



## *Creating and Sustaining an Innovation Culture*

**Blueprint Ventures, Product Genesis, the Radical Innovation Group, the National Venture Capital Association and the National Institute of Standards and Technology** present the third annual symposium on ***Entrepreneurship, Innovation and Growth***. The meeting will take place on **November 6 and 7<sup>th</sup>, 2006** at the Hotel Marlowe in Cambridge, Massachusetts.

The third of these two-day, highly interactive, sessions titled ***Creating and Sustaining an Innovation Culture*** will continue to explore the challenges and importance of driving innovation in large organizations. This year, in addition to the regular assembly of experts and veteran practitioners we are also highlighting the output of two recent and high level research projects. One focusing on key drivers and emerging dynamics in **corporate venture capital** and the other on **corporate/university joint efforts for technology development**.

The EIG series is geared to address the needs of individuals managing New Business Development/ Growth departments, Corporate and Divisional R&D organizations, Internal Ventures/Corporate Venture Capital and Strategic Planning groups.

The symposium is an invitation-only event, and in order to maximize interactivity, we plan to cap the number of participants to roughly 150 people. As always, the structured presentations will be followed by parallel breakout sessions intended to maximize the interactions between participants.

The registration for the third-annual **Entrepreneurship Innovation and Growth Symposium** is \$795.00. Click on the following link, or paste it in your web browser to register today.

<http://www.acteva.com/booking.cfm?bevaid=116381>

A **limited** number of rooms have been reserved at the **Hotel Marlowe** for Symposium guests. Make your reservation at **1-800-825-7140**, and tell the Hotel Marlowe you will be attending the EIG Symposium on November 6<sup>th</sup> and 7<sup>th</sup>. **Book your hotel room early to ensure space at the special Symposium discount rate.**

We look forward to seeing past and new participants join us in Cambridge.

**Symposium Chair:**

**Dr. Val Livada, Vice President, Product Genesis**





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## Agenda

### Monday, November 6, Morning

**Track 1: Corporate Venture Capital: Organizational Structure and Reporting, Interactions with Private Funds, Maximizing Benefits when Working with CVCs**

**Key Note Speaker:**

Professor **Ian MacMillan** of the **Wharton School of the University of Pennsylvania** will keynote this track and present finding from its 2005 year-long study undertaken by the National Institute of Standards (NIST), with industry participation by the National Venture Capital Association (NVCA). The title of the study is: **Emerging Technology and Innovation in U.S. Industry: The Role of Corporate Venture Capital.**



Panelists for Track 1 will be leaders from the following organizations:

**Andrew Wang, NIST - Advanced Technology Program**



**George Hoyem & Jim Huston, Blueprint Ventures**



**Matthew Growney, Motorola Ventures**



**Phil Giesler, Unilever Ventures**



**Ilya Oshman, Pfizer Strategic Investment Group**



### Monday, November 6, Afternoon

**Track 2: Internal Corporate Venturing: Organization Structure, Culture, Leadership and Strategy that Fosters Innovation**

**Key Note Speaker:**

**Claudia Fan Munce**, Managing Director of the **IBM Venture Capital Group** will discuss the importance of internal corporate venturing for corporate renewal and for shaking up the status quo.



Panelists for Track 2 will be leaders from the following organizations:

**Ron Pierantozzi, Air Products & Chemicals**



**Beth Eckenrode, Nova Chemicals**



**Gina O'Connor, Lally School of Management & Technology at Rensselaer Polytechnic Institute (RPI)**



**Jayson Pankin, Delphi Ventures**





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**Monday, November 6, Evening**

**Venture Capital Networking Reception**

**Guest Speaker**

**Professor Edward Roberts**, David Sarnoff Professor of Management of Technology and Founder and Chair of the MIT Entrepreneurship Center



At the invitation of the NVCA, the conference participants will be joined by members of the Boston venture capital community in a networking event intended to facilitate interactions between corporate and private funds, as well as further discussion on entrepreneurship and innovation. This will allow an excellent opportunity for attendees to further explore and discuss how to create and sustain an innovation culture.

**Tuesday, November 7, Morning**

**Track 3: Models of Knowledge Exchange: How Industries Can Work with Universities to Promote and Foster Innovation**

**Key Note Speaker:**

**William A. Lucas** is Deputy Director for delivery and assessment of the **Cambridge-MIT Institute** and will present findings from its multi-year study: **Models of Knowledge Exchange**. Knowledge Exchange (KE), focuses on ways of enhancing the knowledge exchange process between academia and industry to push forward research and increase the pace of innovation.



Panelists for Track 3 will be leaders from the following organizations:

**Ken Zolot, MIT Deshpande Center for Technological Innovation**



**Tom O'Donnell, Cisco Systems**



**The Office of Technology Commercialization  
The University of Texas at Austin**



**Tuesday, November 7, Afternoon**

**Optional Post Conference Activity**

**For those interested we have arranged a variety of site visits:**

We are working with the Deshpande Center, the Cambridge Innovation Center and the Mitsubishi Electric Research Lab to organize a series of visits to MIT and other local labs.



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### **Past EIG Keynote Speakers Include:**

#### **Thomas M. Finneran**

Former State Representative from the 12th Suffolk District and as Speaker of the Massachusetts House of Representatives; President of the Massachusetts Biotechnology Council, Inc.

#### **Dr. Ralf Katz**

Principal Research Associate at M.I.T.'s Sloan School's Management of Technology Group; Professor of Human Resources Management at Northeastern University.

#### **Ken Morse**

Managing Director, MIT Entrepreneurship Center; Co-founder of the MIT Corporate Venturing Consortium (CVC).

