

Organisation / Formal Details

Lecturer:	Jost Grünert, M.Sc.
Teaching Format:	Friday 10:00 a.m. weekly project-focussed
Location:	WEPA.Digital Campus / Florapark Düsseldorf
Workload:	150 h 30 h (Presence) + 120 h (Project Work in teams)
Credits:	6 ECTS
Prerequisites	Studying in any master's specification
Type of examination	Project work and Presentation



Only way to register is
to answer this survey

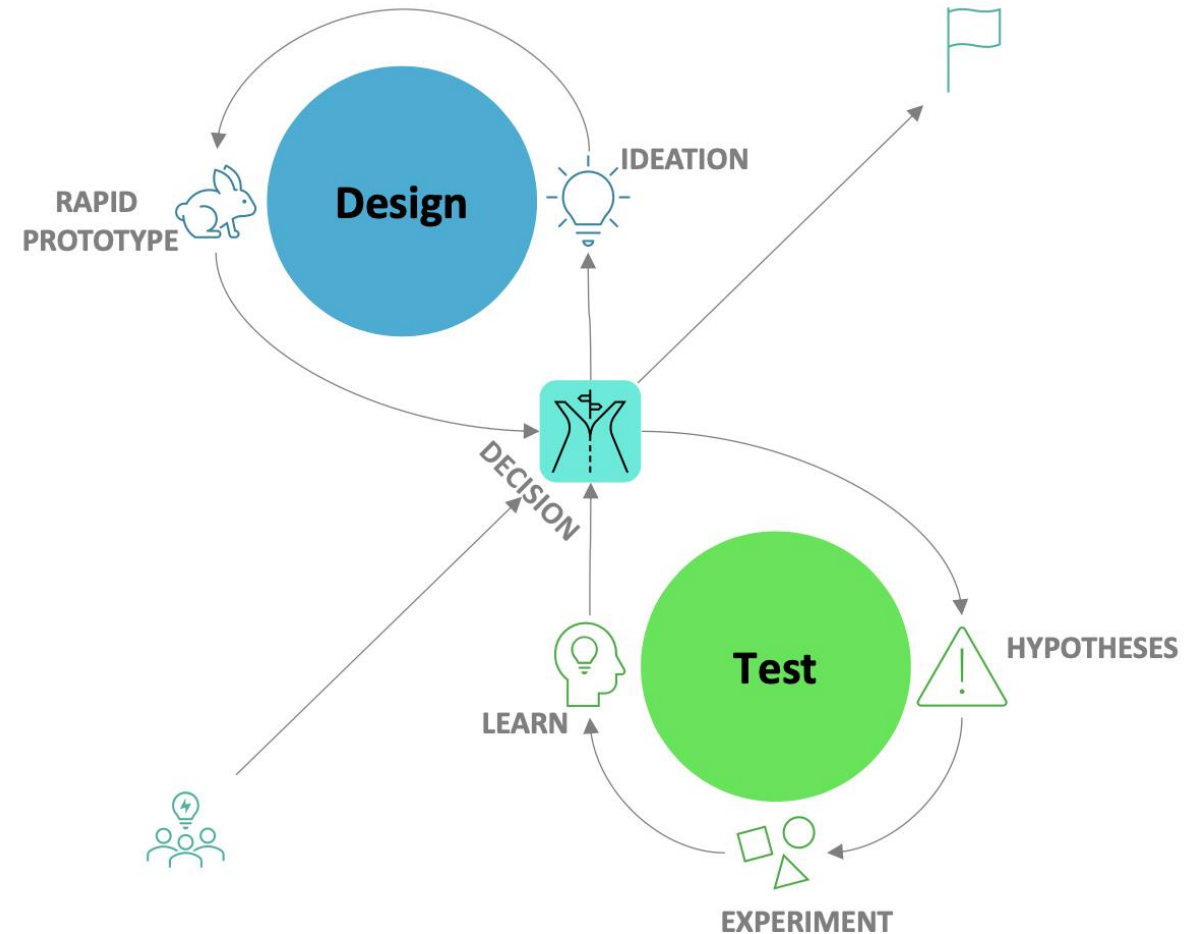


Innovative Product Development

How we will work in this project

Decision on Search field.

A Search field is where we look for innovation – this could be technologies, trends, industries or hobbies. To find the right search field, we identify problems from daily life, observations, or challenges within your current industries.

