



EDP Innovation Immersion Program

2017 International Executive Program
in Silicon Valley

A journey of
**Leadership, Innovation, Transformation,
Network & Growth**



Organizações

LEADERSHIP
BUSINESS CONSULTING

Preliminary Program Generation 10th to 13th July



EDP Innovation
Immersion Program

Second Edition EDP Innovation Immersion Program

Preliminary Program



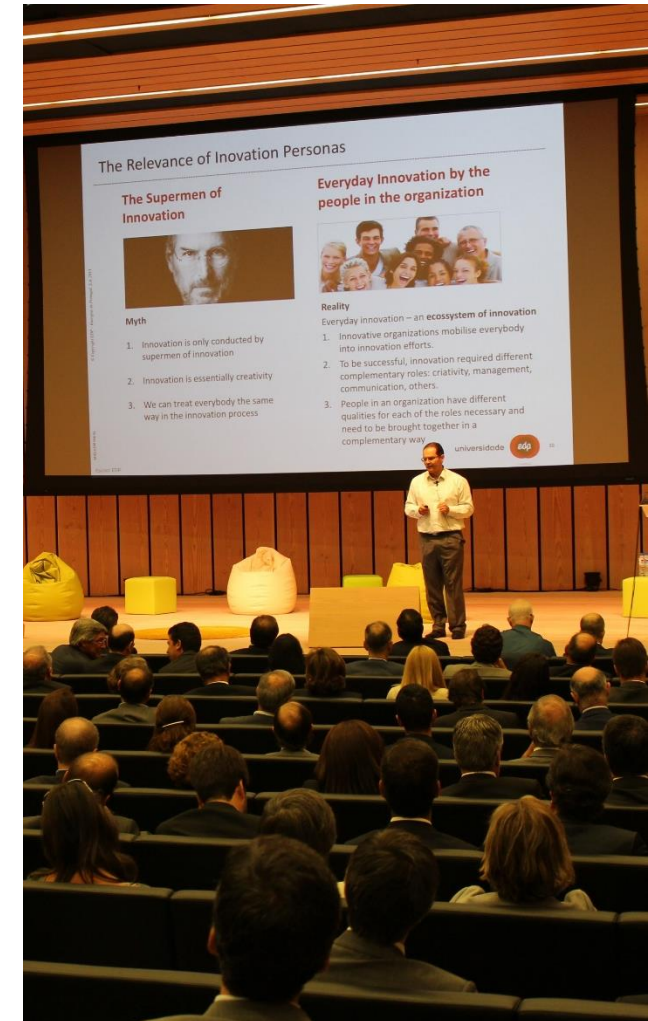
Creating a Framework for EDP

Pre-Silicon Valley Program

Pre-Silicon Valley Program

LISBON

- 13:00 – 13:35** Presentation by Tomás Moreno of Program agenda and EDP's Innovation ecosystem
- 13:35 – 14:15** Overview of Bay Area's Innovation Ecosystem by Carlos Oliveira
- 14:15 – 16:15** Session with Peter Coughlan, ex-IDEO, about Design Thinking
- Signals from the future that excite or terrify us
 - Assessing our current innovation climate at EDP — things we're doing and not doing, competing commitments, hidden assumptions
 - Brainstorming structures to catalyze innovation
 - Creating experiments that move us from idea to implementation
- 16:15 – 16:35** Coffee-Break
- 16:35 – 17:35** Cont. Session with Peter Coughlan
- Reviewing the principles and practices of Design Thinking
 - Introducing a new paradigm — regenerative ecosystems
 - Questions and discussion
- 17:35 – 17:50** Session Closing



Innovation & Disruption in Energy

Innovating & Pretotyping

Monday Day 1

SAN FRANCISCO & SILICON VALLEY

- 08:30 – 8:45** Meet in Hotel lobby and walk down to Port of San Francisco, Pier 1.
- 08:45 – 9:45** Opening program session with Torben Rankine on “Innovation Mindset”
- 10:00 – 12:00** Visit to Autodesk – session with JJ Stott around Autodesk Innovations and impact of Virtual Reality on Industries
- 12:00 – 13:30** Lunch break/Free time
- 13:30 – 15:30** Visit to ReadWrite Labs with the Director of Labs, Craig Dudenhoeffer, and pitching with 2/3 starts-ups.
- 16:00 – 17:30** Visit to SunRun and session with Nick Smallwood, Senior Director of Business Development on “Residential Solar and Business Model Innovations”
- 17:30 – 18:00** Return to the Hotel

