



Innovation... Cultivating a Discipline

November 12th & 13th at The Hotel Marlowe, Cambridge, MA

You can register for the Symposium at: <http://www.eignetwork.org>

Time	Room	Agenda for Wednesday, November 12, 2008
9:00 to 9:30 AM	Serrano Foyer	Breakfast and Registration
9:30 to 10:00 AM	Serrano	<p>Welcome, Goals and Objectives Dr. Val Livada, Lecturer, Sloan School of Management MIT</p>
10:00 to 11:00 AM	Serrano	<p>Keynote Address Gina Colarelli O'Connor, Associate Professor of Marketing RPI</p>
11:00 to 12:15 PM	Serrano	<p>Panel 1: Innovation as a Management Discipline Panelists: Dr. Lina M. Echeverria, Vice President and Director, Exploratory Markets and Technologies Corning Helle Warrer Poulsen, Director of Organizational Development and Innovation Novozymes Rich Wycoff, General Manager New Business Initiatives Intel</p>
12:15-1:15 PM	Serrano Foyer	Lunch
1:15-2:15 PM	Serrano A Serrano B Serrano C	<p>Breakout Sessions What is an innovation career path? What are the climate drivers to enable strategic innovation? What elements of the innovation system are critical for success?</p>
2:15-2:45 PM	Serrano Foyer	Networking Break
2:45-3:45 PM	Serrano	<p>Keynote Address John Reid, Director, Enterprise Technology and Innovation Deere & Company Dave Ehlig, Director, Enterprise Advanced Marketing Deere & Company</p>
3:45-5:00 PM	Serrano	<p>Panel 2: Corporate Innovation Initiatives Panelists: Todd Loschelder, Director, Platform Innovation Moen, Inc Margie Rowe, Director, New Growth Markets Representative Moen, Inc Representative Johnson & Johnson Representative Other Corp.</p>
5:00 to 6:00 PM	Serrano A Serrano B Serrano C	<p>Breakout Sessions Corporate Innovation Initiatives – Should they interface with established business areas? Corporate Strategy – What do you do when a great new idea doesn't fit? Grassroots Innovation Initiatives – Can they work?</p>






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6:00-7:30 PM Serrano Foyer **Cocktail Reception**
7:30 PM **Dinner at Local Restaurants**

Time Room Agenda for Thursday, November 13, 2008

Time	Room	Agenda for Thursday, November 13, 2008
9:00 to 9:30 AM	Serrano Foyer	Continental Breakfast
9:30 to 10:30 AM	Serrano	Keynote Address Neal Matheson, CTO Unilever
10:30 to 11:45 AM	Serrano	Panel 3: Can CVC Fuel Your Innovation Engine? Panelists: Barbara Dalton, VP Pfizer Ventures Ricardo Angel, Senior VP, Renewables Venture Capital Group GE Jay Reinemann, Corporate Ventures & Strategic Alliances Visa, Inc.
11:45 to 12:45 PM	Serrano Foyer	Lunch
12:45 to 1:45 PM	Serrano A Serrano B Serrano C	Breakout Sessions CVC Success: What are the differences between CVC and innovation measurements? CVC Strategy: How do you align and integrate CVC with organic innovation investments? CVC Interfaces: How do you leverage key internal alliances and external partnerships for innovation?
1:45 to 2:15 PM	Serrano Foyer	Networking Break
2:15 to 2:30 PM	Serrano	Lessons Learned Dr. Val Livada, Lecturer, Sloan School of Management MIT 
2:30 PM		Symposium Adjourns

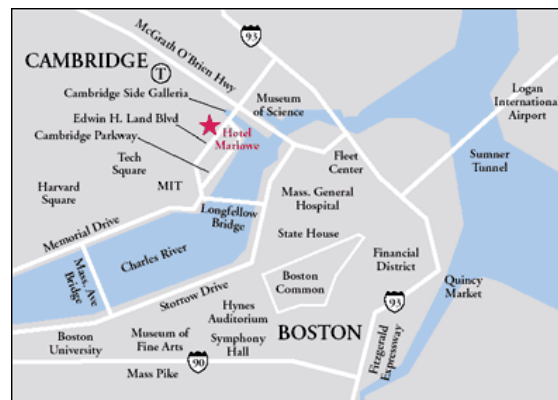
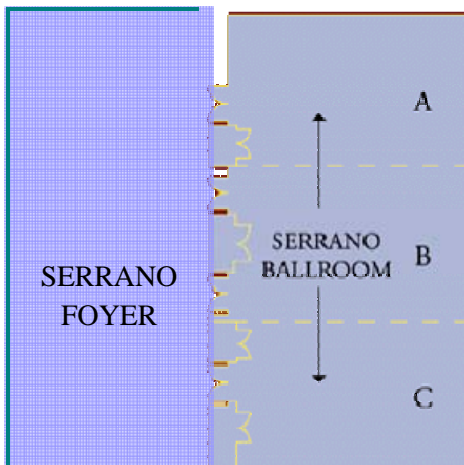
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Session Locator

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.

Hotel Marlowe

25 Edwin H. Land Blvd.
Cambridge, MA 02141
Tel: 617.868.8000

A limited room block has been reserved at the Hotel Marlowe at a special Symposium Rate. Please call the Hotel directly to book your room. Be sure to call early, and to mention the NVCA/EIG Symposium to get the conference rate.



