Welcome to the...

Product Development Symposium 2017

Technical University of Denmark - 7th-10th November

DTU Mechanical Engineering
Department of Mechanical Engineering

Section of: Engineering Design & Product Development
And now, welcome to...

PRODUCT/SERVICE-SYSTEMS DAY 17

Technical University of Denmark - 9th November
Product/Service Economy

Servitisation of a ... service ...

13,200 cars

http://en.wikipedia.org/wiki/Taxicab_livery
Product/Service Economy

...how many cars do they own?

0 cars
From product...
...to service
Hotels are physical products...
...but Airbnb is not

Find a place to stay.
Rent from people in 30,607 cities and 192 countries.

14,000+ employees
0 hotels

Discover, save, and share your favorite places on Airbnb.
Product/Service-Systems in a B2B context...

Yes!
Rolls Royce has been doing it now for years!
Future PSS Solutions...
MOBILITY AT ZERO COST TO THE PLANET
INCREASED RANGE OF ELECTRIC VEHICLES
AFFORDABLE HOUSING AS A TOTAL SERVICE-SYSTEM
... THROUGHOUT THE VALUE CHAIN
INCREASING BUSINESS GAINS FOR CUSTOMER AND SUPPLIER, THROUGH PSS SOLUTIONS
CHOOSING AN APPROPRIATE BUSINESS MODEL FOR BIOTECH STARTUP
A guide for evaluating the environmental performance of Product/Service-Systems
# Today’s agenda (morning)

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<td>08:30</td>
<td>Registration &amp; coffee</td>
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| 09:00  | Opening: Innovating and creating new business opportunities through Sustainable Product Service Systems  
Prof. *Tim McAloone*   |
| 09:15  | Circular Economy and Product/Service-Systems                                                
Prof. *Tim McAloone*   |
| 09:55  | Riversimple: revolutionizing the automotive supply chain towards PSS                       
Dr. *Stafford Lloyd*, Sustainability & Systems Engineer at Riversimple   |
| 10:35  | Break                                                                                       |
| 10:50  | ENSO tyres: driving new innovation in the tyre industry                                     
*G. Erlendsson*, CEO of ENSO tyres   |
| 11:40  | CPH Village: enabling product/service-systems through active policy engagement               
*Frederik Noltenius Busck*, Co-Founder & Director at CPH Village   |
| 12:20  | Lunch                                                                                       |
Today’s agenda (afternoon)

12:20  Lunch

13:30  PSS as a way to ensure higher circularity in the value chain  
       Prof. Tim McAloone, Dr. Fenna Blomsma and Dr. Daniela Pigosso (DTU) - CIRCit project

15:00  Break

15:20  Exploring PSS solutions for the commercialization of new products  
       Lars Henrik Bjerg, Global Product Line Manager at FLSmidth

16:00  Product or Service? Orchestrating the Win Win  
       Dr Jakob Andersen, CEO of MASH Biotech and serial entrepreneur

16:40  Is PSS always environmentally beneficial? Launch of guide  
       Louise Laumann Kjaer, PhD researcher at DTU

16:50  Round-table discussion: Future perspectives for PSS development and operation

17:20  Closing discussion

17:30  Drinks reception