KEY TOPICS COVERED:

- Focus on value creation for the end user with profits for the company
- Pretotyping, Prototyping and Design Thinking – comparison with engineering and management thinking. Fundamentals and practical applications in management
- Building a culture of innovation



JJ Stott
Marketing Specialist,
Autodesk



Craig Dudenhoeffer
Director of Labs,
ReadWrite Labs



Nick Smallwood
Senior Director, Business
Development, Sunrun

Labs, Creativity & Energy Disruption

Future of Utilities and Innovation in Practice

Tuesday
Day 2

SAN FRANCISCO

- 08:30** Departure from the Hotel
- 09:00 – 10:00** Visit to NRG Energy/Renewables “Introduction to Station A and SpaceTag” with Craig Cornelius, VP NRG Energy.
- 11:00 – 12:30** Workshop with Alberto Savoia, Co-Founder of Pretotype Labs and former engineering director at Google, about “Pretotyping as a part of your innovation process”
- 12:30 – 13:00** Lunch Break
- 13:30 – 15:30** Workshop with Alberto Savoia continued
- 16:00 – 17:00** Visit to Google X’s Battery Lab and session with Ramesh Bhardwaj
- 17:00 – 18:15** Return to the Hotel

KEY TOPICS COVERED:

- Pitch Sessions with Start-ups
- Impact of VR/AR on businesses
- Leveraging data and technology to change energy systems and management

Alberto Savoia

Former Engineering Director at Google, and Entrepreneur
Author of “Pretotype IT”.
Developed the concept of Pretotyping at Google
Collaborates with Stanford University



Craig Cornelius

Senior Vice President,
NRG Energy



Ramesh Bhardwaj

Director, Battery
Group, X



Business Model Innovation

Practical Cases

Wednesday Day 3

SILICON VALLEY

- 07:00** Departure from the Hotel
- 08:00 – 12:00** Visit to the Plug and Play Tech Center and pitch sessions with Energy companies
- 12:30 – 14:00** Session with Steve Blank on “50X Innovation”.
- 15:00 – 16:30** Visit to Flex and tour of the facilities with Benjamin Le, Customer Experience
- 16:30 – 17:45** Return to the Hotel

KEY TOPICS COVERED:

- Innovation practices and culture
- Discussion around major trends impacting business and business models
- Leveraging the 3 Horizons of Innovation



Wade Bitaraf

Director of Energy,
Plug and Play Tech Center



Steve Blank

Adjunct Prof. Stanford
Lean Start-up enabler



Benjamin Le

Customer Experience,
Flex



Start-ups & Renewables

Accelerator and Solar/Wind Energy

Thursday Day 4

EAST BAY & SAN FRANCISCO

07:45	Departure from the Hotel
09:00 – 10:00	Visit to Bloom Energy and discussion with Mohan Natarajan, VP of Global Business Development around “The Bloom Journey: changing the way the world generates and consumes energy”
10:30 – 11:30	Visit to Falconry and “Using Patterns in Real-time for Operational Excellence” with Nikunj Mehta, CEO.
12:15 – 13:00	Lunch
13:00 – 14:00	Session around grid-scale solar-plus-storage plants with Andres Pacheco, Senior Business Development Manager of Tesla Renewable Energy
14:30 – 15:00	Program Assessment and Debriefend
15:00	End of Program

KEY TOPICS COVERED:

- Discussion on Solar start-ups and sector
- Evolution of Solar and Wind energy sectors, innovations and market offering



Mohan Natarajan
Managing Director, Global
Strategy and Business
Development,
Bloom Energy



Nikunj Mehta
Founder and CEO
Falconry



Andres Pacheco
Business Development,
Tesla

Acculturating Silicon Valley

Post-Program Workshop

Post-Silicon Valley

LISBON

15:00 – 15:15

Welcome to the participants in the Second Edition of EDP Innovation Immersion Program

15:15 – 17:00

Bridge to Silicon Valley: lessons learned, formation of teams/action pods, topics to discuss in the future, next steps and creation of the EDP Innovation community.





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NETWORK AND GROWTH**

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