

## NEWS RELEASE

### For Immediate Release

Contact: Daniel Blasi  
Product Genesis  
617.234.0070 x200  
[daniel\\_blasl@productgenesis.com](mailto:daniel_blasl@productgenesis.com)



ENTREPRENEURSHIP  
INNOVATION AND GROWTH



*Davids + Goliaths = Collaborative Innovation*

### Save the Date!

**The National Venture Capital Association (NVCA), the Radical Innovation Group and Product Genesis Present the Fourth Annual Symposium on Entrepreneurship, Innovation and Growth Titled: [Davids + Goliaths = Collaborative Innovation](#)**

*Symposium will be held October 3rd and 4th, 2007 at the Stanford Park Hotel in Menlo Park, California.*

The fourth of these two-day, hands-on, interactive sessions explores how large organizations collaboratively work with small organizations to promote an innovation environment. On Wednesday and Thursday, October 3rd and 4th, 2007 in Menlo Park, California at the **Stanford Park Hotel**, representatives from Global 500 companies, Venture Capital groups, public sector organizations and academia will gather to discuss a variety of subtopics including: the role of Corporate Venture Capital in creating environments for innovation; how large and small organizations align resources to maximize innovation, how to grow and support product innovation, and bridging the collaborative environment between large and small companies.

The 2006 Symposium focused on [Organizing and Structuring for Innovation](#) and included Dr. Ian MacMilan of the Wharton School of Business, Claudia Fan Munce, Managing Director of the IBM Venture Capital Group, and Dr. Bill Lucas from the Cambridge/MIT Institute among featured key note speakers.

**Attendees at last year's NVCA/EIG Symposium represented the following companies:**

**ABS Ventures**  
**Appleton**  
**Blueprint Ventures**  
**Cisco Systems, Inc.**  
**Delphi**  
**Herman Miller/Sonare Technologies**  
**InfraReDx, Inc.**  
**John Deere**  
**MIT Enterprise Forum**  
**NIST**  
**Philips Medical Systems**  
**Resperionics, Inc.**  
**Rensselaer Polytechnic Institute**  
**Stryker Development**  
**US Unlimited, Inc**  
**Wharton School of Business**

**Adams Capital Management, Inc.**  
**Austin Clean Energy Incubator**  
**Cambridge/MIT Institute**  
**Corning**  
**Federal-Mogul Corporation**  
**Hitachi**  
**Intel and Intel Capital**  
**LEVIN Institute at SUNY**  
**MIT Sloan School of Management**  
**NOVA Chemicals, Inc.**  
**Pratt & Whitney**  
**S.R. One, Limited**  
**SAP Ventures/SAP Labs, LLC**  
**The Dow Chemical Company**  
**UPS Strategic Enterprise Fund**

**Air Products and Chemicals, Inc.**  
**Best Buy CO., Inc.**  
**Ciba Specialty Chemicals**  
**Chevron**  
**FTVENTURES**  
**IBM**  
**IN-Q-Tel, Inc.**  
**MIT Deshpande Center**  
**Motorola**  
**Pfizer**  
**Private Equity Investors, Inc**  
**Samsung**  
**Siemens Venture Capital, Inc.**  
**Unilever**  
**Visa International**

**2007 Sponsors:**

**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.

**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 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).