

# PILOT ACTION EVALUATION

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DT252 - LP - Partner Report on Pilot 1  
Digital transformation camp  
09.10.2017 - 15.10.2017

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## 1. Short overview of the Pilot Action

The “Digital transformation camp” was a training and research laboratory born from the collaboration between MUSE FabLab and 4 local companies:

1. HSL
2. Navarini
3. Tr3tec
4. Mieli Thun

The pilot action was an innovation training and research laboratory open to 20 talents selected with a call opened nationwide. 60 submissions were received. The camp has developed like a temporary incubator where prototypes and new-generation services have been developed with a strong impact on business processes. The young talents selected have been supported by mentors, professionals in the world of manufacturing 4.0, product design and business, who through dedicated activities have transferred to the participants the necessary knowledge to transform ideas into products and services of success.

The *Navarini* company showed its interest in strengthening its brand and this request was developed along the Digital Transformation Camp by two different teams, who have resulted in producing 2 prototypes:

- Grame

The team has not distorted the range of products offered by Navarini, but has worked on existing products trying to characterize the products to be distinguishable from competitors products.



- Caffeteira

The team worked on a product not yet developed by the company, the coffee maker.

The coffee maker is considered as an Italian symbol of design, and for this reason the participants have reinterpreted this product in a modern way, prototyping also a service of customization of the product through the web platform

The *Mieli Thun* company has invested over the years in communication campaigns, trying to remove the idea that honey is a food to be used to heal.

Also for this company two teams have developed two different prototypes:

- Nectar

The team developed a honey doser applicable to different cans. The idea was to relocate the brand in areas where the use of honey is considered unsuitable.



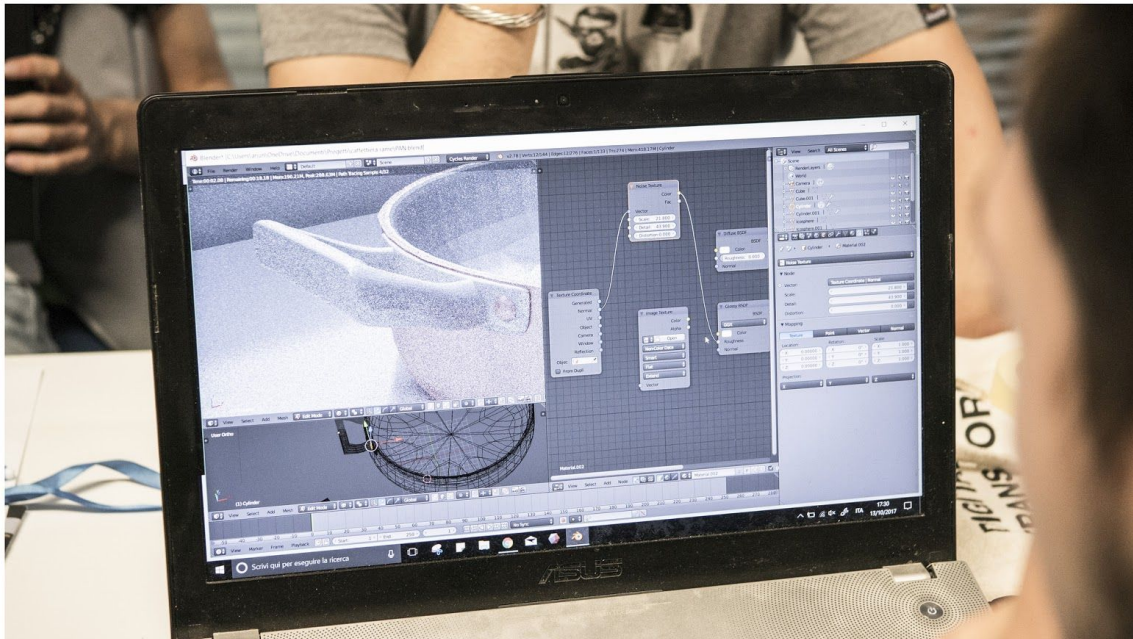
- APEn

Making the use of honey easy, without having the worry of getting dirty.

This was the goal set by the APEn team, which developed a portable rechargeable honey doser. The kit is reminiscent of a pen, but is recharged with honey of different essences



The digital Transformation Camp was constituted by frontal lessons, coaching, storytelling, group work, prototyping using the FabLab equipment (3D printing, 3D modeling, soldering, using Arduino and other electronics, testing equipment, laser cutting and engraving...).













## 2. Lessons learnt

The pilot was perceived by all the participants, young talents, mentors and companies as a successful action. The Digital transformation camp lasted 7 days, during which all the participants took part in the various frontal and hands-on mentoring sessions. Having concentrated all the way in such a short period, we found the lack of a working prototype, if not for the Nectar team, who, using the tools of the fablab, managed to prototype their idea.

### Stop Doing

- Have too many locations
- Selection of participants only through cv

### Keep doing

- Collaborate with companies
- Offer participants training on digital technologies

### Start doing

- Work with the selected company
- Create heterogeneous working groups, and encourage participants to use all their skills
- Stimulate prototyping
- The most interesting projects could be incubated within the company through an internship



### 3. Outcomes

The 4 teams have had access to various mentoring programs dedicated to the development of products and services.

- 9 October - Innovation Brief - Vittorino Filippas and Sabina Barcucci

The teams participated in an ice-breaking session followed by a creative listening activity that helped them build a set of tools useful for subsequent activities

- 10-11 October - Process Design & Concept - Andrea Cattabriga

Andrea Cattabriga introduced the participants to the analysis of the value chain of companies and the evaluation of technical and functional requirements, useful for the development and definition of a series of product frameworks

- 12/13 October - Project Development - Daniele Pesaresi

Starting from the identified frameworks, Daniele Pesaresi led the participants through an in-depth analysis of product development analyzing the implications of value brand and digital transformation, to the user experience, to the analysis of product manufacturing plans based on the local production infrastructure and partner of the Camp

- 14 October - Business Design - Jari Ognibeni

He helped the teams set up the project in an integrated way to develop successful relationships with the three types of customers that a startup must know how to deal with: Investors, distributors and end customers. In addition to a further focus on implementable crowdfunding strategies.

### 4. Sustainability

The digital transformation camp had a pilot action value, and as such showed positive and less positive aspects. It was decided to make nationally recognized mentors intervene during the training course, and this choice required an important financial commitment. In the near future the camp could be sponsored by the companies that showed interest in the camp