SMART CITIES PROGRAM:
A MAJOR REVOLUTION

1st Edition - 2018

Module	Faculty	Month	Day	Week Day	Schedule
Inspiration session: understanding the meaning of digital transformation, smart cities and the role of business model innovation in bringing smart city solutions to the market	René Bohnsack	November	27	Tuesday	09:00am - 01:00pm
Ideation: developing/refining a smart city project					02:30pm - 06:30pm
Market segmentation & Customer definition: defining the most attractive market segment, understanding the customer			28	Wednesday	09:00am - 01:00pm
Solution description: defining and detailing the most important dimensions of the smart city idea					02:30pm - 06:30pm
Business modeling & Go to market strategy: defining how to create and capture value with the idea			29	Thursday	09:00am - 01:00pm
Roll-out: understanding how to expand and scale your smart city project					02:30pm - 06:30pm
Diploma Award Ceremony & Graduation Celebration		**November**	**29**	**Thursday**	**after 06:30pm**

<u>**Lenght:**</u> 36 hours

<u>**Coordinator:**</u>

René Bohnsack - PhD is Professor of Strategy and Innovation at Católica-Lisbon and Research Fellow at MIT. Dr. Bohnsack's work has been published in the best international innovation journals, has won several awards and was shared on various international events, such as TEDx. René is founder and director of the Smart City Innovation Lab (www.smartcityinnovationlab.com), a multi-disciplinary team working on cutting-edge smart city projects related to improving wellbeing in urban areas via business models, sustainable technologies and digital transformation.