

# Maritime Disruptors ACADEMY

Organized by The Danish Maritime Industry,  
in collaboration with DareDisrupt

## Sign up to Maritime Disruptors Academy today!

With a mix of lectures, workshops and technology deep dives Maritime Disruptor's Academy is aimed at making the future manageable for maritime professionals. What you get out of the program:

- Overview of the new mindset, tools and methods that will make you able to detect possibilities and trends.
- Insight into technologies like AI, Robotics, 3D printing, blockchain and new energy, that combined are enabling transformation in the maritime industry.
- Concrete innovative ideas for your operation and potential business models that you learn to speedily execute on and scale.
- Become part of a growing network of disruptors alumni from different parts of the maritime value chain, with whom you will learn and share best practices long after the program.

You will join 2X2 days education program, focusing on upskilling, digital transformation and the future of maritime:

Module 1: 31 October -1 November 2019

**"Digital business models, disruptive technologies and new skills"**

Module 2: 25 November - 26 November 2019

**"Innovation strategies, new ways of work and execution"**

The Academy is customized for people who work in the maritime industry. You are either in a leadership role or directly involved in maritime innovation, strategy or business development. The program does not require advanced technological competencies. How technology impacts your business matters more than the technology itself.



# Day 1 – Mindset & Tech

## 09:00-12:00 ‘Digital - a New Paradigm’

Talk & Workshop lead by Märtha Rehnberg, DareDisrupt

In this first session, we lay the foundation for “digital as a mindset”, not as a set of IT tools. We get an overview of the technological enablers of change – AI and Robotics that are transforming our service sector; nanotechnology, 3D printing and 4D printing our goods sector; blockchain our value distribution systems; biotech our biology. We learn that as these technologies turn the elements of our economy and life into information – 0s and 1s – they become ‘convergeable’, ‘morpheable’ and ‘developable’ by new players; new actors that transform even the most conservative industries.

*Discussion: What risks and opportunities are brought forth by the digital paradigm? What new customer demands await in the horizon? What must we as maritime professionals learn? What must we unlearn?*

12:00-13:00

LUNCH

## 13:00-14:30 ‘Disruption: a Strategic Choice’

Talk & Workshop lead by Anders Hvid, DareDisrupt

Why “Disruption” is not something happening to us, but something we can create. How Disruption is a strategy for birthing new products for new customer needs and new markets. And where corporations can work strategically with disruption. We discuss the new maritime competencies required and look for actors – potential disruptors –owning such competencies outside of the existing industry.

*Discussion: What if we gave our product/service away for free? What new problems do we then solve and how do we understand our new competitor landscape?*

14:30-14:50

BREAK

## 14:50-16:00 ‘Digital Manufacturing: Future Global Value Chains’

Talk & Workshop lead by Märtha Rehnberg

How global value chains are restructured by new technologies, what new buying powers and values are at play and the political forces that really matter to the future of trade.

*Discussion: How do we manage demand driven supply chains? Of what constitutes the decentralized and circular economy? For what new customer needs are we producing and shipping?*

16:00-16:15

BREAK

## 16:15-16:45 Concluding Day 1

# Day 2 – Mindset & Tech

## 09:00-12:00 'Artificial Intelligence: the future of Maritime is Cognitive' Talk & Workshop lead by Thomas Terney, PhD AI, Author & Entrepreneur

We explore one of the core technologies of the digital era and demystify its elements; Big Data, IoT, Programmable Algorithms, Machine Learning and Robots. We learn and share the cutting edge cases across maritime and explore where automation can free up resources to create more value for our end customer.

*Discussion: how do we access the right capabilities in cognitive? Are we playing with the right actors today? What skills must we build? What skills must we buy?*

12:00-13:00

LUNCH

## 13:00-14:30 'Blockchain: What it is and Why it matters to Maritime' Checking in, Talk & Workshop lead by Cyrus Clarke, CEO & Co-Founder What the Bloc

We see how a financial technology applies to maritime and the new actors it brings to our space. We discuss what new opportunities arise as we decentralize and digitize trust. How we might eliminate maritime corruption, enable inclusive trade through smart contracts, provenance tracing and blockchain-powered bill of lading.

*Discussion: What middlemen disappear with blockchain technology? How are value chains restructured? And what does this mean for value distribution in your current value chain?*

14:30-14:45

BREAK

## 14:45-15:30 'Redefining Maritime: Industry Leadership' 3 talks by a select group of Maritime Disruptors within the areas of:

- Blue Ocean Thinking – Exploring new markets in the Ocean Economy
- Sustainable Development Goals – Engines of purpose *and* profit
- Autonomous Shipping – Incremental or disruptive Innovation?

## 15:30-16:45 Group Work, Reflections & Concluding Module 1

DRINKS & SNACKS

## 17:00-17:45 Fireside Chat - 'the Neuroscience of Creativity' Talk with Louise Opprud Jacobsen, author & public speaker

Louise explores how recent findings in neuroscience and the study of the human biome can help us to achieve the right state of mind for creativity and innovation.

# Day 3 – Strategy & Execution

## 09:00-12:00 ‘Exponential Organizations’

Checking in, Talk & Workshop lead by Anders Hvid, CEO & Co-founder at DareDisrupt

We look at organizations in other industries and discover the power of scaling learning over efficiency, of open innovation over closed, and of speed over scale. We go from thinking to organizing exponentially, from 10% to 10x impact, and explore a new framework for intrapreneurship, partnerships and fast experimentation and lean innovation.

*Discussion: How do we define Maritime by the problem it solves (not the product that it sells)? How do we balance incremental and disruptive innovation?*

12:00-13:00

LUNCH

## 13:00-15:00 ‘From Exponential Thinking to Practice’

Talk & Workshop

In plenum we recap the learnings of the program, in groups we launch work on ‘2030 Maritime Scenarios’ and individually we place our growth bets to bring home.

*Discussion: How do I manage an innovation portfolio of exponential technology? When do I test, wait or build (and with whom?) ? How do I keep myself up to date and curious in the everyday?*

15:00-15:15

BREAK

## 15:15-16:30 ‘Bringing it home’

Sharing Industry Excellence and best practices

Selected members of the alumni from the Maritime Disruptors Academy I will come and share best practices and experiences on how they brought home learnings to colleagues. We share amongst each other tricks and tools with which to “hack” our everyday work life for inspiration. And we debate how to balance incremental and disruptive innovation.

## 16:30-16:45 Concluding Day 3

DRINKS & SNACKS

## 17:00-17:45 Fireside Chat - ‘The Future of Energy is Water’

Talk with Nikolaj Sorgenfrei Blom, Science Adventurer and Quantum Biologist

Nikolaj is currently a senior researcher at Center for Energy Resource Engineering, DTU Chemical Engineering. His main curiosity revolves around understanding life - in particular in relationship to electromagnetic fields, DNA and new properties of water. But it's not without hurdles. How can we learn to listen to our intuition, have courage to disrupt, take the road not taken, when everything and everyone around us is mainstream?

# Day 4 – Strategy & Execution

## 09:00-12:00 ‘Fast Innovation in Slow Organizations’

Talk & Workshop lead by Jacob Bøtter, Author, Advisor and Serial Entrepreneur

An intense session where we go from idea to prototype, from the abstract to the concrete.

*Discussion: How do we experiment and learn in large and slow organizations? When do we crowdsource and why? and why must we measure effect over profit? And what is the power of “good enough” thinking?*

12:00-13:00

LUNCH

## 13:00-14:45 ‘Presentations’

Open Plenum presentations by all

‘2030 Scenarios’ are presented in front of the group. We will debate the scenarios and discuss their implications to the question “what do I do tomorrow”.

14:45-15:00

BREAK

## 15:00-16:30 Reflections & Closing

*What will I do differently as of tomorrow? As alumni, what wisdom do we choose to pay forward? why it is important? and what do we expect from building a community of maritime disruptors?*

**DRINKS & ‘GRADUATION’**



# Meet our educators and experts

You are taught by some of the sharpest minds in the Nordics on disruptive innovation, digital technology and entre/intrapreneurship

## Select Educators



**Märtha Rehnberg**

Co-Founder, DareDisrupt. Published expert on 3D printing and new value chains. Former Intrapreneur at Maersk.



**Anders Hvid**

Innovation advisor, Author and strategic Coach. Co-Founder, DareDisrupt

## Experts



**Nikolaj Sorgenfrei Blom**

Science Adventurer, Quantum Biologist. Expert on Water & Energy Resource Engineering.



**Louise Opprud Jakobsen**

Author and expert on the neuroscience of performance, creativity & innovation



**Cyrus Clarke**

Co-Founder of What the Bloc, award-winning speculative designer and futurist.



**Jacob Bøtter**

Serial entrepreneur advocating fast innovation in slow organizations



**Thomas Terney**

PhD Artificial Intelligence, Author, Entrepreneur and advisor on ethical AI

and more...

# SIGN UP TO Maritime Disruptors ACADEMY

2019

The program is designed by the Danish Maritime Industry in collaboration with Copenhagen-based think tank and consultancy DareDisrupt. This academy is the 3<sup>rd</sup> Maritime Disruptors Academy organized for the industry.

## Signing up:

Danish Shipping will manage all reservation on behalf of the Industry. To reserve your seat now access this [LINK](#)

For questions about the program email [academy@danishshipping.dk](mailto:academy@danishshipping.dk)

## Prices:

Corporate members of a partner organization: DKK 15.750

Corporate non-members: DKK 17.500

Students or Start Ups: Free

*Included in price: learning material, books and food. Excluded in price: VAT*

*Note: max 40 seats in total (max 30 seats for corporates and max 10 seats for promising start-ups or promising students)*



Danske Maritime



In Collaboration with **DareDisrupt**

