

Corporate Innovation Program led by Steven Hoffman of Founders Space

Ranked a **Top 10 Incubator** in *Inc Magazine*

#1 Accelerator for start-ups coming to Silicon Valley in *Forbes Magazine*

A weekday in late April / early May 2017

9:00 am - 5:00 pm



Corporate Innovation Program

OVERVIEW

This program focuses on strategic innovation, including business model innovation, design innovation, technological innovation and radical innovation. In this program, we will teach how to innovate like a Silicon Valley startup. What are the methodologies startups use to innovate? How do startups structure their teams? What are the best ways to identify and vet new ideas? How do you foster a culture of innovation? How can companies put in place a process of innovation throughout their organizations?

This program is based on Steven S. Hoffman's new book: *Making Elephants Fly: The Process of Radical Innovation*.



DATE AND TIME

The program will be held on a weekday in late April / early May 2017
exact date to be confirmed
9:00 am – 5:00 pm

VENUE

The Hong Kong Management Association
1-6/F First Commercial Building
33-35 Leighton Road
Causeway Bay
HONG KONG

More about Founders Space



LANGUAGE MEDIUM

English

FEES (Inclusive of tea/coffee break)

HKMA Member: HK\$3,690

Non-member: HK\$3,990

Payment is due when program date is confirmed. Lunch is provided with compliments.

[Register Now](#)

SPECIAL OFFER

Register your interest now (by filling in the Seat Reservation Form at the back before 3 April 2017) to get a free autographed new book *Making Elephants Fly: The Process of Radical Innovation* in Chinese when you come to the program.

DEADLINE FOR REGISTRATION

1 week before program commencement



PROGRAM OUTLINE

- What Makes Silicon Valley the World's Innovation Hub
- Intrapreneurship - How to Innovate Inside Corporations
- Technology of Tomorrow - Future Tech Breakthroughs
- Lean Startup Methodologies & Innovation Processes
- Case Studies in Strategic Innovation & Industry 4.0

More Resources:

Founders Space: <http://www.foundersspace.com>

Book Overview: <http://www.foundersspace.com/making-elephants-fly/>

ABOUT THE SPEAKER

[Register Now](#)

Steven Hoffman

In Silicon Valley, Steven Hoffman is known as Captain Hoff. He's the Captain and Chairman of Founders Space, where he has educated and trained hundreds of startup founders and corporate executives in the art of innovation.

Founders Space was ranked a *Top 10 Incubator* in **Inc. Magazine** and the *#1 Accelerator* for startups coming to Silicon Valley from overseas in **Forbes Magazine**.

Always innovating on his life, Hoffman has tried more professions than cats have lives, including serial entrepreneur, venture capitalist, angel investor, mobile studio head, computer engineer, filmmaker, Hollywood TV exec, published author, coder, game designer, manga rewriter, animator and voice actor.

As a boy Hoffman dreamed of making movies and games. He created over 50 short films and 80 games before graduating high school. Pursuing his passions, he earned a BS in Computer Engineering from UC Santa Barbara and a Masters in Cinema Television from USC.

His first job in Hollywood was reading TV scripts, but he quickly rose to development executive. Moving to Japan, he went on to work at Sega, where his group collaborated with Hollywood on interactive movies and games.

Upon returning to Silicon Valley, Hoffman founded LavaMind, which produced dozens of online and mobile games, as well as designed digital products for Disney, Qualcomm, Intel, MetLife and Sesame Workshop.

Hoffman launched Spiderdance, his second startup, producing interactive TV shows for MTV, NBC, Warner Brothers, TBS, Sony and A&E. At the same time, Hoffman helped found the Academy of Television's Interactive Media Group and the Producers Guild New Media Council.

After writing a book on game design, Hoffman joined Infospace, as their North American Studio Head, where he ran US mobile games. Hoffman then cofounded three venture funded startups focused on media, games and entertainment.

Today, Hoffman heads Founders Space and works with entrepreneurs, corporate executives, and investors in 22 countries to create innovations that rock the world!

