

Workshop 1:

eOEM/eSupplier

09.30 am – 11.00 am



Jens Christian
Lodberg Høj



Martin Pohl



Jens Otto
Lange

We present our premium-partners



Workshop 1: eOEM & eSuppliers



AGENDA Workshop 1

Time	Topics	Presenter
09.30 am	Welcome, Introduction & Positioning eOEM pitch StreetScooter eOEM pitch Comarth eOEM pitch EcoMove eOEM pitch Heidelberg Mobil	Jens Christian Lodberg Høj Fabian Schmitt José Antonio Martínez-Marín Mogens Løkke Dr. Carsten Günther
10.05 am	Moderated creative workshopsession	Moderator: Jens Otto Lange Team: Jens Christian Lodberg Høj
10.40 am	Presentation of results Wrap-up and further steps	Presenter of each team Jens Christian Lodberg Høj
10.55 am	Closure of the workshop Invitation to WS GreenCities	Martin Pohl Prof. Giuseppe Tomasso

Workshop 1: eOEM & eSuppliers



Your feedback

www.noae-project-day.com eMail: project@noae-csc.eu

Voucher: 1. EPT June 12, 2013
NoAE Meeting-Point - Groundfloor

Name, Surname

Company/Organization

eMail

Phone

NoAE project

Feedback – NoAE WS 1
eOEM – eSupplier

Cooperation eOEM - eOEM	☐
Cooperation oOEM - eSupplier	☐
Cooperation eSupplier - eSupplier	☐
Multi-Brand-Production	☐
European Supplier Initiative	☐
Other ideas for projects & cooperation	

