

TIAS STUDY TRIP

SERVICE BUSINESS LEADERS KNOW & DO: NEW RULES OF SERVICE BUSINESS COMPETITION

A proposal for “*learning through travel*” in ITALY

Palermo, 17-20 May 2016

PROGRAMME

Monday, 16 May

19:30: Arrival in Palermo. Pick up at *Falcone Borsellino* airport and transfer to Hotels.

21:00: Meeting Point (Via Roma) to restaurant *A' Cuccagna*, Via Principe di Granatelli, 21

Tuesday, 17 May

09:00: from Meeting Point (Via Roma) take the TIAS bus to the University of Palermo (Department of Management Engineering)

09:30: Presentation of TIAS Study Trip (Prof. Manfredi Bruccoleri, Prof. Jalal Ashayeri)

10:00: Seminar on “Service Business Leaders Know&Do” by Prof. Giovanni Perrone and Prof. Umberto La Commare

12:30: Discussion

13:00: Lunch

14:30: visit at the ARCA Business Incubator. Incubated companies present their service innovation strategies

17:30: TIAS bus to Meeting Point (via Roma)

20:30: Meeting Point (Via Roma) to restaurant *Vino e Pomodoro*, Via Principe di Belmonte, 87

Wednesday, 18 May

09:00: From Meeting Point (Via Roma) take the TIAS bus to MOSAICOON (Sharing Entertainments)

10:00: Company presentation and visit

12:30: TIAS bus to Palermo, lunch in Massaro (via Siracusa, 13)

13:30: Free afternoon and evening

Thursday, 19 May

09:30: Meeting point (via Roma) take the TIAS bus to MERCATO SAN LORENZO

10:00: Company presentation and visit

12:00: TIAS bus to Palermo downtown, lunch at *A' Cala*, (Via Cala, Palermo)

14:00: Walk around the Arab-Norman Route in Palermo downtown UNESCO World Heritage (touristic guide included).

20:30: Meeting Point (Via Roma) to restaurant *Osteria dello Stabile*, Via Mariano Stabile, 39

Friday, 20 May

09:30: Meeting point (via Roma) walk around Historical Food Markets (touristic guide included)

13:00: lunch at the University of Palermo (Department of Management Engineering)

14:00: Students' "Elevator Pitch"

17:30: take the TIAS Bus to Meeting Point (via Roma)

20:30: Meeting Point (Via Roma) to restaurant *Giada*, Via Principe di Belmonte, 60

Saturday, 21 May

10:00: Meeting point (via Roma) take the TIAS bus to Hotel Conchiglia D'Oro, in Mondello (Palermo beach). Then free time.

Sunday, 22 May

10:00: take the TIAS bus to the Airport. Arrivederci!

STUDY TRIP ASSIGNMENT

Background

This assignment relates to the study trip to Palermo, which is focused on new Service business development. In particular, the assignment consists of developing a new idea about a new Service which is strongly based on ICT technologies (cloud computing, big data, Internet of Things (IoT), etc.), adopts the sharing economy and crowdsourcing paradigms, and leverages on the power of mixing (relies on) tradition with innovation. The new Service, while initially being conceptualized for the city of Palermo in short term, has to be scalable to the global market in longer term.

The assignment

Students, grouped in teams of 4 people, have to prepare a Business Plan for the new Service in the form of a Power Point Presentation. The Business Plan should, at least, include the following items:

- Business Idea and Business model (use the *Canvas* Business Model)
- Service Description
- Market Analysis
- Organization & Management
- Marketing & Sales
- Funding & Financial Projections

Deliverables

- Teams submit a Project outline, a Power Point file (maximum 10 slides, plus necessary appendices for supporting materials) containing the Business Plan on Friday, May 20 before 14:30.
- Teams give their “Elevator Pitch” (exactly 5 minutes per team using 7 slides) on Friday, May 20 from 14:30 to 17:30. (*An elevator pitch is a brief, persuasive speech that you can use to spark interest in what your idea of new service is and how your organization works*).

Assessment

Business Plan in a Power Point file (50%)

- Completeness (all the sections of a proper Business Plan are covered)
- Novelty (the idea and the proposed Service are innovative, are based on new digital technologies, adopt sharing economy paradigm, mix tradition with innovation)
- Realism and feasibility (the new Service respond to actual customer needs and/or it is reasonable it may create new market need; the business organization is properly designed)

Elevator Pitch (50%)

- Efficacy (presentation is clear, relevant matters are discussed, value proposition is presented)
- Enthusiasm (the group makes audience excited about the idea and the new proposed Service)

Notes:

- The Business Plan will be assessed by the Faculties
- The Elevator Pitch will be assessed by the Faculties (50%) and by the other students through an individual survey