



**EDEN Doctoral Seminar on
Generating impactful research ideas for young scholars:
Theory and practice**

PROGRAMME

Programme



Domain
setting

Session 1

May 6th
(09:00-17:00)



Immersion

Session 2

May 13th
(09:00-17:00)



Ideation

Session 3

May 20th
(09:00-17:00)



Maturation

Session 4 & 5

May 27th
(09:00-17:00)

June 3rd
(09:00-17:00)

Agenda: S1 May 6th (09.00-17.00)

Morning

9.00 – 10.00

Welcome, introductions and objectives

Break

10.15 – 11.30

The Quest for Great Ideas: Insights from Occasional Successes and Many Failures

11.30 – 12.00

Domain setting

12.00 – 12.30

Individual work: Exercise passions and collaboration team

Afternoon

13.30 – 14.30

Individual work: Exercise on trends in MURAL

14.30 – 15.15

Teamwork: Present and discuss your trends MURAL

15.15 – 15.30

Individual work: Add inspiration from team on trends in MURAL

15.30 – 16.30

Selection of domains and defining customers based on your goals – group discussion

16.30 – 17.00

Wrap-up

Agenda: S2 May 13th (09.00-17.00)

Morning

9.00 – 9.45

Intro (15') and group discussion on domain and immersion (30')

9.45 – 10.30

Design thinking and defining research problems

Break

10.45 – 11.30

Ind. and Team work: Exercise insight sentences

11.30 – 11.45

Individual work: Exercise opportunity areas

11.45 – 12.30

Ind. and Team work: Exercise research problems

Afternoon

13.30 – 14.00

Discussing exercises research problems

14.00 – 14.30

Prioritizing research problems – finding evidence

14.30 – 15.15

Individual work: Find evidence for prioritizing research problems

Break

15.30 – 16.00

Ind. and Team work: Discuss evidence for prioritizing research problems

16.00 – 16.30

Prioritizing research problems – do prioritization

16.30 – 17.00

Wrap-up

Agenda: S3 May 20th (09.00-17.00)

Morning

9.00 – 9.50

Intro (30') and (sub)group discussion (20')

Group discussion around the virtual table:

- What did you do so far? How did you find it so far?
- How did you tackle issues?
- Any challenges you still face?

09.50 – 10.30

Generating ideas in practice and academia

Break

10.45 – 12.40

Individual-teamwork-individual-team: Idea generation

- 10.45-11.00 (Ind.): First idea harvest
- 11.00-11.40 (Team): Share, discuss, build (10' each)
- 11.40-12.00 (Ind.): Update & think bigger
- 12.00-12.40 (Team): Share, discuss, build (10' each)

Afternoon

13.30 – 14.00

Capturing & selecting ideas in practice and academia

14.00 – 15.30

Individual work: Building first idea napkin (or more)

(in team rooms to provide feedback as needed)

15.30 – 16.15

Group 1: Presentations of idea napkins and wrap-up

(3' presentation + 2' feedback per participant)

16.15 – 17.00

Group 2: Presentations idea napkins and wrap-up

(3' presentation + 2' feedback per participant)

Agenda: S4 May 27th (09.00-17.00)

Morning

9.00 – 10.00

Recap of last week + discussion of idea napkins and prioritization

10.00 – 11.15

Inspiration on research models and methods

Break

11.30 – 12.00

Individual iteration on ideation > get to more ideas

12.00 – 12.30

Team iteration on ideation > get to more ideas

Afternoon

13.30 – 14.00

Team iteration on ideation > get to more ideas

14.00 – 14.30

Individual iteration on ideation > get to more idea napkins

14.30 – 15.00

From idea napkin to 'beta research project'

Break

15.15 – 15.45

Individual work: Beta Research Project preparation

15.45 – 16.15

Pitch and feedback in teams

16.15 – 16.45

How to make an idea pitch that rocks

16.45 – 17.00

Wrap-up

Agenda: S5 June 3rd (09.00-17.00)

Morning

9.00 – 9.30

Recap of last week + discussion of ideation and research canvas

9.30 – 10.00

Roadmap and assumption testing

10.00 – 11.00

Ind and Team work: Roadmap and assumption testing

Break

11.15 – 12.00

Lean start-up and the iterative research ideation process

12.00 – 12.30

Team work: One-on-one test pitches

Afternoon

13.30 – 14.00

Individual work: improve pitch

14.00 – 16.00

Research project pitch (with Stefan Stremersch)

Break

16.15 – 17.00

Course closing session