Next workshop

Next follow-up

Workshop 2: GreenCity 11.30 – 13.00 am



Prof. Tomasso



Jonas Danzeisen

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IDEAS FOR PROJECTS

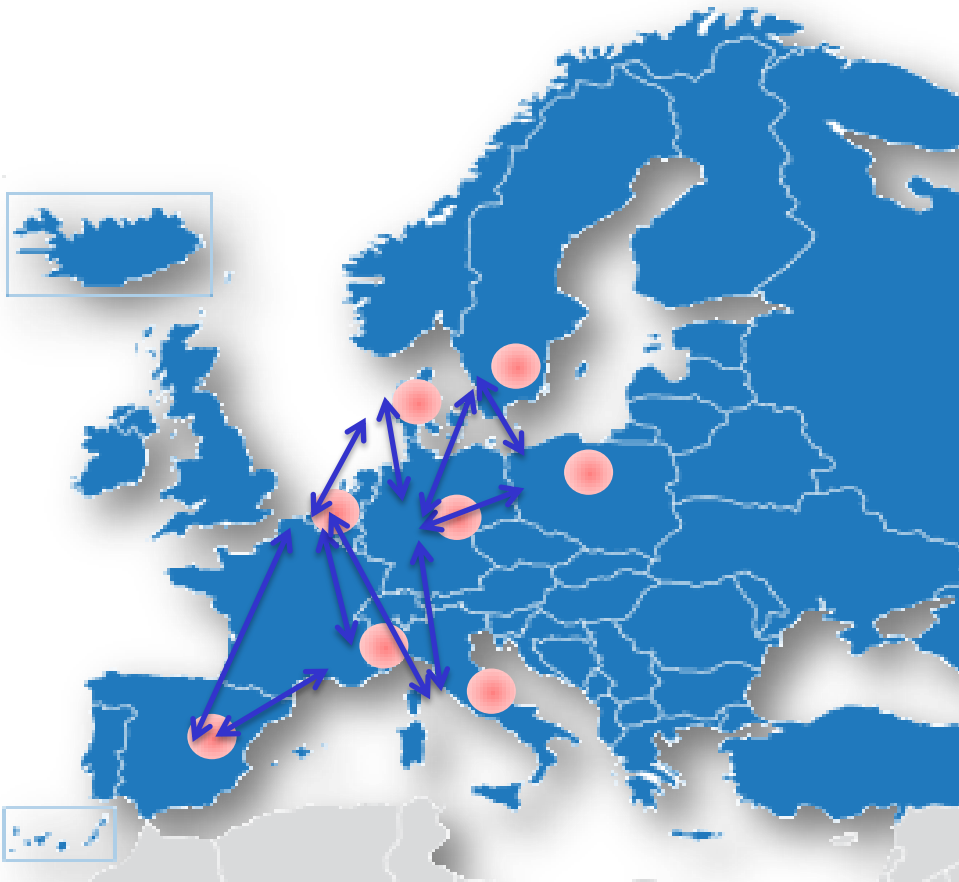
COMMERCIAL PROJECT*	☐
PROJECT INDUSTRY/ SCIENCE*	☐
FUNDING PROJECT*	☐

SHORT DESCRIPTION OF THE PROJECT*

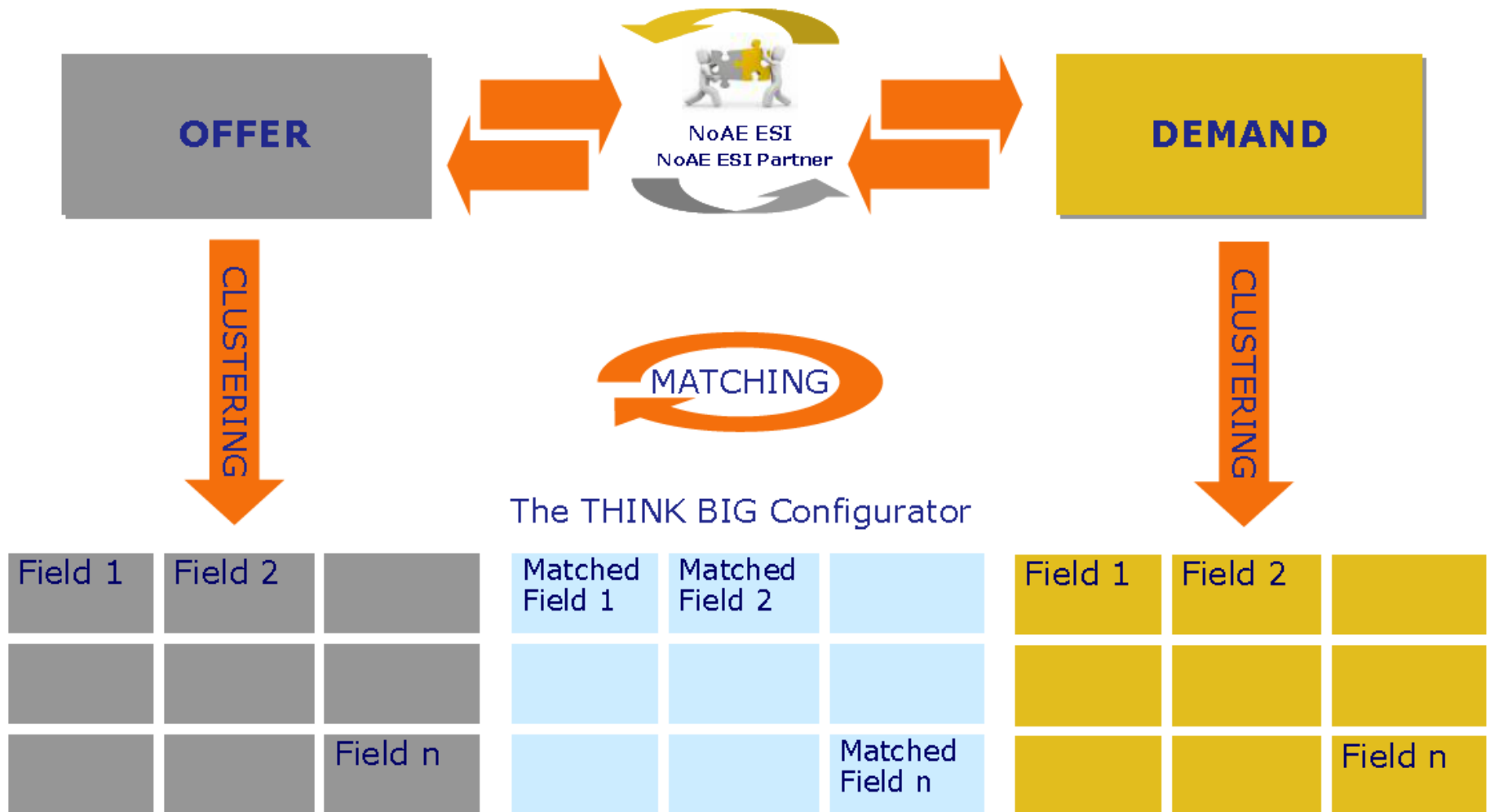
Multi Brand concept



New start-up OEM for multi-brand
(NoAE eFactory as incubator?)



ESI: Approach – Create the Missing Link



Speed up for Creative Workshop Session



1. Vote for challenges, select team space (5 min.)
2. Discuss challenge question, rephrase if necessary (5 min.)
3. Brainwriting (10 min.)
4. Cluster and select ideas (10 min.)
5. Fill template of project outline (5 min.)
6. Present results

50 Minutes all together

Your favorite challenge to work on today?

Production challenge

1. How can eOEMs collaborate to reduce production investments?

Development challenge

2. How can eOEMs and suppliers collaborate to reduce time-to-market for a car?

Purchasing challenges

3. How can eOEMs and suppliers collaborate to achieve a win-win situation?
4. How can suppliers achieve critical mass in sales and still support several eOEMs?

Sales/Service challenge

5. How can eOEMs collaborate on achieving international sales?

Separate Ideation and Selection



~~Yes, but...~~

Law of Brainstorm



Team-up to co-create

Defer
judgement

~~Yes, but ...~~

Build on the
ideas of others

Wild
ideas!

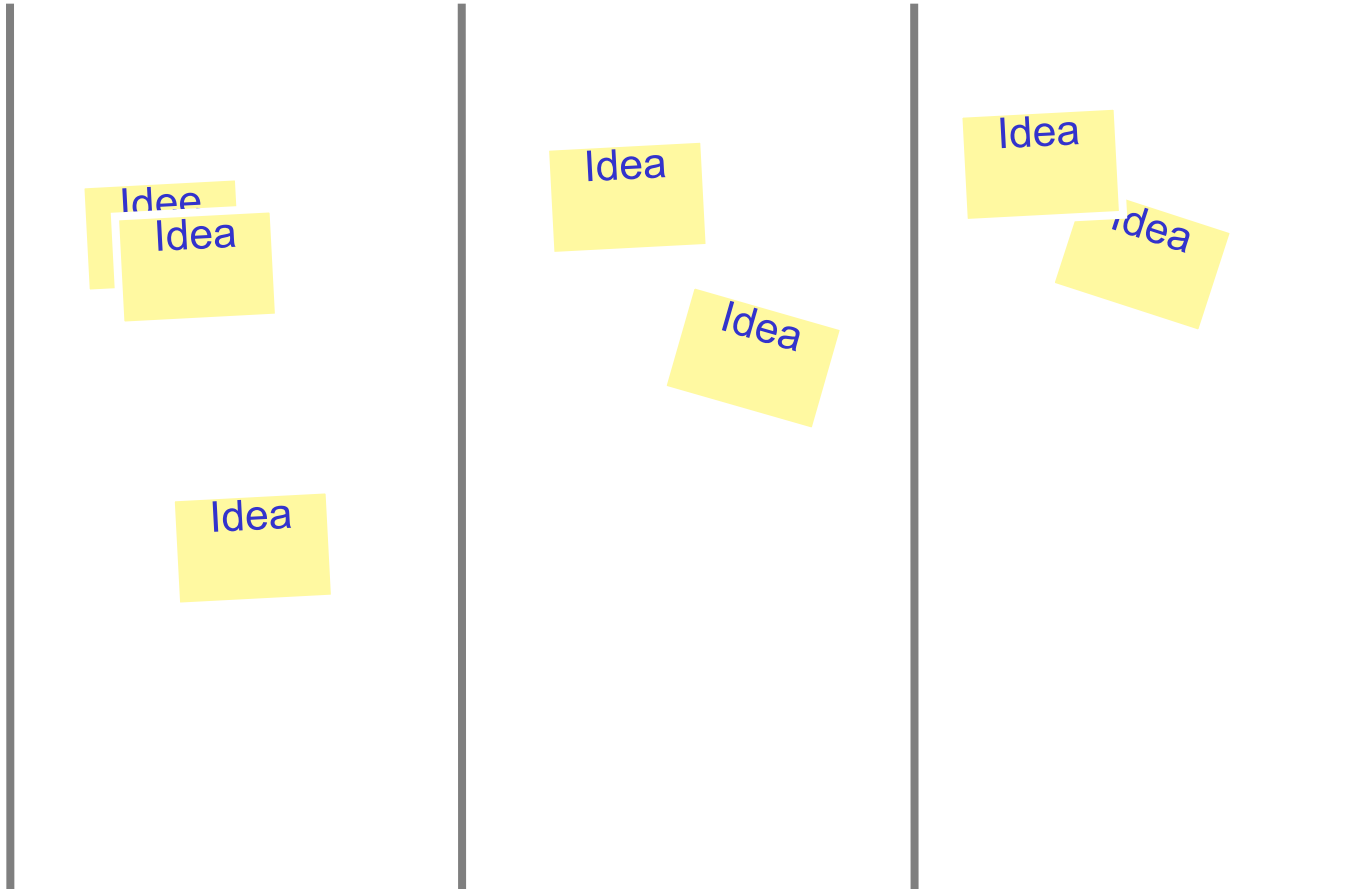
Stay focused
on topic!

Go for
quantity
50+ ideas

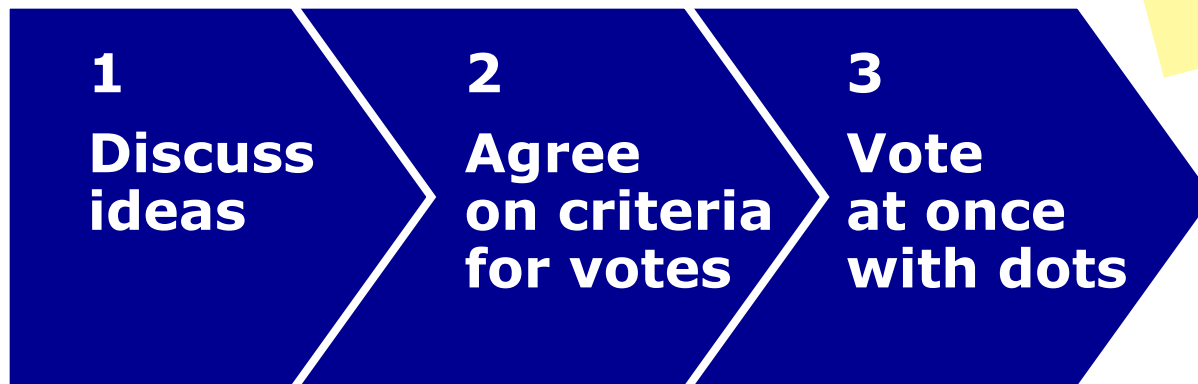
10 Min. brainwriting

1. Write down idea on a sticky note, each idea one sticky!
 2. Put sticky note in the middle of table
 3. Take another sticky from table to get inspired
 4. Put it back to middle, add new ideas on stickies
- Use markers provided!
 - Follow first thoughts, do not hesitate!
 - Be quick, be wild!

