



INNOVATION CAMP 2019

Developing the Future, Together.

Presented by the Umeå School of Business, Economics and Statistics,
in collaboration with MacGregor and Umeå Energi

THE GENERAL CONCEPT

Together with the industry, this intense 2,5-day Innovation Camp aims to provide students taking the Innovation Management course at USBE with real world experience working with leading companies in their industries where they will be challenged to develop innovative solutions for tomorrow's problems.

FOR STUDENTS

As a student at USBE, this event is an excellent opportunity to utilize and develop your skills and knowledge while working in teams, get hands-on practical experience solving real problems with leading companies, expand your network of industry contacts, and get feedback from industry professionals; including a certificate for the winning team.

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COLLABORATORS

This year, USBE is again collaborating with MacGregor, a leading supplier of intelligent maritime cargo and load handling equipment and solutions, and Umeå Energi, a sustainability-driven energy and communications company, to bring the student diverse challenges, sure to put their skills to the test and allow them to work on problems with real world importance.

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UMEÅ SCHOOL OF BUSINESS,
ECONOMICS AND STATISTICS
UMEÅ UNIVERSITY



HOW DOES IT WORK?

During the first half day, the students are divided evenly between MacGregor and Umeå Energi before being given an introductory lecture to the companies and their industries. The students will then be left to ponder until the next morning when the Innovation Camp truly begins.

On Wednesday, 13th of March, the day will begin with the students assembling into their pre-assigned groups of 5 before the companies present the problem statements which will direct the students towards creating innovative solutions. Materials and suggestions for basic prototyping will be provided and the students are encouraged to use this to create a visualization of their idea.

This continues into the second day, 14th of March, where the ideas generated during the first day will be developed further with the assistance of industry representatives and USBE faculty. The day will be concluded with 3-minute pitches of the ideas.

Vardagsrummet in the newly renovated Humanities Building provides a creative, practical setting for the two days, with open spaces for brainstorming, isolated rooms for more in-depth development, and an all-round fun, collaborative atmosphere with the representatives from MacGregor and Umeå Energi.

The final pitches will occur the following week, when the student will have the opportunity to travel to their respective companies' offices to present their ideas in front of a panel consisting of industry representatives and USBE faculty. The best idea will then be awarded with a certificate from the company, showing their status as winner.

SCHEDULE

TUESDAY 12/3		WHERE
13:15-16:00	MacGregor Introduction	H-Sal F
13:15-16:00	Umeå Energi Introduction	Hum-building Rum för Lärande

WEDNESDAY 13/3		WHERE
08:30-18:00	Innovation Camp Day 1	Hum-building Vardagsrummet
18:00-21:00	Innovation Camp Dinner	Humanoria

THURSDAY 14/3		WHERE
08:30-18:00	Innovation Camp Day 2	Hum-building Vardagsrummet

WEDNESDAY 20/3		WHERE
07:45-13:00	Final Pitch	Umeå Energi Office, Umeå

THURSDAY 21/3		WHERE
08:30-18:00	Final Pitch	MacGregor Office, Ö-vik

In collaboration with:

