



Organizing and Structuring for Innovation

Monday and Tuesday, October 17th and 18th, 2005 at the Royal Sonesta Hotel in Cambridge, MA



RADICAL INNOVATION GROUP



Product Genesis, the Radical Innovation Group and the MIT Enterprise Forum present the second annual invitation-only symposium on *Entrepreneurship, Innovation and Growth*, which will focus on *Organizing and Structuring for Innovation*.

The second of these two-day, highly interactive, sessions continues to explore the challenges faced by organizations attempting to stimulate growth through innovative behavior and explores the issues related to organizational structure, design and dynamics.

On Monday October 17th, starting at 12PM, and Tuesday the 18th, 2005 representatives from Global 500 companies, public sector organizations and academia will gather to discuss a variety of subtopics including: regional growth dynamics, external influencers, corporate vs. business unit responsibilities, the evolving role of corporate R&D organizations, high performance teams, etc.

This year's symposium is geared to address the needs of individuals managing New Business Development/Growth organizations, Internal and Regional Incubators, Corporate and Divisional R&D organizations, Corporate Venture Capital organizations and Strategic Planning groups.

We plan to cap attendance to roughly 80 people, and spaces are filling up quickly. Registration is \$500 per person. A limited block of rooms has been reserved at the conference hotel, the Royal Sonesta for \$239 a night. **After September 23, 2005 we cannot guarantee this discounted rate. If you need a hotel room, please book it today. Call 1-800-SONESTA.**

Click on the link below to book your space at the symposium, or cut and paste the following link into your web browser.

<http://www.acteva.com/go/productgenesis>

Conference Chairman: Dr. Val Livada

Val Livada, Vice President, Product Genesis, has 25 years experience integrating issues of strategy with technology innovation and management. Val works with very large organizations as well as start-ups, often creating strategic alliances between the two.



Sessions:

The Entrepreneurial Ecosystem: Exploring Existing and Emerging Structural Trends to Stimulate Growth and Innovation

Key Note Address: Thomas M. Finneran

Thomas M. Finneran accepted the position of President of the Massachusetts Biotechnology Council, Inc. in October 2004. Before joining the MBC, Mr. Finneran served in the Massachusetts House of Representatives. During his years of public service, Mr. Finneran chaired the House Ways and Means Committee (1991-1996) and was thereafter elected five successive times by his colleagues to be Speaker of the House (1996-2004).



Panelists:

Joe Hadzima, Chairman
Lita Nelsen, Director

MIT Enterprise Forum
MIT Technology Licensing Office
National Science Foundation*

Christoph von Arb
Tom Moebus, Founder
Malcom Burwell, US Operations

Swiss Consul General
Octane—the Southern California Incubator
Cambridge (UK) Network

* denotes targeted panelist



Organizing and Structuring for Innovation

Organizational Drivers: Exploring Best Practices in Organizational Structures for Innovation

Key Note Address: Dr. Gina O'Connor

Dr. Gina O'Connor (PDMA Board) is the Academic Director for the Radical Innovation Research Project and an associate professor in the Lally School of Management and Technology at Rensselaer Polytechnic Institute in Troy, New York (RPI). She is the co-author of the book *Radical Innovation, How Mature Firms Can Outsmart Upstarts*, published by HBS Press in December, 2000.



Panelists:	Don Dodge , Emerging Business Teams	Microsoft
	Lucy McQuilken , Strategic Investment Manager	Intel Capital*
	Jayson Panklin , New Venture Creation	Delphi Ventures*
	Dr. Jurij Paraszczak , Director Corporate Strategy and Research	IBM

Breakout Sessions:

- A: Assessing the Evolving Role of the R&D Organization
- B: Comparing Approaches to Venturing and New Business Development
- C: Structuring Effective Corporate Venture Capital Organization

Modular Drivers: Exploring the Factors affecting the Performance of Teams

Key Note Address: Dr. Ralph Katz

Dr. Ralph Katz is principal research associate at M.I.T.'s Sloan School's Management of Technology Group, and currently is a Professor of Human Resources Management at Northeastern University. The National Academy of Management awarded Dr. Katz the 'New Concept Award' for his significant contribution to the field of organizational behavior.



Panelists:	Clas Jacobson , Director of Systems	United Technologies Research Center
	Praveen Sahay , Principal	VIMAC Ventures
	Don Young , CEO	Aspen Aerogels

Breakout Session

- A: Developing High Performance Teams
- B: Managing Joint Ventures and Strategic Alliances
- C: Nurturing New Ventures

As of today, this is a partial list of participants. They are expected to represent the following companies:

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| <ul style="list-style-type: none"> Analog Devices Aspen Aerogels Boston Millennia Partners Delphi Ventures General Electric Hitachi John Deere Microsoft Corporation NASA Motorola Octane Respironics Siemens/Osram United Technology VIMAC Ventures | <ul style="list-style-type: none"> Appleton Becton Dickinson Cambridge (UK) Network Eaton Corporation Genzyme IBM Johnson & Johnson MIT Enterprise Forum National Science Foundation Nokia Pall Rockwell Scientific Company Stryker Development University Of Massachusetts Wharton School of Business | <ul style="list-style-type: none"> Applied Materials Black & Decker Cisco Eli Lilly The Gillette Company Intel Capital Lockheed Martin MIT Technology Licensing Office NIST Novartis Raytheon Rolls-Royce Swiss Consul General Varian |
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* denotes targeted panelist