



ENTREPRENEURSHIP
INNOVATION AND GROWTH



Creating and Sustaining an Innovation Culture

November 6th and 7th
The Hotel Marlowe, Cambridge, MA

Co-Sponsors



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

- | | | |
|--|---------------------------------------|---|
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| Stryker Development | The Dow Chemical Company | Unilever |
| US Unlimited, Inc | UPS Strategic Enterprise Fund | Visa International |
| Wharton School of Business | | |

Keynotes

Dr. Ian MacMillan

The Dhirubhai Ambani Professor of Innovation and Entrepreneurship; Professor of Management; Director, Sol C. Snider Entrepreneurial Research Center



Ian C. Macmillan is the Co-Director of the Wharton Entrepreneurial Center, and Director of the Snider Entrepreneurial Research Center. He is also the Dhirubhai Ambani Professor of Innovation and Entrepreneurship. MacMillan joined the Center in June of 1986, after having served as Director of the Center for Entrepreneurial Studies at NYU. He has taught at NYU, Columbia University and Northwestern University, and University of South Africa. He received his B.Sc. from the University of Witwatersrand, and his M.B.A. and D.B.A. from the University of South Africa. Prior to joining the academic world, MacMillan was a chemical engineer and gained experience in gold and uranium mines, chemical and explosives factories, oil refineries, soap and food manufacturers, and the South African Atomic Energy Board. He has been a director of several companies in the travel and import/export business in South Africa, Canada, Hong Kong, and Japan. MacMillan has extensive consulting experience, having worked with such companies as Air Products, Microsoft, DuPont, General Electric, GTE, IBM, Citibank, Seagate, Metropolitan Life, Chubb & Son, American Re-Insurance, Matsushita (Japan), Olympus (Japan), L.G. Group (Korea), Texas Instruments, KPMG, Fluor Daniel, Commercial Union General Insurance (UK), Air Products, Duratek, Hewlett Packard and Intel.

Claudia Fan Munce

Managing Director of the IBM Venture Capital Group; Vice President of Corporate Strategy at IBM

Claudia Fan Munce has been the Managing Director of the IBM Venture Capital Group since March 2004. In addition to this role, she is also Vice President, Corporate Strategy. She has been a key business and technical leader since IBM began its outreach to the venture community in 2000. Claudia joined IBM Research Division in 1985 and held many technical and business leadership positions. Prior to assuming her current position, Claudia was the functional manager in IBM Research overseeing technology transfer and licensing activities as well as defining new business opportunities with top IBM partners. Claudia was born in Taiwan, grew up in Brazil, and came to U.S. for graduate studies. She holds a Master of Science in Electrical Engineering and Computer Science from Santa Clara University, and an MBA from Stanford University.



Dr. William Lucas

Deputy Director for delivery and assessment of the Cambridge-MIT Institute, and holds an appointment as Principal Research Scientist in MIT's Sloan School of Management.

Dr. William Lucas started his career teaching at the State University of New York at Buffalo, was a program officer at the US National Science Foundation, and next spent six years at The Rand Corporation conducting research on policies for and the effectiveness of new communications systems and services. Then as Associate Administrator of the US National Telecommunications and Information Administration, he was senior US Federal official responsible for the development and coordination of public sector communications and information services. He went into private industry from 1983 to 1996, serving as an executive in two start-up companies, a management consultant on a variety of new communications service ventures, and then for five years president of his own venture-supported firm. He was subsequently Visiting Professor of Public Administration at George Washington University before joining MIT in 1997.

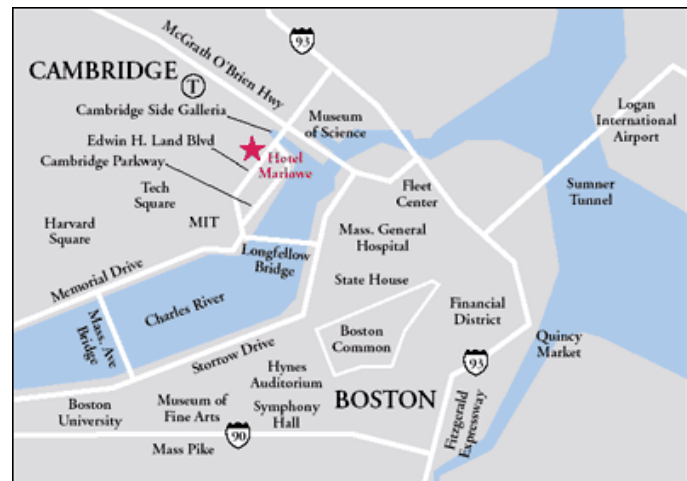
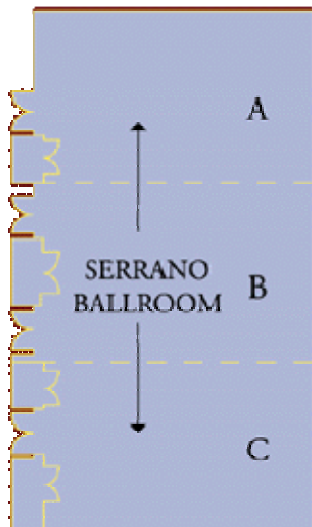


