

Class: **Product service and IP protection – V.1.1**

Date: 27/4/20

Global MBA 2019-2020

Instructor: Riccardo Fini – Riccardo.fini@unibo.it

Class schedule

From	To	Topic	Materials to be used
15:00	15:15	Intro	
15:15	15:35	Split-up group work	3_BP_Blocks_Product 3_BP_iRing_Product 3_Zipcar Refining the Business Model
15:35	16:00	General discussion	
16:00	16:20	Lecture: New product development	3_Fini_slides_all_shared
16:20	16:30	Break	
16:30	16:55	Guest speaker 1	Mr. Claude Marquis
16:55	17:20	Guest speaker 2	Mrs. Alessia Camera
17:20	17:30	General discussion	
17:30	18:00	Lecture: IP protection	3_Fini_slides_all_shared

Split-up group work (in class)

No action needed before class, yet, I would suggest skimming through the Business Plans (BPs) and familiarize with them (i.e., 3_BP_Blocks; 3_BP_iRing; 3_Zipcar). The BPs are available on moodle.

On Monday 27th:

- You are already assigned to one group (see file: Groups - Business Planning (1)), and you will be asked to work on one of the three Business Plans (i.e., 3_BP_Blocks; 3_BP_iRing; 3_Zipcar) for 20 minutes max.
- Each group will be asked to:
 - Identify and list the BPs' strengths and weaknesses in relation to:
 - Product/service description and unique selling points
 - Product/service development plan
 - Product/service protection
 - Prepare 1 ppt slide summarizing the above
 - Send the slide to the instructor Riccardo.fini@unibo.it (slides will be consolidated and discussed in class, during the general discussion slot)
 - Be ready to present the slide in class

Guest speakers

Claude Marquis - Founder/CEO - Asmodine

E: cmarquis@asmodine.com

E: ahervault@asmodine.com

W: www.a-tailoring.com

Claude Marquis, a former professional athlete, is the creator of the first virtual sales assistant specialized in image consulting. Asmodine, thanks to its tailoring technology, offers you an omnichannel digital image consulting service. Claude will share how they develop the business idea and how they worked alongside business accelerators in France.

Alessia Camera

E: alessia.camera@gmail.com

W: <https://www.alessiacamera.com/it/>

A digital marketing professional with more than 10 years of experience, Alessia has worked with start-ups, agencies, SMEs and multinationals (Sony PlayStation Europe). Over the past 5 years, she has been involved in the launch of PS4 in Europe and Italy and will share with us her experience with Sony.