

EIT Urban Mobility doctoral seminar, program  
Times are Finnish times (UT+2)

Day 1 - Tuesday October 13

10:00	Introduction, goals of the 3 days	
10:30	Customer request: Hydrogen-based ship	Mika Laurilahti, RMC shipyard
11:00	Team formation, working as a team	Jari Ylitalo, Aalto University
12:00	Value chain and team assignment 1	
12:30	Teamwork and lunch	
14:30	Team assignment 1 presentations	
14:45	Supplier view 1: Profitable hydrogen production and distribution:	Aki Hämäläinen, Woikoski
15:15		
	Supplier view 2: Cost effective marine power	Mika Kanerva, Arber Haxhui
15:45	Break	
16:00	Team assignment 2: Updated value chain	

Day 2 - Wednesday October 14

10:00	Team assignment 2 presentations	
10:30	Stakeholders	
11:00	Team assignment 3: stakeholder map and who is our customer.	
12:00	Designing for an outcome	
12:30	Team assignment 4: Problem/outcome for customer	
14:30	Team assignment 4 presentations	
14:45	Building a business case/business model	
15:15	Introduction to cost structures	
15:45	Break	
16:00	Team assignment 5: Prepare hydrogen business case	

Day 3 - Thursday October 15

10:00	Team assignment 5 presentations	
10:30	Presenting a business idea/business case	
11:00	Team assignment: Prepare first draft of business concept	
12:00	First round of presentations	
12:30	Lunch and updated presentations	
14:30	Presentations	
15:00	Team work debrief	Jari Ylitalo
16:00	Seminar closing	