

WORKSHOP “Future-Driven Value Propositions”

Dr. Frank-Andreas Hatzack, Copenhagen
Institute for Futures Studies

Technische Universität Berlin

Start Time: Thursday, January 31, 2019

End Time: Thursday, January 31, 2019

Chemistry Building Lecture Hall C 313 (third floor)
Technische Universität Berlin, Straße des 17. Juni
115, 10623 Berlin



John Warner Center

for start-ups in Green Chemistry

Friday, January 31, 2019 15:00

Making sense of the world today is challenging for most organizations, and yesterday's paradigms cannot be applied for future decisions. The workshop identifies “megatrends” and how they shape society, economics and consumer behavior. “Megatrends” are summarized by global, sustained and macro-economic forces of development. Presented workshop insights and scenario-driven strategies are meant for transformation into business models and adequate value propositions.

Sebastian Mueller (Chemical Invention Factory, TU Berlin)

Organizer