines, Master’s in Business Administration, University of La Verne, CA, USA, and a Bachelor of Science in Commerce Major in Business Management, De La Salle University.

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