



# Future of Retail – Silicon Valley

**INNOVATION CENTRE DENMARK  
SILICON VALLEY**

SERVICE PLATFORM  
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Lifestyle & Design Cluster.

## PURPOSE

Service Development and related business model development is central drivers for value creation growth in a digital world. Silicon Valley holds unique knowledge of paradigm shift due to new technologies and business models for Danish SMVs.

## EXPECTED OUTPUT

- Participating companies have identified new knowledge to implement in their future products or services as a result of match-making and network activities including scaling of Danish SMEs
- Business relations established with SMEs or research organizations in Silicon Valley
- New research co-operations with research institutions related to Service Cluster Denmark

# Program Advisors



**Mark Bünger**

**Innovation Lab**

Deep Tech Agent



**William Decker**

**Plug and Play Tech Center**

Brand & Retail



**Steven Cheng**

**Walmart Labs**

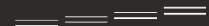
Growth Products and Operations



**Mogens Bjerre**

**Copenhagen Business School**

ASSOCIATE PROFESSOR, PHD



# Participants



dk company



billigvoks.dk

# Themes in focus for the program

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## **Mass customization**

How can we stop mass production and change the product offering to the customer - either with 3d print or robots - intelligent production. Moving you company from a product driven business to a customers driven business.

## **Future retail**

Online is not killing the future store but changing to competitive landscape, introducing omnichannel. No retailer in the future can only be online or only be offline - it is a cross channel = omnichannel. AI, Data, Experience design, customer behavior, new technology is rapid moving this change ahead.

## **Service as a business model**

Servitization is the new business model for many companies - moving from selling a product to selling a service instead. How is this changing the industry, the hospitality sector and the retail - this is very much driven by digitalization of the value chain which enables new business models.

# Program

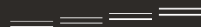
Monday	Tuesday	Wednesday	Thursday	Friday
<b>Silicon Valley Introduction</b>	<b>Future of retail</b>	<b>Matchmaking</b>	<b>Service as a business</b>	<b>Research day</b>
Palo Alto	San Francisco	Palo Alto	San Francisco	
<p><b>Welcome</b> LD Cluster &amp; Innovations Centre Denmark</p> <p><b>Keynote Trends within the retail and service industry</b> Steven Cheng, Walmart Labs</p>	<p><b>New retail technologies and fashion tech</b> Bespoke Incubator &amp; Westfield Mall</p> <p><b>Trends in E-commerce</b> Shopify Kit and Friends</p>	<p><b>How to collaborate corporates, venture capital and start-ups</b> Host: Plug &amp; Play retail</p> <p><b>What if retail was a destination?</b> Plug &amp; Play Hospitality</p>	<p><b>New service business model for IoT</b> B8ta store</p> <p>XXX (TBC)</p>	<p><b>University Day</b> Consumer behaviour (next generation costumers) Future Competencies XXX (TBC)</p>
<p><b>The future in Silicon Valley</b> AI, Facereg, Voice reg, Autonomous vehicle, AR+VR Apple HQ /Google HQ XXX (TBC)</p> <p><b>Evening Walk Palo Alto</b> (Visit Lululemon, Warby Parker, Apple store)</p>	<p><b>Service models, membership and customer focus organization.</b></p> <p>Amazon Whole, Prime &amp; Services</p>	<p><b>Big Data: Tredence, Tapclicks</b></p> <p><b>In-store Tech: OAK Labs, Perchinteractive</b></p> <p><b>VC</b></p> <p><b>Networking Dinner</b></p>	<p><b>How wide can you go – Omnichannel</b> Fluid &amp; Friends</p> <p>XXX (TBC)</p>	



# DETAILS

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Time	1st of October to the 5th of October 2018
Place	Palo Alto & San Francisco
Hotel	The Cardinal Hotel, Palo Alto
Flight	Recommendations will come later
Price	Flight, Hotel, Meals
Questions	<a href="mailto:Heidi@Ldcluster.com">Heidi@Ldcluster.com</a>



# Partners

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## **Service Cluster Denmark**

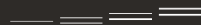
Is dedicated to focus on Servitization and service innovation across sectors with specializations in the branches of digital retail, industry and trade, manual services and business services.

## **Lifestyle & Design Cluster**

The Innovation Network Lifestyle & Design Cluster works to promote innovation and sustainable growth, primarily in small and medium-sized interior and clothing companies as well as in the creative industries. We have a broad dialogue based interface with business and generates new knowledge through our various projects and activities, disseminated through events and here on the website through case studies and news update.

## **Innovation Center Denmark**

Builds bridges between research institutions, companies and capital in Denmark and Silicon Valley; accelerate the entry of Danish companies into Silicon Valley; promote US investments in Denmark; and facilitate research cooperation and provide inspiration to help drive innovation in Denmark.





# JOIN US

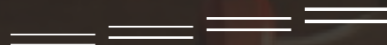
## October 1 - 5, 2018

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