

A SUCCESSFUL AI-DRIVEN PRODUCT INNOVATION

1.OCT-29.NOV.2024

Organised by: Howest
HAMK
UBU

SAP OVERVIEW

This SAP offers a comprehensive exploration of the principles and practices essential for successful product innovation, leveraging the capabilities of AI.

Students will gain a profound understanding of the product innovation process, encompassing market analysis, competitor assessment, customer insights, and the creation of compelling product concepts. This SAP offers a dynamic learning experience, empowering participants to drive innovation in fast-paced business environments.

The online sessions immerse students in key concepts and practical exercises essential for understanding and driving product innovation. At Howest Brugge, students apply theory to create innovative product ideas for a Belgian food company, honing skills in teamwork, research, ideation, and presentation, preparing them for real-world product innovation challenges.

LEARNING OUTCOMES

At the end of this SAP, you will be able to:

- Understand the product development process
- Conduct a profound SWOT-analysis
- Understand the customer by gaining insights into their needs, barriers and preferences through interviews
- Develop a new product idea and improve innovative thinking
- Collaborate and communicate in diverse teams.

SELECTION CRITERIA

Selection will be based on: compliant to the prerequisites, order of submission, motivation and a balanced representation of the RUN-EU member institutions.

The total number of students to be selected is 40. (30 with an option to have 10 candidates on the waiting list in case of cancellation)

ELIGIBLE PARTICIPANTS

RUN-EU students in their second year of the 1st cycle of studies, with particular emphasis on students from Marketing, Business, Design and Communications with an interest in product innovation.

HOW TO APPLY

Fill in the application form

<https://web.ipca.pt/sap/wp-content/codevision/training/trainee-presubscription.php?id=92&tid=92>



DEADLINE FOR APPLICATIONS

9 September 2024

CONTACT DETAILS

Falke.mally@howest.be

DATE From 1 October 2024 to 29 november 2024

Face-to-Face Week: Howest Bruges, Belgium, 18-22 November

Online sessions: 15 and 22 October - 5 November

Final report: 29 november

MODE OF DELIVERY Blended

LANGUAGE OF INSTRUCTION English

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ECTS CREDITS 3

ACADEMIC RECOGNITION

To be defined by each higher education institution. Generally, most students will have this SAP certified in their diploma supplement, as a minimal condition

COURSES LEADERS | LECTURERS

Courses leaders

Falke Mally (Howest)
Lana Beikverdi (HAMK)
Ismael Becerril Castrillejo (UBU)
Paula Rodriguez Torrico (UBU)

MEANS AND CRITERIA FOR ASSESSMENT

The evaluation of the course will be carried out through the following criteria:

- The quality of the market analysis, customer interviews and new product concept
- The level of participation and attendance to the program

Details:

(5%) Pre-assignment

(20%) Project work online (gathering market and brand information)

(40%) Project work face-to-face (elevator pitch and presentation at the fair)

(20%) Participation online and in Belgium
The student will be observed and assessed during the

group work and group discussions. Active participation and attendance will be also taken into account in the final assessment.

(15%) Post-assignment (final report with student's feedback)

EQF / LEVEL

6

LEARNING AND TEACHING STRATEGY

Student-centred teaching, competence-based learning and collaborative learning.

SCIENTIFIC / PEDAGOGICAL FIELD + ISCED CODE

0414 Marketing and advertising
0417 Work skills
0031 Personal skills and development
0211 Media production

RUN-EU FUTURE EIH

Future of food, 5th Industrial revolution, Business & Admin, Digital transition

LENGTH

1 day pre-assignment, 3 days online, 1 face-to-face week, 1 day post-assignment

TYOLOGY

Cutting-edge topic
Transversal skills
Challenge programme

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PHYSICAL MOBILITY | SCHOLARSHIPS AVAILABLE

For students:

Maximum number of mobile students: 40 (5 students per institution)

Students' scholarships:

Travel:

Austria - Belgium: € 309

Finland - Belgium: € 309

Ireland - Belgium: € 309

Portugal - Belgium: € 309

Spain - Belgium: € 309

The Netherlands - Belgium: € 211

Subsistence:

The subsistence grant for Belgium is €553 (7 x €79), except for students who already come from Howest.

For staff :

10 staff

To be managed by Home Institution.

PREREQUISITES

For all RUN-EU students with basic marketing knowledge (at least 1 introductory marketing course). Basic marketing concepts such as segmentation, target audience, positioning and the marketing mix are assumed to be known.

CERTIFICATION

To be defined by each home institution. Generally, most students will have this SAP certified in their diploma supplement, as a minimal requirement.

