

# Palomar5 Summit 2009

---

Exploring the digital  
generation.

**PALOMAR**

SUMMIT

# What is Palomar5?

---

The innovation project Palomar5 e.V. originates from the platform DNAdigital. DNAdigital promotes the exchange between decision-makers from business and the generation of digital natives.

With the support of Deutsche Telekom and under the patronage of Christopher Schläffer, Chief Product & Innovation Officer, the founders of Palomar5 picked up the basic idea of the DNAdigital platform and set themselves the goal

To seek innovation outside of corporate structures

To explore various needs and demands of the young digital generation (up to 30 years old)

To identify solutions

And to implement them!

“ The way we work and live is largely determined by our possibilities. What can happen will happen.

Nonetheless this takes time.

The possibility of serious railway transport came up about 200 years ago - and railway networks are still being expanded. Palomar5 wants to both facilitate new possibilities and help old ones to be used better.

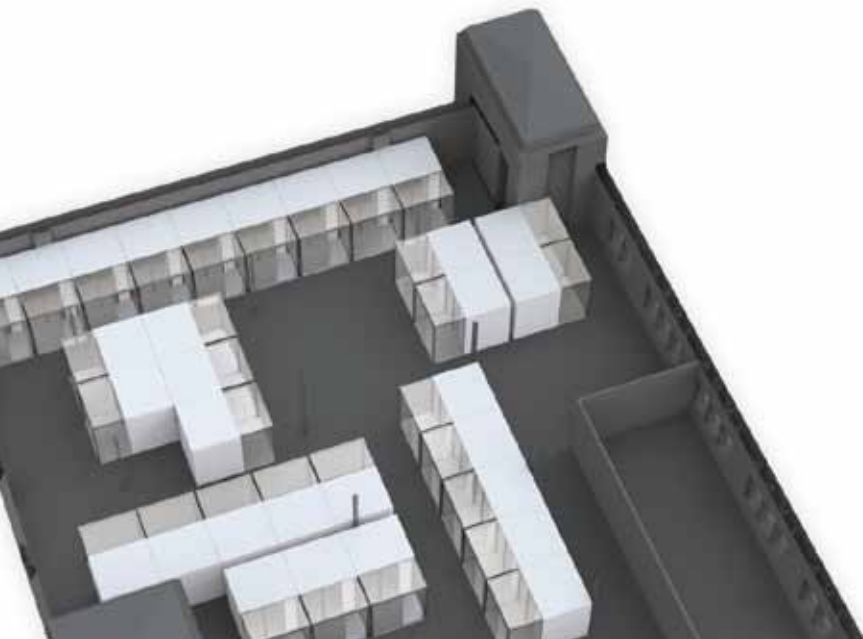
# What does Palomar5 do?

