



**Shanghai**

**AI+Business=Innovation**

*Innovation China Summer School*

**2025**



# Join us !

*At Shanghai DianJi University (SDJU), we believe in taking a down-to-earth, business-first approach to exploring AI opportunities. Instead of getting lost in the technical jargon, we start by asking the big questions: What's going on in the market? Who are our customers, and what keeps them up at night? Once we've got a handle on that, we figure out how AI—hardware like AI chips or software like DeepSeek—can fit into the bigger picture and help us design solutions that truly matter to our partners and customers.*



**June 23 – July 4, 2025 in Shanghai, China**

**Your cost for summer 2025: 5000 RMB**

*Includes accommodation expenses. Participants are required to cover their own transportation costs and other expenses.*

***We encourage innovation by creating new products and services while utilizing opportunities offered by emerging AI hardware and software to develop comprehensive system solutions.***



# What is Innovation?

**Innovation is more than new ideas.**

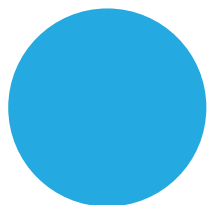
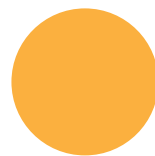
*“Innovation is creating new value and/or capturing value in new ways. (Hitendra Patel/Chuck Frey)”*

*“Innovation is like a coin with two sides: one side is technology, products, and services; the other side is commercialization, business, and money-making. We need both sides as complements to create innovation. (Professor Mike Danilovic)”*

## Why Do We Need Innovation?

**Innovation is a matter of survival or a gradual descent into the graveyard. Without it, companies decline, making way for new ones better equipped to innovate than their predecessors.**

*“Companies are doing the same incremental thing that they did 50 years ago, 20 years ago. That’s not really what we need. Especially in technology, we need revolutionary change, not incremental change”. (Larry Page, the CEO of Google).*



# Who Creates Innovation?

## Innovation is about people!

*"Innovation has nothing to do with how many R&D dollars you have. When Apple came up with the Mac, IBM spent at least 100 times more on R&D. It's not about money. It's about the people you have, how you're led, and how much you get it."*  
(Steve Jobs, Apple).



## Innovation and Technologies?

*Technology is not innovation. We use technology to create new solutions that become the next generation of innovation once they succeed on the market.*

*"Technology by itself has no single objective value. The economic value of a technology remains latent until it is commercialized in some way via a business model. Companies commercialize new ideas and technologies through their business models. In fact, it is probably true that a mediocre technology pursued within a great business model may be more valuable than a great technology exploited via a mediocre business model". A successful business model creates heuristic logic that connects technical potential with the realization of economic value". (Chesbrough, 2010).*





*This week is all about laying the groundwork. We're not jumping into solutions just yet; instead, we're taking a step back to understand the landscape:*

- **Where are the markets?**

*We're looking for industries and sectors where AI isn't just a buzzword but a real game-changer. Where are businesses struggling, and where can AI make a difference?*

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- **Who are the customers?**

*Let's put faces to the names. Who exactly are we trying to help? Are they startups, enterprises, or maybe even consumers? Understanding their needs is key to everything we do.*

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- **What challenges are our customers facing that we can turn into opportunities?**

*Every challenge is an opportunity in disguise. Whether it's inefficiencies, outdated processes, or unmet demands, we're here to find and solve those pain points.*

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- **How can AI hardware and software help address these challenges?**

*This is where the rubber meets the road. How can we use AI tools—whether cutting-edge chips or powerful software—to create solutions that work for our customers?*



*Now that we've done our homework, it's time to get creative. Week 2 is about innovation—how can we use AI to create new products, services, and even business models that deliver real value?*

- **How can we rethink AI hardware and software to create something fresh?**

*It's not just about using AI as it exists today—it's about pushing boundaries. Can we combine AI tools in new ways to create products and services that no one has thought of yet?*

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- **How do we redefine the value we offer to customers?**

*What's our pitch? Why should customers care about what we're offering? We must ensure our value proposition is clear, compelling, and different from the competition.*

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- **How do we adjust our value chain to deliver the whole package?**

*Having great ideas is not enough—we must ensure we can deliver them seamlessly. That means tweaking our processes, working with the right partners, and ensuring every puzzle piece fits together.*

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- **How do we build a business model for now and the future?**

*The ultimate goal is sustainability. How do we create a business model that delivers value today and sets us up for long-term success?*

