

# Maritime Disruptors ACADEMY

*Organized by DareDisrupt & Danish Shipping*

## **Sign up to Maritime Disruptors Academy today!**

- Gain an overview of the new technologies, tools and methods that will make you able to detect possibilities and trends. With a mix of lectures, workshops, technology deep dives and tech labs, Disruptor's Academy is aimed at making the future manageable for maritime professionals.
- Develop concrete innovative ideas for your operation and potential business models that you learn to speedily execute and scale.
- Create a scenario for the maritime industry in 2030 with other maritime professionals, maritime students from CBS, DTU and ITU, and innovators beyond your day-to-day network as a basis for long-term strategies.
- Become part of a growing network of disruptors alumni from different sectors with whom you can continue to discuss and access a rich online platform of learning material to share best practices.

**Join a four day seminar split into two modules with presentations and workshops. Hosted at Danish Shipping's offices at Amaliegade 33, Copenhagen.**

**Module 1: 27-28 August 2018**

**Module 2: 10-11 September 2018**

**The program does not require advanced technological competencies. How technology impacts your business matters more than the technology itself.**



**DanishShipping**

**DareDisrupt**

# Four intensive days with presentations and workshops

Technological developments change our society faster than ever before. If maritime professionals are to reap the business opportunities and stay ahead of the curve, they must have an in-depth understanding of the changing landscape, and how new technology can potentially transform the maritime industry.

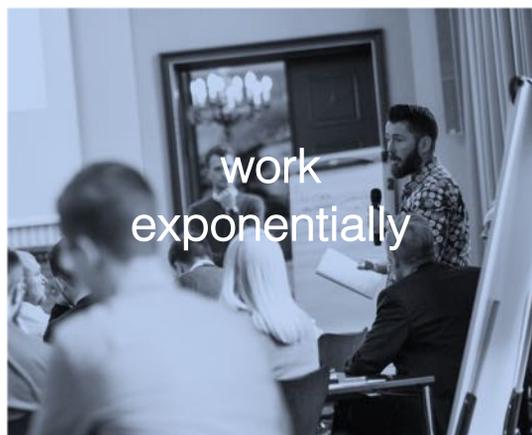
The Maritime Disruptors Academy accelerates the digital mindset of its students and gives them the tools to better identify new innovations and business models that will impact the future of the maritime industry.

Active involvement is a cornerstone of the Academy. During four exciting days spread across two modules, students will engage in group work and boost their knowledge through a mix of presentations, workshops and deep dives into new technology



## Module 1 - New technologies impacting the maritime industry in the short and long term

- On day 1 and 2 participants will work in groups to identify key developments that may impact the maritime industry in 2030.
- The participants will select a scenario – in groups they add new knowledge and insights throughout the course of the program.



## Module 2 - Execution and the new tools of strategy and organization

- On day 3 and 4 we go from mindset to practice and look at how new players organize for exponential impact - also across maritime.
- At the end of the program each group has a fully formed '2030 Scenario' which they share and discuss to identify potential business opportunities and actions that can inspire their company's strategy.

# Day 1 – Mindset & Tech

## 09:00-12:00 'Digital - a Disruptive Paradigm'

Talk & Workshop lead by Märtha Rehnberg, Co-Founder & Partner at 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 and unlikely spaces.

*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?*

LUNCH

## 13:00-14:30 'Artificial Intelligence: the future of Cognitive Shipping'

Talk & Workshop lead by Thomas Terney, PhD AI, 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?*

## 14:45-16:00 'Digital Manufacturing: disruptive 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?*

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

DRINKS & TECHLAB

# Day 2 – Mindset & Tech

## 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)? What is our "why"?*

LUNCH

## 13:00-14:15 'Redefining Shipping: Towards Autonomous Vessels'

Industry Excellence by Oskar Levander, Senior Vice President Rolls Royce

We invite an OEM from the maritime industry taking the lead in the tech frontier of automation. Rolls Royce will share their bold vision, tactics and best practices. We learn about AI for risk management, safety & compliance, and why planning ahead of the curve of AI is vital for success in maritime.