5 min. cluster Ideas

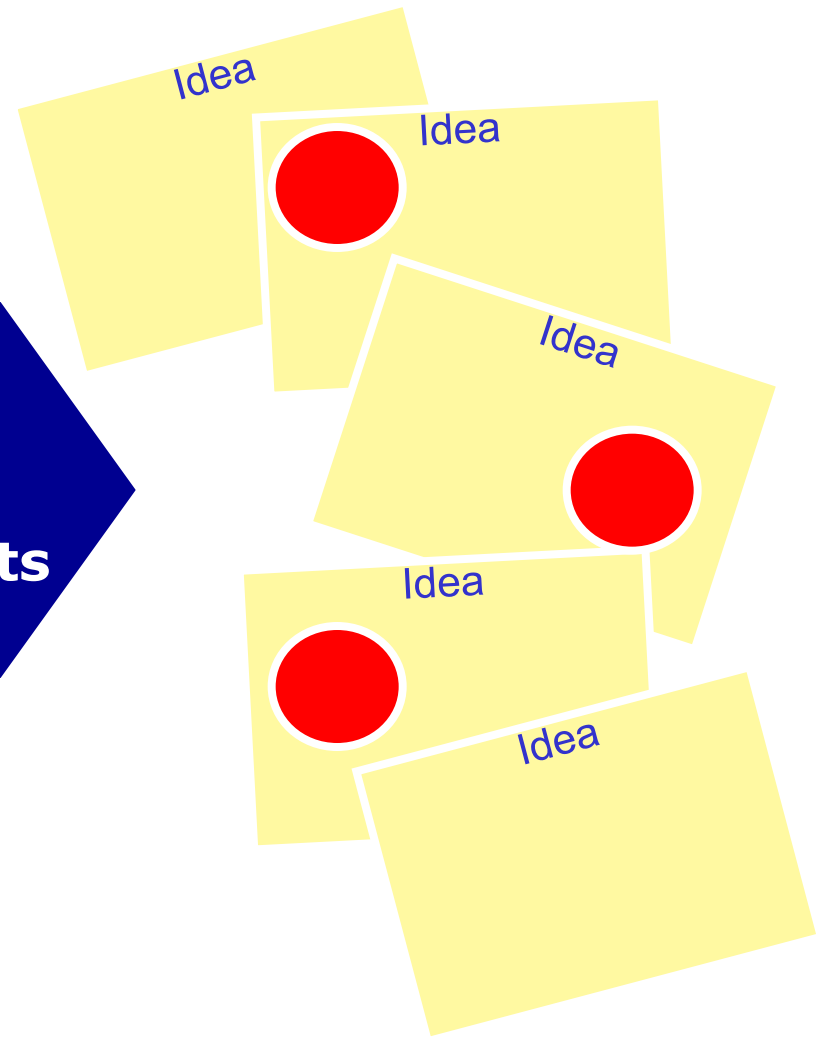


5 min. discuss ideas, and vote!



e.g. Which ideas are quick wins?

3 dots, no more than 1 dot per idea



5 min. fill template of project outline



Title of project proposal:

Key points and sub-items of the project proposal

Project initiator/author

Company, first/last name
(add your business card)

Potential industry partners

(add your business card)

Potential research partners

(add your business card)

Presentations



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Multi-Brand-Production ☐

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Other ideas for projects & cooperation

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SHORT DESCRIPTION OF THE PROJECT*

Next workshop

Workshop 2: GreenCity 11.30 – 13.00 am



Prof. Tomasso



Jonas Danzeisen

Next follow-up

1. Meet us at Pavillon



2. Voucher Feedback until Mid July, 2013

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Cooperation eSupplier – eSupplier ☐

Multi-Brand-Production ☐

European Supplier Initiative ☐

Other ideas for projects & cooperation

3. Follow-Up Event in Oct. / Nov. 2013

NoAE CSC: YOUR MODERATION-TEAM



NoAE CSC TEAM project@noae-csc.eu



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we present our premium-partner

