



Creating and Sustaining an Innovation Culture

Product Genesis, the Radical Innovation Group, the National Venture Capital Association (NVCA) and the National Institute of Standards and Technology (NIST) present the third annual symposium on **Entrepreneurship, Innovation and Growth** titled, **Creating and Sustaining an Innovation Culture** on **Monday and Tuesday November 6 and 7th** at the Hotel Marlowe in Cambridge, Massachusetts.

The third of these two-day, highly interactive, sessions titled **Creating and Sustaining an Innovation Culture** will explore the challenges driving innovation and the importance of individuals. Representatives from Global 500 companies, public sector organizations and academia will gather to discuss a variety of subtopics including: defining innovation roles and responsibilities; identifying required skills, knowledge and individual characteristics; how to cover the benefits and challenges; and solutions for finding and developing these unique individuals.

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, Internal Ventures and Corporate Venture Capital organizations and Strategic Planning groups.

In order to maximize the interactivity of the event, we plan to restrict the number of participants to roughly 100 people and the symposium is an invitation-only event. Please join us for this symposium of workshops that can directly impact your company's Entrepreneurship, Innovation and Growth.

Symposium chair: **Dr. Val Livada**, Vice President at Product Genesis.

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 findings 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:

NIST - Advanced Technology Program **Delphi Technologies** **Blueprint Ventures**
Unilever Corporate Venture Capital **Samsung Venture Capital**

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:

The Radical Innovation Group **Air Products & Chemicals** **Nova Chemicals**
Lally School of Management & Technology at Rensselaer Polytechnic Institute (RPI)



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Monday, November 6, Evening

Networking Cocktail Reception

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:

Innovation Teams initiative at the MIT Deshpande Center for Technological Innovation

Stanford University's Media X

Cisco Systems – Technology Center

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

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:

Don Dodge,	Microsoft	Lucy McQuilken,	Intel Capital	Andrew Jay,	Siemens Venture Capital
Nick Bollweg,	John Deere	Robert Finocchiaro,	3M	Owen Barwell,	NASA
Joe Hadzima,	MIT Enterprise Forum	Jurij Paraszczak,	IBM	Mark Klopp,	Eastman Chemical



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Praveen Sahay, VIMAC Ventures

Lita Nelsen,

MIT Technology
Licensing Office

Ben Bronstein,

Zero Stage Capital

Past Sponsors



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 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.

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

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/>