

## NEWS RELEASE

### For Immediate Release

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## Product Genesis Announces the Third Annual Entrepreneurship, Innovation and Growth (EIG) Symposium—Save the Date!



ENTREPRENEURSHIP  
INNOVATION AND GROWTH



*Creating and Sustaining an Innovation Culture*

CAMBRIDGE, MA – March 27, 2006 – **Product Genesis**, the **Radical Innovation Group**, and the **National Venture Capital Association (NVCA)** present the third annual symposium on *Entrepreneurship, Innovation and Growth* titled, **Creating and Sustaining an Innovation Culture** on Monday and Tuesday November 6 and 7<sup>th</sup> at the **Hotel Marlowe in Cambridge, Massachusetts**.

The 2005 Symposium focused on **Organizing and Structuring for Innovation** and included Dr. Ralph Katz, principal research associate at M.I.T.'s Sloan School's Management of Technology Group and Professor of Human Resources Management at Northeastern University; Dr. Gina O'Connor, Dr. Gina O'Connor (PDMA Board), Academic Director for the Radical Innovation Research Project and an associate professor in the Lally School of Management and Technology at Rensselaer Polytechnic Institute; and Thomas M. Finneran, President of the Massachusetts Biotechnology Council, Inc. and former Speaker of the House for the Massachusetts House of Representatives. This 2006 symposium builds on last year's theme of **Organizing and Structuring for Innovation**.

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.

The meeting's format will consist of panel presentations/discussions followed by breakout sessions. The intent is to provide expert advice from practitioners and academics as well as ample opportunities for direct exchanges of information among the audience members. We strongly encourage participants to come prepared to take active roles in discussions and networking.

The proposed agenda will address the pertinent issues at the macro, organizational and micro levels.

1. **Strategic drivers**—exploring guidance panels and review boards and how they stimulate growth and innovation.
2. **Portfolio drivers**—exploring hub leaders, and how they provide a natural home for innovative individuals and guide innovation teams.
3. **Project drivers**—exploring structures and systems capable of accumulating learning from ongoing stream of innovation projects.

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.

When you join us in Cambridge, you'll have a hands-on opportunity to interact with colleagues and experts to address these top-of-mind questions:

- What organizational structures are best suited to maximize creativity and growth?
- What is the role of top management in creating a culture of innovation and growth?
- What are best practices to ensure effective communication between the key groups in an organization?
- How do you coordinate the activities of technology and business resources to drive innovation?
- How do you find, train and motivate innovative people?
- What are best practices in creating highly effective teams?
- How do you stimulate innovative thinking?

Please join us for this symposium of workshops that can directly impact your company's Entrepreneurship, Innovation and Growth.

**Sponsors:**



RADICAL INNOVATION GROUP



National Venture Capital Association

**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)