### Corporate Business Model Innovation

<table>
<thead>
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<th>Time</th>
<th>Day One</th>
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<tr>
<td>8:00am</td>
<td>Breakfast</td>
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| 8:30am | **The Innovation Imperative: Lessons from Xerox**  
   Birds of a Feather Team Formation  
   *Henry Chesbrough* | The Business Model Canvas, inside the Corporation  
   - external customers  
   - internal customers  
   TBD | 2nd Round of External Customer and/or Internal Sponsor Interviews  
   *Henry Chesbrough and TBD* |
| 10:00am| Break                                        | Break                                                       | Break (at 10:30am)                                          |
| 10:30am| Open Innovation and Business Model Innovation  
   *Henry Chesbrough* | Case Presentations from selected company Corporate Innovation Executives  
   *Henry Chesbrough* | How to Design an Effective Integration Plan for Your Venture  
   *Henry Chesbrough* |
| 12:00pm| Lunch                                        | Lunch                                                       | Lunch                                                      |
| 1:30pm | Lean Startup Theory and Customer Development  
   *TBD* | Get Upstairs in the Building! – First round of internal interviews  
   *Henry Chesbrough* | Second Revision of BMC – 2 minute Report Outs  
   *Henry Chesbrough and TBD* |
| 3:00pm | Break                                        | Break                                                       | Break                                                      |
| 3:30pm | Customer Interviews – External Customers  
   *Henry Chesbrough and TBD* | First Revision of BMC – 2 minute report-outs  
   *Henry Chesbrough* | Closing Thoughts and Barriers to Overcome  
   *Henry Chesbrough* |
| 5:00pm | Adjourn                                      | Adjourn                                                     | Adjourn                                                     |
|        | *Evening Reception 5:15-6:30pm*             |                                                              |                                                             |