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PROGRAMME AT A GLANCE WEEK 1-15.OCTOBER.2024-ONLINE

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00

TUESDAY
15/10

**GET TO KNOW THE TEAM
AND THE BRAND**

WEEK 2-22.OCTOBER.2024-ONLINE

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00

TUESDAY
22/10

**GATHER MARKET
INFORMATION**

WEEK 3-5.NOVEMBER.2024-ONLINE

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00

TUESDAY
5/11

**A UNIQUE
PRODUCT CONCEPT**

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PROGRAMME AT A GLANCE

WEEK 4-18-22.NOVEMBER.2024-FACE-TO-FACE WEEK-HOWEST

	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+2											
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
MONDAY 18/11			WELCOME AND OPENING SESSION	INSPIRATIONAL CASE	LUNCH BREAK	TEAM COLLAB: RETAIL SHOP VISIT AND CITY RALLY BRUGES					
TUESDAY 19/11	KEYNOTE: TARGET AUDIENCE / PERSONA		TEAM COLLAB: CRAFT PERSONA	LUNCH BREAK	TEAM COLLAB: USAGE AND NEEDS INTERVIEWS			KEYNOTE: THEMATIC ANALYSIS INTERVIEWS			
WEDNESDAY 20/11	KEYNOTE: IDEATION AND VALUE PROPOSITION		TEAM COLLAB: BRAINSTORM PRODUCT IDEAS	LUNCH BREAK	TEAM COLLAB: BUILD YOUR SHITTY PROTOTYPE		TEAM COLLAB: PREPARE ELEVATOR PITCH				
THURSDAY 21/11	ELEVATOR PITCH		TEAM COLLAB: PRETEST IDEA	LUNCH BREAK	TEAM COLLAB: SOLUTION INTERVIEWS	CULTURAL EVENT					
FRIDAY 22/11	KEYNOTE: SUPPORT PLAN	TEAM COLLAB: SET UP FAIR			FAIR	TEAM COLLAB: REPORT	CLOSING SESSION				

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PRE-ASSIGNMENT

1.OCTOBER.2024·MAILING TO THE STUDENTS

What is product innovation?

Task 1: Product innovation movie

- 🕒 Max 20 minutes
- 👤 Ismael Becerril Castrillejo
- 👤 Paula Rodriguez Torrico
- 📄 The students get an introduction to product innovation through a video and a learning path.
Content of the learning path:
 - What is innovation?
 - Why innovation: status quo is not an option
 - Reasons why some companies don't innovate
 - Strategies for new products (acquisition of a company and product innovation)
 - 3 types of product innovation: (product, market, process)
 - The product innovation process (idea generation, idea screening, concept development & testing,..)

At the end of this video, the students get three questions to answer (they have to bring the answers to the first online meeting).

Task 2

- 🕒 Deadline 11 October
- 👤 Falke Mally
- 📄 Make a moodboard of the best-selling biscuits in your country.
Bring your favourite biscuits to the online meeting.

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15 OCTOBER

TUESDAY 16H00-19H00 GMT+1 ONLINE

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
TUESDAY 15/10											GET TO KNOW THE TEAM AND THE BRAND

Welcome & Fun check-in

- 🕒 16h00-16h10
- 👤 Falke Mally
- 👤 Lana Beikverdi
- 👤 Ismael Becerril Castrillejo
- 👤 Paula Rodriguez Torrico

What can you expect? And what do we expect from the students.

- 🕒 16h10-16h20
- 👤 Falke Mally
- 📄 Information is shared with the students, such as: some organizational points like timing, program, how to work together and communication.

Recap innovation process

- 🕒 16h20-16h40
- 👤 Ismael Becerril Castrillejo
- 👤 Paula Rodriguez Torrico
- 📄 A recap with discussion of the pre-assignment questions.

Break-out room

- 🕒 16h40-17h00
- 👥 Students collab
- 📄 Compare yourself with a biscuit and introduce yourself to the team. Which cookie is your team? Make 1 slide to present your team by your favourite team cookie.

Get to know the brand

- 🕒 17h10-18h00
- 👤 A manufacturer
- 📄 Briefing by manufacturer

Content task 1 & 2

- 🕒 18h00-18h45
- 👥 Students collab
- 📄 Recap of the briefing

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22 OCTOBER

TUESDAY 16H00-19H00 GMT+1 ONLINE

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00

TUESDAY
22/10

GATHER MARKET
INFORMATION

Welcome & Fun check-in

🕒 16h00-16h20
👤 Falke Mally

Keynote: gathering market information and conducting a SWOT-analysis

🕒 16h20-17h00
👤 Lana Beikverdi

📄 What will Lana explain:

- Explain which info to look for (list of questions, highlight how to conduct a trend analysis)
- Explain how to summarize this info into a SWOT
- Explain how to formulate a problem statement

Keynote: anatomy of an AI prompt

🕒 17h10-17h30
👤 Falke Mally

📄 What will Falke explain:

