

NEWS RELEASE

For Immediate Release

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ENTREPRENEURSHIP
INNOVATION AND GROWTH



Innovation... Cultivating a Discipline

Save the Date! **November 12th & 13th**

The National Venture Capital Association (NVCA), the Radical Innovation Group and Product Genesis Announces the Fifth Annual NVCA/ Entrepreneurship, Innovation and Growth (EIG) Symposium

CAMBRIDGE, MA – January 31, 2008 – **The NVCA, the Radical Innovation Group and Product Genesis** present the fifth annual symposium on *Entrepreneurship, Innovation and Growth* titled: **Innovation... Cultivating a Discipline on Wednesday and Thursday November 12th and 13th** at the **Hotel Marlowe in Cambridge, Massachusetts.**

The fifth of these two-day, highly interactive, sessions titled **Innovation... Cultivating a Discipline** will explore the challenges driving the importance of cultivating an Innovation Discipline. **On Wednesday and Thursday November 12th and 13th, 2008 at the Hotel Marlowe in Cambridge, Massachusetts,** representatives from Global 500 companies, Corporate Venture Capital groups, Venture Capitalists, entrepreneurs, public sector organizations and academia will gather to discuss a variety of subtopics including:

Day 1:

Track One: Innovation as a Management Discipline

Track Two: Corporate Innovation Initiatives

Day 2:

Track Three: Can CVC Fuel your Innovation Engine?

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.

In order to maximize the interactivity of the event, we plan to restrict the number of participants to roughly 125 people. Please join us for this symposium of workshops that can directly impact your company's Entrepreneurship, Innovation and Growth.

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.

Founding Members:



RADICAL INNOVATION GROUP

