

# IDEATION

light up your minds 

## Open Seminar

Online meeting on December 16th (16.00-17.30 CEST) via Microsoft Teams  
**REGISTRATION IS MANDATORY!**



### Mr. David Ward

Systems Engineering Professional, Evangelist and Employeneur at TMC Italia  
“How to link the Design Thinking to the System Engineering”



### Mr. Mateusz Molasy

Assistant professor at Wrocław University of Science and Technology Poland  
“From engineer to innovative entrepreneur”  
(recorded speech)

**FOR MORE INFORMATION**

[info@ideation-project.eu](mailto:info@ideation-project.eu)



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*The advent of the Industry 4.0 era, with its rapid changes in technologies, social media and innovation, profoundly changed the educational and working fields.*

*Following these changes, the IDEATION project sees a path in Higher Education Institutions (HEIs) transformation towards universities of increased entrepreneurial and innovation capacity through Open Science by implementing Innovation Vision Action Plan.*



## **Mr. David Ward** “How to link the Design Thinking to the System Engineering”

*The focus will be on Design Thinking (DT) and Systems Thinking (ST), two different and unrelated processes proven to be fundamental in the age of digitization to the proper development and management of complex, highly user-interacting systems. The aim is to understand whether design thinking and systems thinking are really two distant and unrelated approaches or it is possible to use them mutually and exploit their synergies.*

## **Mr. Mateusz Molasy** “From engineer to innovative entrepreneur”

*The focus will be on the concept of technology entrepreneurship. Participants will be familiarised with the milestones of development of entrepreneurship revolution that was based on the breakthrough technological innovations. This will lead to characteristics of successful technology entrepreneur, as well the role of initial founding team of the company.  
(recorded speech)*

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