Time	Room	Agenda for Monday, November 06, 2006	
7:30-8:00 AM	Serrano Foyer	Breakfast and Registration	
8:00-8:30 AM	Serrano	Welcome, Goals and Objectives Dr. Val Livada , Vice President, Product Genesis	
8:30-9:30 AM	Serrano	Dr. Ian MacMillan , Co-Director Keynote Address	Wharton Entrepreneurial Center
9:30-10:00 AM	Serrano Foyer	Conversation Break with Refreshments	
10:00-11:15 AM	Serrano	Panel 1: Corporate Venture Capital Organizational Structure and Reporting, Interactions with Private Funds, Maximizing Benefits when Working with CVCs	
		Moderator: George Hoyem , Managing Director	Blueprint Ventures
		Panelists: Phil Giesler , Managing Director Matthew Growney , Managing Director Ilya Oshman , Vice President Dr. Andrew Wang , Advanced Technology Program	Unilever Technology Ventures Motorola Ventures Pfizer Strategic Investment Group NIST
11:15-12:15 PM		Breakout Sessions	
	Serrano A Serrano B Serrano C	A. Partnering with VCs on Early Stage Corporate IP Spinouts B. Where within an Organization is a Venture Located? C. How do you Measure Success of a Venture	
12:15-1:00 PM	Serrano Foyer	Lunch	
1:00-2:00 PM	Serrano	Claudia Fan Munce , Managing Director Key Note Address	IBM Venture Capital Group
2:00-3:15 PM	Serrano	Panel 2: Internal Corporate Venturing Organization Structure, Culture, Leadership and Strategy that Fosters Innovation	
		Moderator: Joanne Hyland , Managing Partner	Radical Innovation Group
		Panelists: Beth Eckenrode , Vice President Advanced SCLAIRTECH® Business & Licensing Gina O'Connor , Associate Professor, & Technology at Rensselaer Polytechnic Institute (RPI) Jayson Pankin , New Venture Creation Specialist Ron Pierantozzi , Director of Business Development	Nova Chemicals Lally School of Management Delphi Ventures Air Products & Chemicals
3:15-3:45 PM	Serrano Foyer	Conversation Break with Refreshments	
3:45-4:45 PM	Serrano A Serrano B Serrano C	Breakout Sessions A. Senior Leadership Role in Nurturing a Culture of Innovation B. Making Corporate Entrepreneurs Successful with Dominant Operational Culture C. Right Performance Measures for a Successful Innovation Culture	
4:45-5:00 PM	Serrano	Wrap up of Day 1, Lessons Learned	
6:00-7:30 PM	Serrano Foyer	Corporate Venture Capital Cocktail Reception Professor Edward Roberts	
		Sponsored by the NVCA Corporate Venture Group Advisors Air Products and Chemicals, Chevron, Euclid, FTV Ventures, IBM, Motorola, Procter and Gamble, Siemens, SR One, The Dow Chemical Company, Turner Broadcasting, UPS, VISA	
7:30 PM		Dinner at Local Restaurants	

Time	Room	Agenda for Tuesday, November 07, 2005	
9:00-9:30 AM	Serrano Foyer	Continental Breakfast	
9:30-10:30 AM	Serrano	Dr. William Lucas , Deputy Director Key Note Address	The Cambridge-MIT Institute
10:30-11:45 AM	Serrano	Track 3: Models of Knowledge Exchange: How Industries Can Work with Universities to Promote and Foster Innovation	
		Moderator: Jeff Hovis , Managing Partner	Product Genesis
		Panelists: Tom O'Donnell , Managing Business Development Joel Serface , Director Ken Zolot , Innovation Teams Faculty Director	Cisco Systems - Technology Center NEDC Austin Clean Energy Incubator University of Texas, Austin MIT Deshpande Center for Technological Innovation
11:45-12:45	Serrano Foyer	Lunch	
12:45-1:45	Serrano A Serrano B Serrano C	Breakout Sessions A. How Companies Can Partner with Universities B. Whose Technology Is It? C. Technology Mining at Universities	
2:00 PM		Conference Adjourns	

Session Locator

Conference Registration will be located on the 2nd floor at the Hotel Marlowe. All Conference events are conveniently located:



Hotel

The Hotel Marlowe is our official conference hotel. This Boston area hotel is ideally situated on the banks of the Charles River on the city's Cambridge side. Overlooking famed Beacon Hill and surrounded by many points of interest.

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