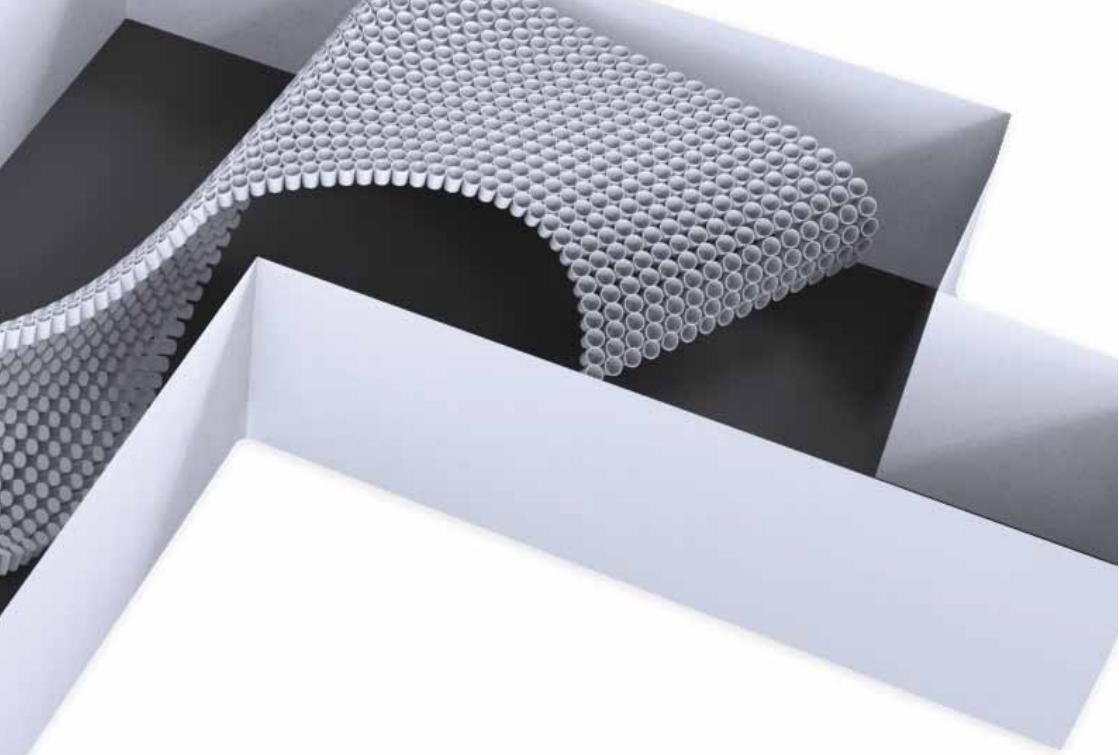
---

As a starting point to achieve its goals Palomar5 has established a very special Innovation Camp, offering 30 fully financed six-week residencies to the most promising applicants ages 18-30 from around the world. Using a holistic approach, Palomar5 seeks out the most visionary young people internationally and then assembles them to inspire each other naturally.

“ We want to create a network of young creative people, who actively participate in forming the world of tomorrow.

A highly selective application process aims to bring together a sensible mix of nationalities, genders, and professions to create a multidisciplinary and nascent network of movers and shakers from all kinds of backgrounds with a broad variety of skills and interests.





# What is the goal of the camp?

---

The camp's main objective is to **ENVISION, DESIGN AND CONSTRUCT ACHIEVABLE NEW WORKING ENVIRONMENTS FOR THE FUTURE.**

Residents will work in a space that allows them to experiment and prototype with physical or virtual models. Unlike some innovation models that are theoretical only or just produce white papers, Palomar5 is conceived as an incubator for the creatively avant-garde with a craving for tangibility. Real innovation must take hold in everyday life, and this is the standard for our residents' output after six weeks of co-habitation and collaboration.



We want to create a network of young creative people, who actively participate in forming the world of tomorrow.

# Ok, but what is it really about?

---

There is a set of questions that many studies have identified as the most important in the field of how to work in future. While our residents get lots of free space for own ideas and projects, these topics are a **rough guideline for their work**.

## Leadership:

In the past employees had to sit at their desk day by day. Today, thanks to the Internet, many jobs can be done from anywhere at any time.

What kind of leadership models will this require?

## Knowledge Cultivation:

Information used to be locked in the heads of a few experts and in the pages of heavy encyclopedic volume. Today information is set free - at lightning speed - at the touch a finger through Google and Wikipedia. This calls for new concepts for the aggregation, exchange and evaluation of knowledge in a corporate context.

## Intellectual Property:

Members of the digital generation display their personality online and position themselves in the network both privately and professionally. How will this change our perception of others? Will it even change our self-perception?

## The next Generation of Identity:

How should one deal with the question of Intellectual Property now that it has reached the obscure complexity of the Internet?

## Management of Skills

The people that will work in future have a great asset. They will have grown up with the digital media, they will handle computers and complex software intuitively and they will know the depths of the Internet – how can one use their full potential, how are their skills used to the best?

## Collaborative value creation:

How will companies be organized in future? What are the possibilities for an Individual? Will everyone work for many employers? How will Business models look like that only involve “network employees”? Will values other than hard cash become more important – how can these be incorporated into business models?

## Corporate Communication and Behavior:

How will corporate culture involve and how will employees be able to shape it? How will social media impact on corporate communication?