- Explain how AI can be used to gather market information
- Explain how to build a successful prompt using perplexity

Round up session 2

🕒 18h45-19h00
👤 Falke Mally

Content task

🕒 17h30-18h45
👤 Student collab

📄 Gather market information and summarize it into a SWOT. (miro board)

+ coaching each team

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5 NOVEMBER

TUESDAY 16H00-19H30 GMT+1 ONLINE

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
TUESDAY 5/11											A UNIQUE PRODUCT CONCEPT

Welcome & Fun check-in

- 🕒 16h00-16h10
- 👤 Falke Mally

Group presentation SWOT

- 🕒 16h30-17h30
- 👤 Student presentation
- 📄 Presentation of outcome session 2: Strengths, weaknesses and opportunities (and threats) + the problem statement you want to solve.

Keynote: building a strong product concept

- 🕒 17h40-18h30
- 👤 Ismael Becerril Castrillejo
- 👤 Paula Rodriguez Torrico
- 📄 What will Ismael and Paula explain:
 - What is a USP
 - Benefit laddering technique
 - Perceptual Mapping/ Positioning Map: showing examples
 - Elements of a good product concept

Content task

- 🕒 18h30-19h00
- 👤 Students collab
- 📄 Make a positioning map of the biscuit market with the manufacturer and (min) 3 competitors. + first ideas for a new product.

Practical

- 🕒 19h00-19h30
- 👤 Falke Mally
- 📄 Practical info, program and to do to travel to Belgium. A conclusion of session 3.

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18 NOVEMBER

MONDAY 10H00-20H30 HOWEST BRUGES

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
MONDAY 18/11			WELCOME AND OPENING SESSION	INSPIRATIONAL CASE	LUNCH BREAK	TEAM COLLAB: RETAIL SHOP VISIT AND CITY RALLY BRUGES					

Welcome & opening session

🕒 10h00-11h30

👤 Falke Mally

📄 Who is who?

- Program of the day/week
- Group picture
- Teambuilding

Inspirational case

🕒 11h30-12h30

👤 By manufacturer

📄 Inspirational case of a new product launch

Keynote retail shop visit

🕒 12h30-13h00

👤 Falke Mally

📄 Explanation retail shop visit and city rally.

Team collab

🕒 13h30-17h00

👤 Students

📄 Retail shop visit and competitor analysis

Students get to know the Belgian retail landscape, the assortment of a supermarket and the different competitors.

Followed by a city rally in Bruges in their team, students discover the city of Bruges.

Check-in hostel

🕒 17h00-19h00

Students arrange their own lodging

European aperitif

🕒 19h00-21h00

At cafeteria the DAD

📄 Bring your local food and beverage. Promote your country and culture by making an attractive stand. Dress up in your country colors.

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19 NOVEMBER

TUESDAY 9H00-17H30 HOWEST BRUGES

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00

TUESDAY 19/11	KEYNOTE: TARGET AUDIENCE / PERSONA	TEAM COLLAB: CRAFT PERSONA	LUNCH BREAK	TEAM COLLAB: USAGE AND NEEDS INTERVIEWS	KEYNOTE: THEMATIC ANALYSIS INTERVIEWS			
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Welcome & check-in

- 🕒 9h00-9h15
- 👤 Falke Mally

Keynote: target audience / persona

- 🕒 9h15-10h30
- 👤 Lana Beikverdi
- 📄 Falke Mally

Keynote: how to identify your target audience and how to craft a persona, using AI

- What is segmentation and targeting
- Common segmentation criteria (geographic, demographic, psychographic, behavioral)
- Get to know your customer through the Empathy map and the Value proposition canvas
- What is a Persona

Team collab

- 🕒 11h00-12h30
- 👤 Students
- 📄 Team time: craft a persona and identify the needs and barriers à template persona

Team collab

- 🕒 13h30-14h00
- 👤 Lana Beikverdi
- 📄 Lana gives instructions of the interview and design of the problem statement.

Team collab

- 🕒 14h00-16h30
- 👤 Students
- 📄 Team time: Hit the streets and interview local consumers (that belong to the target group) goal: discovering the needs and barriers of the target group and finetune the problem statement

Keynote: thematic analysis interviews

- 🕒 16h30-17h30
- 👤 Lana Beikverdi
- 👤 Students
- 📄 Rework time: students come back to the campus and process all gathered information
Small instruction: thematic analysis of the interviews
Round up and outlook day 3.