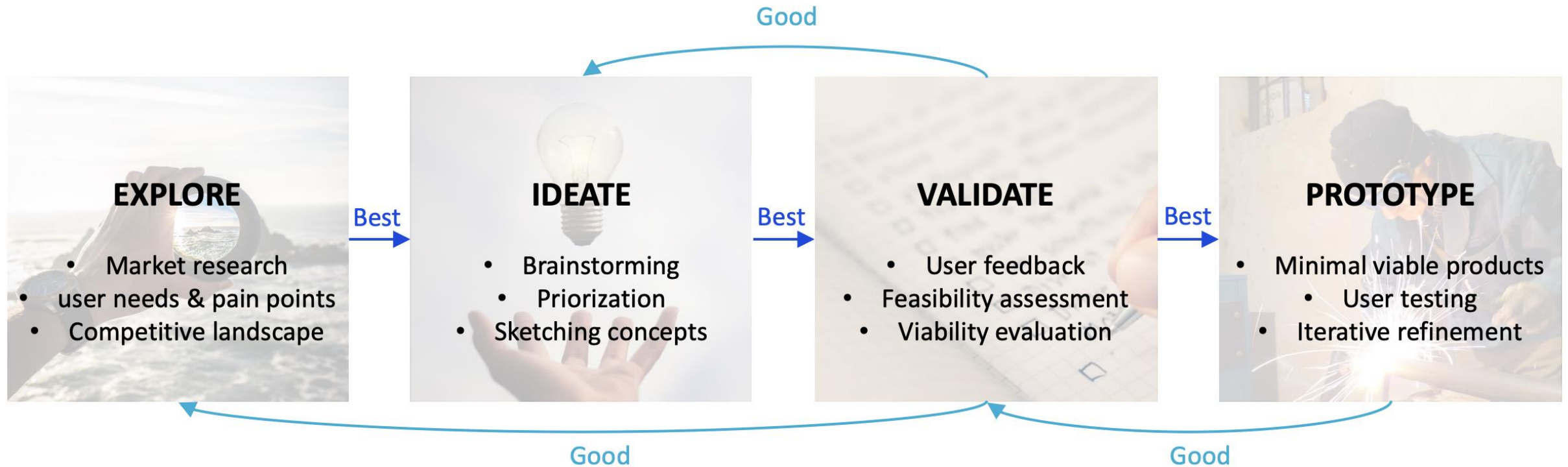


First, we will find a search field in which you enjoy working, then we will enter an iterative cycle of testing and design

Source: Testing Business Ideas (D.J. Bland, A. Osterwalder) | 2019

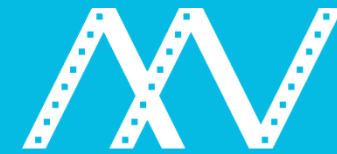
Innovative Product Development

Push your project through the four innovation phases

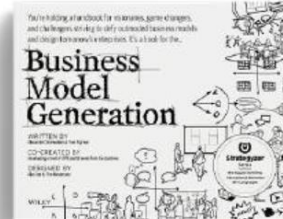
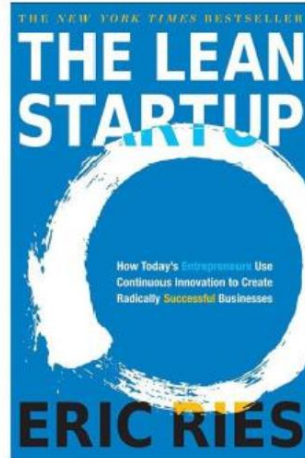
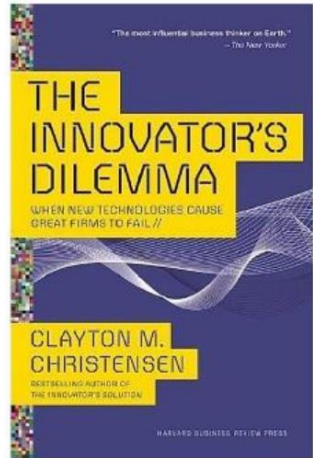


Every 2 weeks, we make a data-based decision: Do we switch phases? If yes, what's the goal?

Literature Recommendations

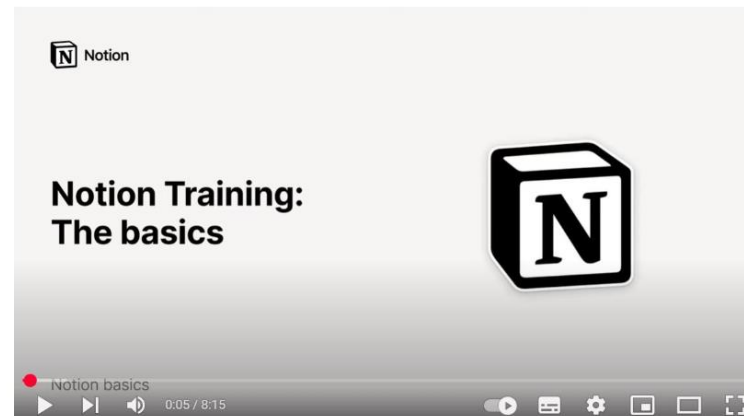


Fachbereich Maschinenbau und Verfahrenstechnik
Faculty of Mechanical and Process Engineering



Recommended

MANDATORY



[Watch this video before you attend the first lecture](#)