## 14:30-16:00 'Maritime 2030 Scenarios'

Talk, Group Work Session & Presentations

In groups we apply our learnings and envision Maritime 2030 Scenarios. The goal of this workshop is for participants to identify their topical field of interest and a dilemma to be addressed, in groups, throughout the program.

*Discussion: What are the 2030 patterns of Trade? 2030 modes of Shipping Technology? 2030 Systems of Energy? or 2030 ways of Work and Organization? ... And so what for us?*

## 16:15-16:45 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 'Blockchain: What it is and Why it matters to Maritime'**  
Checking in, Talk & Workshop lead by Deanna MacDonald, CEO & Co-Founder 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 in your 2030 Scenario? How are value chains restructured? And what does this mean for value distribution in your current value chain?*

LUNCH

**13:00-15:00 'Disruption: a Strategic Choice'**  
Talk & Workshop lead by Märtha Rehnberg

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 in 2030 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?*

**15:15-16:15 'Bringing it home'**  
Individual Work & Sharing best practices

We take the time to think about how to bring home and pay forward our learnings to our colleagues. We share amongst each other tricks and tools with which to “hack” our everyday work life for speed and inspiration. And we debate how to balance incremental and disruptive innovation.

*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?*

**16:15-16:45 Concluding Day 3**

DRINKS & SNACKS

**17:00-17:45 Fireside Chat - 'Self-Disruption'**  
Interview with Erick Thürmer CEO Thürmer Tools

A personal story from a leader who took brave decisions in order to transform for digital, explore the new business models and accessing atypical talent.

# Day 4 – Strategy & Execution

## 09:00-12:00 'Fast Innovation in Slow Organizations'

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

We turn to our 2030 Maritime Scenarios and reverse engineer actions for today. An intense session where groups 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?*

LUNCH

## 13:00-15:45 'Presentations'

Final Group Work and Open Plenum presentations by all

Select experts from the program return to coach groups on how to advance their '2030 Scenarios'. Presentations of '2030 Scenarios' follow in front of a panel of Innovation leaders in the Nordics. Presentations are open for previous alumni of Maritime Disruptors Academy.

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

*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?*

COCKTAILS & '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/intra-preneurship

## Select Educators



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



**Anders Hvid**  
Co-Founder & CEO DareDisrupt, Author, Disruption Advocate, Exponential Organizations Expert

## Experts



**Erick Thürmer**  
The maritime sub-supplier disrupting a 118 year old legacy with digital technologies



**Louise Opprud Jakobsen**  
Author and expert on the neuroscience of performance, creativity & innovation



**Deanna MacDonald**  
Co-Founder of BLOC, Blockchain Lab for Open Collaboration for smart cities, ports and vessels



**Jacob Bøtter**  
Serial entrepreneur advocating fast innovation in slow organizations



**Thomas Terney**  
PhD Artificial Intelligence, Entrepreneur and advisor on ethical AI



**Oskar Levander**  
Executive Vice President, Rolls Royce Marine, pioneering autonomous vessels

and more...

## HOW TO SIGN UP

The program is designed by DareDisrupt in collaboration with Danish Shipping.

You will join 2 x 2 days' intensive education focusing on digital transformation.

The Academy is customized for people who work in a shipping company. You are either in a leadership role or directly involved in maritime innovation, strategy or business development.

Reservations: [academy@danishshipping.dk](mailto:academy@danishshipping.dk)

## Prices

Corporate members of Danish Shipping: DKK 14.000

Corporate non-members: DKK 17.500

Students: Free

*Note: max 30 seats for corporates and min 10 seats for students at CBS, DTU or ITU*

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



## DanishShipping

Danish Shipping serves as the voice of Denmark's largest export industry and is a focal point for the Danish shipping community. Its' members operate in a rapidly changing world where new trends and technology offer both opportunities and threats. Danish Shipping is committed to inspiring its members about new developments and provide useful knowledge that enable them to stay competitive.

## DareDisrupt

DareDisrupt was founded to advocate a mindset of disruption and exponential technology. Now – three years and more than 250 keynotes later – DareDisrupt has reached more than 30,000 people and is constantly expanding its reach and impact. DareDisrupt is the go-to expert matter and a trusted advisor on digital transformation to the private and public sector alike.