Deliverables of day 2: persona (with clear needs and barriers) and problem statement

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20 NOVEMBER WEDNESDAY 9H00-17H30 HOWEST BRUGES

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00

WEDNESDAY 20/11	KEYNOTE: IDEATION AND VALUE PROPOSITION	TEAM COLLAB: BRAINSTORM PRODUCT IDEAS	LUNCH BREAK	TEAM COLLAB: BUILD YOUR SHITTY PROTOTYPE	TEAM COLLAB: PREPARE ELEVATOR PITCH			
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Welcome & check-in

- 🕒 9h00-9h15
- 👤 Falke Mally

Keynote: ideation and value proposition

- 🕒 9h15-12h30
- 👤 Ismael Becerril Castrillejo
- 👤 Paula Rodriguez Torrico
- 👤 Falke Mally
- 📄 Keynote / instruction
- Ideation and idea selection
- Create the value proposition with the help of AI.

Team collab

- 🕒 11h00-12h30
- 👤 Students
- 📄 Team time: brainstorming
 - What can bring a unique benefit to the product?
 - Refine the product description.
 - Value proposition canvas
 - Brainstorming technique

Keynote & Team collab

- 🕒 13h30-15h00
- 👤 Falke Mally & students
- 📄 Build your shitty prototype
- Build a real, tactile representation for your idea (no digital device allowed)
- Start building your first shitty prototype that is simple and testable
- A cardboard construction, a role-play, a mock-up, ... Be creative and make it tactile! To make sure you can test it with people.
- Team time: shitty prototype

Team collab

- 🕒 15h30-17h00
- 👤 Short instruction: how to build an elevator pitch.
- 📄 Team time: Prepare your elevator pitch (1min sharp)
- With coaching slots for each team.

Round up and outlook day 4

- 🕒 17h00-17h30
- 👤 Falke Mally

Deliverables of day 3: shitty prototype + elevator pitch

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21 NOVEMBER THURSDAY 9H00-21H30 HOWEST BRUGES

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00

THURSDAY 21/11	ELEVATOR PITCH		TEAM COLLAB: PRETEST IDEA	LUNCH BREAK	TEAM COLLAB: SOLUTION INTERVIEWS	CULTURAL EVENT
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Elevator pitch

🕒 9h00-10h30

👤 Students

📄 Structure: Each team presents their idea (1min) (time-boxed); the Jury provides feedback and asks questions (5 minutes)

- Rating: originality, feasibility, desirability, sustainability, and viability of the idea with a seven-star logic
- Feedback: The jury takes 5 minutes time to discuss their impression of the pitches

Keynote & Team collab

🕒 10h30-12h30

👤 Ismael Becerril Castrillejo

👤 Paula Rodriguez Torrico

👤 Students

📄 Keynote/ Instruction Pretest your idea.

Preparing the field research (testing) – solution interviews
Team time prepare the field research:

- Qualitative interview (min 5) in the streets of Bruges.
- Prepare a list of questions.
- Compilation movie: create a 1 minute compilation movie of the interviews, clearly sharing the insights the interviews generated.
- Adapt the prototype one last time based on the feedback and insights.

Team collab

🕒 13h00-15h00

👤 Students

📄 Team time: hit the streets
Field research by interviewing local GenZ'ers.

Cultural event

🕒 15h30-18h30

Deliverables of day 4: compilation movie interviews (to be finished by 22/11)

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22 NOVEMBER

FRIDAY 9H00-17H30 HOWEST BRUGES

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	
FRIDAY 22/11		KEYNOTE: SUPPORT PLAN	TEAM COLLAB: SET UP FAIR				FAIR	TEAM COLLAB: REPORT	CLOSING SESSION			

Welcome & check-in

- 🕒 9h00-9h15
- 👤 Falke Mally

Keynote: support plan

- 🕒 9h15-9h45
- 👤 Falke Mally
- 📄 Create a support plan for your new product in the shop with focus on brand activation instore and Point of sales materials and promotions.

Team collab

- 🕒 9h45-14h00
- 👤 Students
- 📄 Team time compilation movie interviews + defining the brand activation idea. With which arguments the retail can be convinced (sales pitch)
 - How can this product be supported in the shop?
- Team time Preparation of the fair

The Fair

- 🕒 14h-15h
- 👤 Everyone
- 📄 Final vote for ...
 - Most creative idea
 - Most profitable idea
 - Most realistic idea

- photos of the fair
- final statement about the program (individually)

In the meantime, lecturers decide upon the winner of the fair.

Team collab

- 🕒 15h00-16h00
- 👤 Students
- 📄 Finalizing the report with:
 - an abstract (= a short summary of your problem statement, persona with insights and your solution) - about one paragraph, approx. one page, no matter whether Word, Power point etc.)
 - pictures of the evolution of your prototype (from first shitty prototype to MVP)
 - links to compilation movie of the interviews
 - Marketing mix: your support plan in the shop and sales pitch to convince the retailer

The grand finale + celebration

- 🕒 16h00-17h30
- 📄 With learning reflection: feedback on their experiences and learning outputs, on the organization

Deliverables of day 5: pictures of the fair + final report