REGISTRATION

For programme enquiries and reservations, please call Customer Service Department on 2774-8501 or via fax 2774-8503. For program details, please contact Ms Kathy Tam on 2774-8594; or visit the HKMA website: www.hkma.org.hk/seminar.

Registration of Interest to Join:

Corporate Innovation Program

AC-A6909-2017-1-FC Late April / early May 2017

HKMA Member: HK\$3,690 Non-member: HK\$3,990

(No payment is required at this stage. Payment is due when program date and registration are confirmed)

Name (Mr/Ms): _____
(Surname) (Other Names)

HKID Card No.: _____ HKMA Membership No.: _____

Position: _____

Company: _____

Address of Company: _____
_____ Fax No. (Office): _____

Telephone No. (Office): _____ (Residence): _____ (Mobile): _____

E-mail: _____ Education Level: _____

Correspondence Address: _____

Name and Title of Nominator (Mr/Ms): _____

Nominator Email / Address: _____

Sponsorship Company-sponsored Self-sponsored

Where did you **FIRST** learn about this programme?

- Mail HKMA email HKMA Website (From where did you learn about, please specify): _____
- Email promotion from other websites (please specify): _____
- Website advertisement (Please specify): _____

Applicants will be notified of program date when confirmed. Programme fee will be due 5 days prior to programme commencement when you eventually decide to join. Thereafter, the following terms apply:

- This form together with a crossed cheque payable to The Hong Kong Management Association should be returned to:
- Executive Director, The Hong Kong Management Association, 16/F Tower B Southmark, 11 Yip Hing Street, Wong Chuk Hang, Hong Kong.
- Registration must be made on the Enrolment Form provided and returned to the Association before the programme commencement date (Not less than 5 days) with full fee.
- Acceptance is subject to the discretion of the Association.
- Applicants are expected to attend the course at the place and time specified in the brochure unless otherwise notified.
- When a programme is over-subscribed, additional classes may be started in some cases. Applicants may then be notified of the new time, dates and place of meetings when necessary.
- For **ENROLMENT** and **ENQUIRIES** please call **2774-8501** (Customer Service Department) during normal office hours or fax **2774-8503**.
- No refund will be made after payment, but participants can arrange to have their places substituted should they be unable to attend the programme by notifying the Association at least 2 days prior to programme commencement.
- Applications, upon full payment, will be processed on a first-come first-served basis.
- When Typhoon Signal No.8 or above is in force during classes/examinations, all classes and examinations will be dismissed immediately. Replacement classes and remedial examinations will be arranged. When Black Rainstorm Warning is in force during classes/examinations, all classes and examinations will be held as scheduled.
- The HKMA reserves the right to make alterations regarding the details. For course details, please contact Customer Services Department on 2774-8501 or Ms Kathy Tam on 2774-8594. Website: www.hkma.org.hk
- The HKMA supports the equal opportunities policy, without discriminating against any person on the grounds of gender, disability, family status or any other basis.

Note:

1. I shall comply with The Hong Kong Management Association (HKMA) Privacy Policy Statement, the Hong Kong Personal Data (Privacy) Ordinance (Cap.486) and other related regulations which will be changed from time to time. I declare that the data given in support of this application are, to the best of my knowledge, true, accurate and complete. I understand that the data will be used in the admission assessment process and that any misrepresentation, omission or misleading information given may disqualify my application for admission and enrolment in the programme.
2. I understand that, upon my registration in the programme, the data will become part of my student record and may be used and processed for all lawful purposes relating to my academic and/or non-academic activities in accordance with the established policy of the HKMA and the Hong Kong Personal Data (Privacy) Ordinance (Cap.486).
3. I expressly consent that the personal data will be used for the HKMA administrative, academic, research, statistical, alumni activities and prescribed purposes as allowed by HKMA and the laws of Hong Kong from time to time.

Declaration

I authorize the HKMA to use my data to keep me informed of any direct marketing information including training and education programmes, awards and competitions, membership, alumni, promotional activities and other services and activities that it may arrange.

I consent.

I do not consent.

Date: _____ Signature: _____

To register your interest to join, please return the form by fax at 2365 1000 or by email to kathytam@hkma.org.hk by 20 February 2017.