#### **Dr. Gina O'Connor**

Academic Director for the Radical Innovation Research Project; Associate Professor in the Lally School of Management and Technology at Rensselaer Polytechnic Institute in Troy, New York (RPI).

#### **Edward B. Roberts**

David Sarnoff Professor of Management of Technology; Chair, MIT Entrepreneurship Center; Cofounder of the Management of Technology Program.

### **Partial List of Past Panelists Include:**

<b>Don Dodge,</b>	<b>Microsoft</b>	<b>Lucy McQuilken,</b>	<b>Intel Capital</b>	<b>Andrew Jay,</b>	<b>Siemens Venture Capital</b>
<b>Nick Bollweg,</b>	<b>John Deere</b>	<b>Robert Finocchiaro,</b>	<b>3M</b>	<b>Owen Barwell,</b>	<b>NASA</b>
<b>Joe Hadzima,</b>	<b>MIT Enterprise Forum</b>	<b>Jurij Paraszczak,</b>	<b>IBM</b>	<b>Mark Klopp,</b>	<b>Eastman Chemical</b>
<b>Praveen Sahay,</b>	<b>VIMAC Ventures</b>	<b>Lita Nelsen,</b>	<b>MIT Technology Licensing Office</b>	<b>Ben Bronstein,</b>	<b>Zero Stage Capital</b>

Past attendees have come from a diverse background of New Business Development/Growth organizations, Internal and Regional Incubators, Corporate and Divisional R&D organizations, Corporate Venture Capital organizations and Strategic Planning groups. This is a partial list of past participants. They have represented the following companies:

**3M Worldwide**  
**Appleton**  
**The Boeing Company**  
**Cambridge (UK) Network**  
**Eaton Corporation**  
**The Gillette Company**  
**Intel**  
**Lockheed Martin**  
**Microsoft Corporation**  
**MIT Technology Licensing Office**  
**Motorola**  
**OCTANe**  
**Respironics, Inc.**  
**Stryker Development**  
**United Technologies Corporation**  
**VIMAC Ventures**

**Air Products**  
**Applied Materials, Inc.**  
**Bose Corporation**  
**Cisco Systems, Inc.**  
**General Electric**  
**Hitachi America, Ltd.**  
**John Deere**  
**Lord Corporation**  
**MIT Enterprise Forum**  
**National Science Foundation**  
**Nokia**  
**Polaroid Corporation**  
**Rockwell Scientific Company**  
**TEI BioSciences, Inc.**  
**University Of Massachusetts**  
**Wharton School of Business**

**Analog Devices, Inc.**  
**AstraZeneca Pharmaceuticals, LP**  
**Boston Millennia Partners**  
**Delphi Ventures**  
**Genzyme Corporation**  
**IBM**  
**Johnson & Johnson**  
**Masco Corporation**  
**MIT Sloan School of Management**  
**NIST**  
**NOVA Chemicals, Inc.**  
**Raytheon**  
**SHARE Boston**  
**Tyco International, Ltd.**  
**Varian, Inc.**



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2006 Sponsors:

### About Blueprint Ventures:



Investing in early-stage Corporate IP Spinouts is a Blueprint Ventures area of focus. We partner with major technology companies to spin out and commercialize early-stage intellectual property developed at the corporation. We view Corporate IP Spinouts as a way to achieve capital efficiency given the prior dollars and man years of development invested by the parent. Approximately two-thirds of Blueprint Ventures investments since 2001 were based on intellectual property developed at leading high-tech companies such as Intel, NEC, Fujitsu, and Palo Alto Research Center (PARC).

For more information about Blueprint Ventures, visit: <http://www.blueprintventures.com>

### About Product Genesis:



Product Genesis, headquartered in Cambridge, Massachusetts, specializes in Strategic Innovation consulting services that help our clients create new business opportunities, a sustainable competitive advantage, and increased shareholder value. Spun out of the MIT Innovation Center in 1986, Product Genesis has worked with diverse organizations from Global 1000 corporations, to venture capital and private equity-backed firms, accelerating their success in the medical, industrial, commercial, consumer and technology markets.

For more information about Product Genesis, visit: [www.productgenesis.com](http://www.productgenesis.com).

### About the Radical Innovation Group:



The Radical Innovation Group specializes in helping established companies, committed to technology-based and business model innovation, develop effective and sustainable innovation capabilities for growth and corporate renewal. Established in 2001 upon release of "Radical Innovation: How Mature Companies Can Outsmart Upstarts", the Radical Innovation Group combines RPI and Babson College academic insights, with leading-edge industry experiences, and works across diverse industries to accelerate the lifecycle of major innovation investments and increase the success rate of bringing new business opportunities to market.

For more information about the Radical Innovation Group, visit: <http://www.radicalinnovation.com/>

### About the National Venture Capital Association (NVCA):



The National Venture Capital Association (NVCA) is a trade association that represents the U.S. venture capital industry. It is a member-based organization, which consists of venture capital firms that manage pools of risk equity capital designated to be invested in high growth companies. NVCA's mission is to foster greater understanding of the importance of venture capital to the U.S. economy, and support entrepreneurial activity and innovation. The NVCA represents the public policy interests of the venture capital community, strives to maintain high professional standards, provides reliable industry data, sponsors professional development, and facilitates interaction among its members.

For more information about NVCA, visit: [www.nvca.org](http://www.nvca.org)



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### **About the National Institute of Standards and Technology (NIST)**



Founded in 1901, NIST is a non-regulatory federal agency within the U.S. Commerce Department's Technology Administration. NIST's mission is to promote U.S. innovation and industrial competitiveness by advancing measurement science, standards, and technology in ways that enhance economic security and improve our quality of life.

For more information about NVCA, visit: <http://www.nist.gov/>