

Innovation Today

<https://itoday.ch>

A radically new type of Innovation event.

Innovation happens where business, design, and tech meet.

Today, we are inviting the best innovation leaders to join us in Switzerland, and if you are reading this, there's a great chance that you are one of them.

Covid-19 brought an unprecedented disruption and more than ever we'll need to be resilient, caring and creative. **We believe that the future belongs to optimists.** To tackle the big challenges of our time, we need to empower our teams, take more calculated risks, and build sustainable businesses.

Innovation Today (#itoday) focuses on people; thinkers, best-selling authors, and creators that are having a direct impact on the world right now, and its future. In a series of virtual conferences and in-person masterclasses, our world-famous speakers will share real-life stories, case studies and behind-the-scenes perspectives from Silicon Valley, Switzerland and the rest of the world. They will also share their practical tools and methods that are inspiring thousands of innovation leaders and the world's most innovative companies.

Originally the event was supposed to take place in August at the Swiss tech convention center (EPFL), over two days. But thanks to Covid-19, Itoday will be **two events**:

#itoday Summit - August 20-21 2020

(online - worldwide)

<https://summit.itoday.ch/>

A worldwide virtual Conference with original live keynotes and Q&As plus meaningful networking. Participants can choose to either be part of the show and participate in the Zoom room alongside the speakers, or watch the Livestream and exchange in a Slack community.

Confirmed speakers are:

- **Alex Osterwalder & Yves Pigneur (CH)**

inventors of the Business Model Canvas and authors of *Business Model Generation* which sold more than 1.5 million copies in 30 languages. They are holders of the prestigious Thinkers50 Strategy Award (#4)

- **Jake Knapp (USA)**

is the inventor of Google Venture's Design Sprint methodology. He is considered one of the most influential Product Designers today. He has coached teams at places such as Google, Slack, LEGO, IDEO, and NASA on design strategy and time management.

- **Surya Vanka (USA)**

is a transdisciplinary designer who has worked at the leading edge of physical and digital experiences. He is founder of Authentic Design, president emeritus of the Seattle Design Festival and was chair of Interaction Week. Surya was director of user experience at Microsoft

- **Ramatoulaye A. Diallo (SEN)**

is the CEO of Orange Money in Senegal and Director of Mobile Financial Services in the Orange Sonatel cluster across 5 countries. Her mission is to create products, services and communities that elevate millions of African lives.

- **Professor Marc Gruber (DE - CH)**

is Vice President for Innovation at EPFL, full professor at the College of Management of Technology at EPFL where he holds the Chair of Entrepreneurship and Technology Commercialization (ENTC), and co-author of *Where to Play*.

- **Katie Swindler (USA)**

is a User Experience Strategist at Allstate insurance, Author of *Life & Death Design*. She believes if brands wish to truly connect with consumers they must combine emotion and utility, storytelling and technology

- **Jonas Vonlanthen (CH)**

is a Partner at Liip Digital Progress, Expert in agile management and self-organisation in Switzerland. As Partner at Liip, he focuses on the organisation's evolution from a hierarchical to a self-managed governance system (holacracy).

#itoday Masterclasses - February 8-9 2021

At Swiss Tech Convention Center (EPFL)

<https://itoday.ch/masterclasses/>

Virtual is great for meeting like-minded people and learning new skills, but when it comes to put things practice and create deep connections, nothing beats in-person workshops.

This is the reason why #itoday Masterclasses will happen live at the Swiss Tech Convention Center (EPFL) in Lausanne Switzerland in February 2021.

Safety measures like social distancing will of course be respected.

- **February 8: Jake Knapp (USA)**

The Official Design Sprint Workshop

In this fun, fast-paced, hands-on workshop, Jake Knapp, the creator of the Design Sprint process at Google Ventures, will teach how to facilitate the various exercises of this methodology inspired by Design Thinking and how to incorporate these new techniques into any company or organization in order to accelerate their innovation process and empower their teams.

- **February 9: Alex Osterwalder & Yves Pigneur (CH)**

The Invincible Company Masterclass

In today's competitive environment it is increasingly difficult to gain a competitive advantage based on product and technology innovation alone. In their workshop, Alex Osterwalder and Yves Pigneur are going to illustrate how companies can gain a competitive edge by moving from competing on products and price towards competing on business models.

About the organisers

Design Sprint Ltd, Switzerland

Based in Lausanne Switzerland, and founded in 2015 by Steph Cruchon, Innovation expert and senior UX/UI designer with over 15 years of experience in building digital product and services.

Our team is pioneer in Europe of the Design Sprint, a methodology originally developed at Google Ventures. Our clients in Switzerland, France, and around the world come from a variety of industries challenging their services, digital and physical products: NGOs, healthcare institutions, health tech start-ups, energy, banks, insurance companies, government, and public authorities.

More about us: <https://design-sprint.com/team/>

Contact and infos

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