

ČESKÁ INOVACE FESTIVAL 2013

HOW TO SELL MY IDEA?

27. 2. 2013, Národní technická knihovna, Prague, 2nd year

08.00-09.00	FESTIVAL REGISTRATION	
09.00 – 10.30	A. POWER PANEL	<i>Anchor: DAVID VRBA, 3M Česko Chief Executive Officer</i>
	1. From Idea to Action – How Czech Innovation are?	ROMAN ŠISER, Česká inovace o.p.s. <i>Director</i>
	2. Czech Innovation versus World's Innovation	KAREL HAVLÍČEK, SINDAT <i>Chief Executive Officer Chairman of the Association of Small and Medium-Sized Enterprises and Crafts of the Czech Republic</i>
	3. From Michle to Edge of the World	MIROSLAV HOFMAN, 2N Telekomunikace <i>Co – Founder and Board Chairman,</i>
	4. What as a young learned.....	MILOŠ FILIP, Winner of the Česká inovace Award 2011 <i>Co – Author of the Project Manufacturing Kindergartens</i>
10.30-11.00	COFFEE BREAK & NETWORKING	
11.00–12.30	B. LIVING INNOVATION Panel Session	MARTIN DOKOUPIL, Blue Strategy Managing Partner

5. Big Panel Debate

PETR ROKŮSEK, Nano Energies
Co – Founder & Owner,

*How make it that my people become
inventive and creative persons?*

TOMÁŠ FORMÁNEK, Logio
Partner

*How recognize that I should invest
time and money to this idea?*

ROMAN PAULUS,
Radisson Blu Alcron
*The Michelin Starred
Alcron Restaurant Chef*

How bring the idea alive?

**LIBOR SEHNAL, AGC Flat Glass
Czech a.s., AGC Member Group**
Human Resources Manager

MIKULÁŠ DÁNIEL, JIMIplet
Chief Executive Officer

JIŘÍ DOSTAL, Innova Medical

12.30-14.00 NETWORKING LUNCHEON

**14.00–15.30 C. SUCCESS STORIES, TIPS & TRICKS DEDICATED TO ALL
INNOVATORS OR BEST OF PRACTISE**

Parallel Workshops leaded by Personalities and Innovators

**SECTION C1
FINANCE**

Anchor: MARTIN HANZLÍK,
ATRET Consulting, Owner

**SECTION C2
SALE & TRADE**

Anchor: MIROSLAV LUKEŠ
MasterCard, Chief Executive Director

Topics:

*How bring the idea alive?
Who to address to finance my
project?
Seed Fond – New Dimension of
Financing*

Guest's Presentations:

ALEŠ MICHL, Raiffeisenbank
Main Economist

PETR OČKO, Ministry of
Industry and Trade of the Czech
Republic

Director of the EU Funds Section

ANNA MACOUNOVÁ,
Technology Centre ASCR
*Manager of Search, Development
and Innovation*

Topics:

*I have the idea, but how I sell it?
Step by step manual
Success Stories of Smalls and Bigs*

Guest's Presentations:

LENKA NOVOTNÁ, Plastia
Executive Director

MARTIN DOLEJŠ, O2 Media
Commercial director

KATEŘINA JIŘINOVÁ, Service
Design and Innovation Management &

ADAM HAZDRA, Consultant
South Moravian Innovation Centre

**SECTION C3
INTELLECTUAL PROPERTY
& LEGISLATION FRAME**

Anchor: **DANIEL ČEKAL**, PwC
**Legal
Partner**

Topics:

*Do not hesitate share your idea!
How to deal with legal maze?
Patent as source of knowledge*

Guest's Presentations:

MICHAL JORDÁN, LINET
Innovation & IP Manager;

JOSEF DVORNÁK,
Industrial Property Office, TU
Liberec,
Director of Head Office

**SECTION C4
LEARNING & INNOVATION
TECHNICS**

Workshop runs in 2 parts,
2nd part starts in time 16.00 - 17.30.

Anchor: **PETR ŠÍDLO**, Direct People
Chief Executive Director

Topics:

*Simply, Everyone can innovate!
Learn to innovation thinking
Challenge to discover innovation of
products and service*

Guest's Presentations:

JAN MAŠEK, 3M Česko,
Innovation Leader

PAVLA ŽÍŽALOVÁ, PwC Czech
Republic
*Consultant of Innovation Management
Area*

MICHAL KALOUSEK, Direct
People

**SECTION C5
FROM RESEARCH FIELD TO REAL LIFE**

Anchor: **ALEŠ VLK, Alevia, Executive Director**

Topics:

Research results implementation into practise

Is it seen improvements of cooperation between science - research subjects and business entities?

Do these ones better communicate?

How to remove existing obstacles?

Stories of successful projects

15.30-16.00 COFFEE BREAK & NETWORKING

16.00-18.00 D. CHILL OUT ZONE & INNOVATION FAIR

You can expect:

personal and intimate gathering

chats about tips, tricks and best

practice

all this with presence of

personalities from Česká inovace

partners' companies

**DO NOT HESITATE TO STEP
IN!**

18.00-20.00 E. Česká inovace AWARD 2013

Anchor: **DANIELA PÍSAŘOVICOVÁ, Česká televize**

Winners 2013 in all 5 categories and main category

Gathering & Mingling Event

Extraordinary Music Performance