## Why This Approach Works



*At SDJU, we don't just throw technology at a problem and hope it sticks. We take the time to understand the "why" behind our actions. By merging a deep understanding of the market with innovative AI solutions, we can create real, lasting value for our customers—and establish ourselves as leaders in the AI space.*

## A Little Extra Thought

*AI is ubiquitous today, and getting swept up in the hype is easy. However, ultimately, it's not just about the technology itself. It's about how we utilize it to address real-world issues and enhance the lives of those we serve. That's the motivation behind our work at SDJU, and that's what propels us forward.*



***So, what do you think?***

***Are you ready to dive in and see how we can bring this vision to life?***



# The program schedule

This summer school program is integrated into business and technology, intertwined with project work, industry visits, and reflections on what this new approach to innovation can bring to you and the world.

Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
0900-1000	Administration at SDJU	Project work	Project work	Project work	Company visits	Exploring Shanghai	Exploring Shanghai	Company visits	Company visits	Project work	Project work	Tell WHAT, WHY, and HOW you are going to conquer the world.
1000-1100	Welcoming ceremony											Business Model Innovation integrated with AI-technology to create Innovation.
1100-1130	Registration at SDJU											How are you going to capitalize on your new business model, technology and service solutions?
	Lunch	Lunch	Lunch	Lunch						Lunch	Lunch	Lunch
1300-1400	Introduction to the Summer School	Project work	Project work	Project work						Project work	Project work	Project work
1400-1600	Introduction to the Business Model Innovation	Business Model Innovation - Where are the markets? Who are the customers? What are their expectations, needs and expectations?	What are the AI-technologies opportunities in your markets and customers segments?	What are your competitors doing, offering, and delivering to your customers today?  How can you differentiate your solutions						What is your value proposition and value creation look like?  What is your value offer to customers	How does your new business model look like?	Tell WHAT, WHY, and HOW you are going to conquer the world.  Business Model Innovation integrated with AI-technology to create Innovation.
1600-1800	DeepSeek Overview: Business Paradigm Shift Enabled by Open-Source AI LLMs	DeepSeek Usage: Online API Invocation and Offline Local Deployment	AI-Powered Innovative Applications: Generative Models, Style Transfer, Image Classification, and Other Applications	Deployment of DeepSeek on Chinese-Made Affordable AI Chips						DeepSeek Prompt Engineering: Principles and Optimization Methodology	DeepSeek Deployment Solutions for the Chinese Hardware and Software Ecosystem	How are you going to capitalize on your new business model, technology and service solutions?

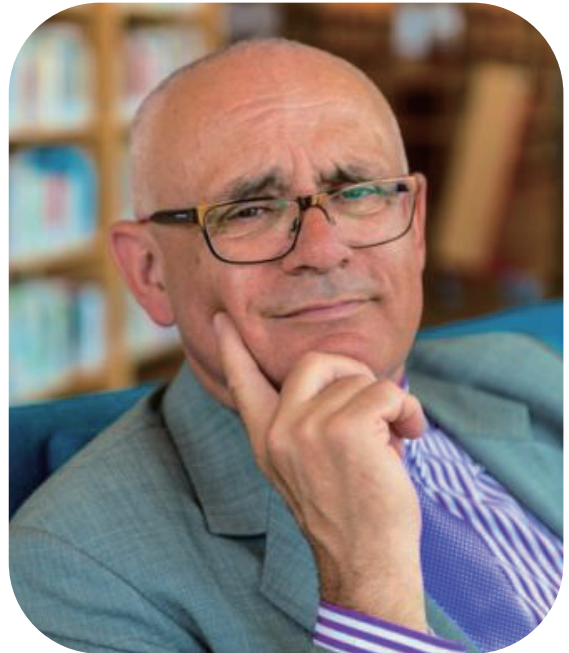
# leaders of the program



## *The academic leader in Innovation and Technology Management*

### **Professor Mike Danilovic.**

- *Professor of Industrial Management, focusing on Innovation and Technology Management, Sweden.*
- *Vice President for International Partnership at Shanghai DianJi University.*
- *Director of Shanghai DianJi University Stockholm Center, Shanghai, China.*



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## *The academic leader in Artificial Intelligence*

### **Professor Cheng CAI.**

- *Professor of Artificial Intelligence, focusing on “AI+” Education*
- *Dean of the School of Electronic Information Engineering, Shanghai DianJi*



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