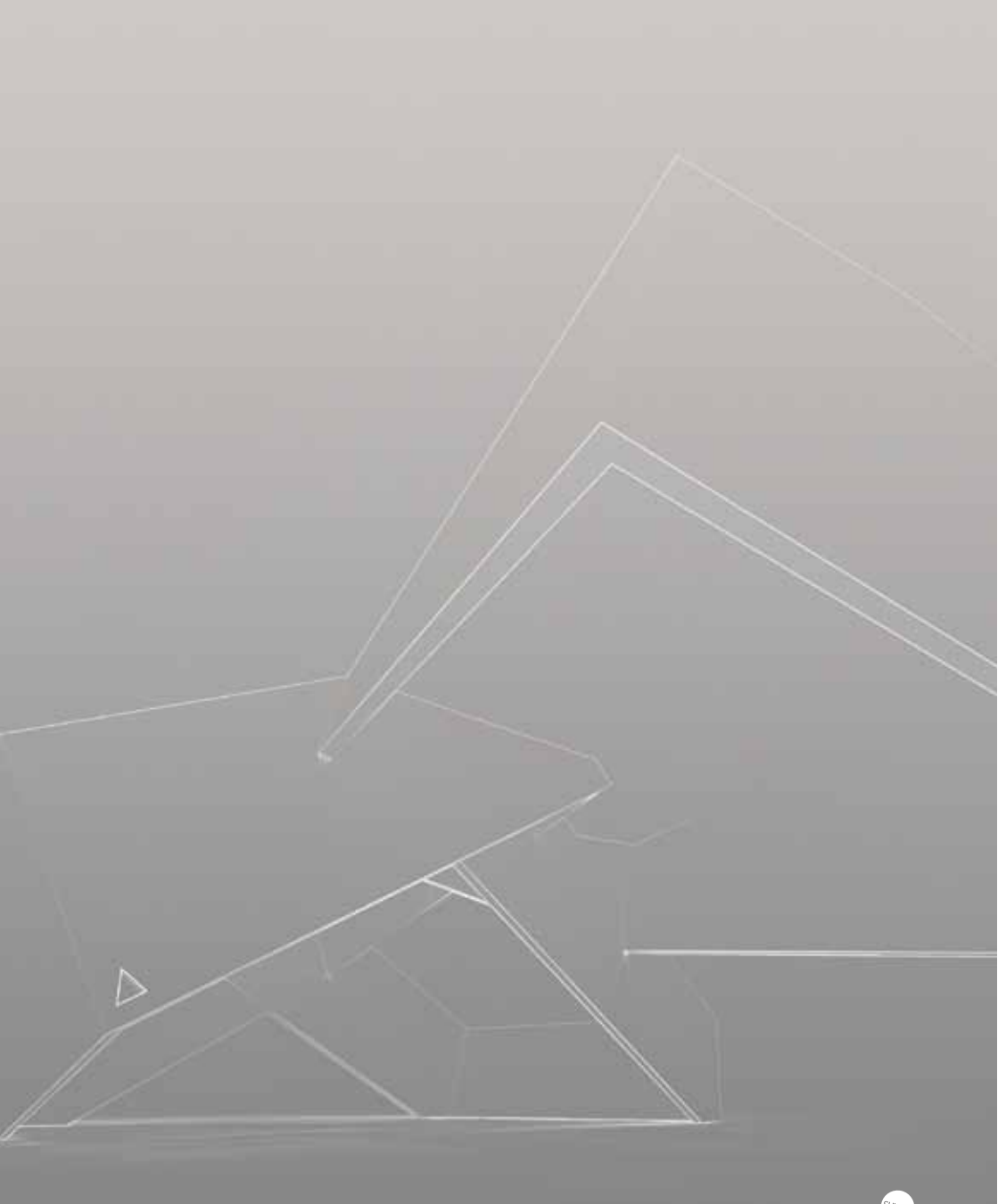


# Summit

## 23 november program:

09:00	Accreditation
09:30	Palomar5 Core team presentation
10:00	Christopher Schläffer (Chief Product & Innovation Officer, Deutsche Telekom AG)
10:30	Exploring the Creative Space (flying Breakfast) The Camp participants present the results and the camp storyline out of their perspective and give their point of view to relevant topic. The visitors dive into the camp space and can experience the camp results interactively
12:00	Keynote: Innovation and the digital generation
12.30	Results Presentations
13.30	<b>Lunch on the fly in Camp location + Networking</b>
14.30	2nd Key Note: The working environment of tomorrow
15.00	Talk: Intellectual Property
15.20	Result presentation
15.40	Talk: User Interface Design
16.00	Result presentation
16.20	Disruptive Talk
16.30	<b>Coffee Break + Networking</b>
17.00	Talk: Data Visualization
17.20	Result presentation
17.40	Talk: Collaboration
18:00	Result presentation
18.20	Disruptive Talk
19.00	<b>Closing words P5, then dinner, drinks, music and dance</b>

If you didn't have enough time to speak to the residents, to get involved in their projects during the summit or if you want to further explore our space, there is also the **Open House Day on November 24th.**



Palomar5 Camp:  
Bessemerstr. 2-14 | 12103  
Berlin

**PALOMAR** SUMMIT

Powered by:  .....