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Keynote Speakers

Gina Colarelli O'Connor

Gina is an Associate Professor of Marketing at Rensselaer Polytechnic Institute's Lally School of Management and Technology and Academic Director of the Radical Innovation Research Program. She has served as the Director of the Lally School's MBA/MS programs, Associate Director of the Severino Center for Technology Entrepreneurship, and currently serves as Director of the Executive MBA program at RPI. Professor O'Connor's teaching and research interests lie at the intersection of Corporate Entrepreneurship and Radical Innovation, Marketing, and Commercialization of Advanced Technology. The majority of her research efforts focus on how firms link advanced technology development to market opportunities. She has published more than 30 articles in refereed journals and books and is co-author of the book Radical Innovation, How Mature Firms Can Outsmart Upstarts, published by HBS Press in 2000, as well as Grabbing Lightning: Building a Capability for Breakthrough Innovation, published in 2008 by Jossey-Bass.



John Reid

Dr. John F. Reid is Director, Product Technology and Innovation at the Moline Technology Innovation Center (MTIC). Reid has been with John Deere since 2001. In previous roles, Reid has provided enterprise-wide support and coordination of John Deere's development of the technology development process in automated and unmanned vehicle development. Reid is currently responsible for redefining the MTIC as a support network for internal technology leverage Reid is currently responsible for redefining the MTIC as a support network for internal technology leverage linkage to the external environment to accelerate innovation for John Deere to support business growth. Reid came to Deere and Company after a 14-career at the University of Illinois where he was recognized internationally for his contributions in robotic applications for off-road equipment. He has 14 patents and more than 120 papers, including 60 refereed journal articles.



Dave Ehls

Dave Ehls is the Director of Advanced Marketing at John Deere. The Advanced Marketing Organization of John Deere is responsible for identifying customer needs and developing business cases to support the development of innovative new technologies and businesses. Dave also co-leads the Accelerated Innovation Process with John Reid. This process is designed to identify, fund and develop customer focused innovative technologies for commercialization across John Deere. Dave joined John Deere in 2001, and led the creation of Frontier Equipment, a John Deere internet based business supplying outside manufactured products to John Deere Dealers. Prior to his current assignment, he managed the Minneapolis Sales Branch, responsible for agricultural, commercial and consumer equipment sales and dealer channel development in North Central United States. Prior to John Deere, Dave was employed by CNH Corporation and served as an officer in the U.S. Army. Dave is a graduate of the United States Military Academy with a degree in Mathematical Economics and has a MBA from Harvard Business School.



Neal Matheson,

CTO Unilever



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This is a partial list of past participants. They represented the following companies:

ABS Ventures	Adams Capital Management, Inc.	Air Products and Chemicals, Inc.
Appleton	Austin Clean Energy Incubator	Best Buy CO., Inc.
Blueprint Ventures	Cambridge/MIT Institute	Ciba Specialty Chemicals
Cisco Systems, Inc.	Corning	Chevron
Delphi	Federal-Mogul Corporation	FTVENTURES
Herman Miller/Sonare Technologies	Hitachi	IBM
InfraReDx, Inc.	Intel and Intel Capital	IN-Q-Tel, Inc.
John Deere	LEVIN Institute at SUNY	MIT Deshpande Center
MIT Enterprise Forum	MIT Sloan School of Management	Motorola
NIST	NOVA Chemicals, Inc.	Pfizer
Philips Medical Systems	Pratt & Whitney	Private Equity Investors, Inc
Respironics, Inc.	S.R. One, Limited	Samsung
Rensselaer Polytechnic Institute	SAP Ventures/SAP Labs, LLC	Siemens Venture Capital, Inc.
Stryker Development	The Dow Chemical Company	Unilever
US Unlimited, Inc	UPS Strategic Enterprise Fund	Visa Inc.
Wharton School of Business		

What past participants have said about the 2007 NVCA/EIG Symposium:

"This symposium offers an efficient way to develop relationships and gain a corporation's thoughts on product evolution. I found that the corporate key players in attendance were extremely approachable and have the desire to know what traditional VCs think about the ease of their supply chain entry, design cycles, customer pain points, etc., in relation to innovative startups." - **Kevin Fong, Managing Director at Mayfield.**

"The symposium provided an excellent opportunity for me to network with colleagues from a broad range of businesses. I was able to make connections with business-leaders and explore the potential for future collaborations." - **Mark J. Peterson, Director, Procter & Gamble's External Business Development Organization.**

"The symposium impressed me as a terrific setting to delve deeper into the needs and concerns of many premiere corporate executives and expand my network base." **Henry Chesbrough, professor at UC Berkeley's Haas Business School.**

"The NVCA/EIG Symposium is a great opportunity to meet and share ideas with corporate partners and their venture capital organizations. The panels are lively and insightful. It is a tremendous forum for networking with corporate peers and provided some valuable contacts for my portfolio companies." **Steve Krausz, General Partner, US Venture Partners**



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*The NVCA, the Radical Innovation Group and Product Genesis, as part of their responsibility in organizing the Symposium, reserve the right at their sole discretion and without public or private explanation, to restrict attendance at this Symposium based on our discretion and in the interest of our sponsors, speakers and attendees.