

NEWS RELEASE

For Immediate Release

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Product Genesis and MIT Sloan Announce Seminar on Corporate Venture Capital



ENTREPRENEURSHIP
INNOVATION AND GROWTH



The Role of Corporate Venture Capital

Cambridge, MA, July 22, 2004 – Product Genesis, Inc. (“Product Genesis” or the “Company”), the premier Strategic Innovation consulting firm, today announced the first in a series of seminars on *Entrepreneurship, Innovation and Growth*, to be conducted in cooperation with the MIT Sloan School of Management and the MIT Entrepreneurship Center. The first of these two-day, hands-on, series of workshops examines the role of *Corporate Venture Capital*.

On Thursday and Friday, September 23rd and 24th, 2004 representatives from Global 500 companies, public organizations including NASA and DARPA, venture capital firms, and academia will join together for a series of interactive workshops on how venture capital can provide a stimulus for growth and innovation. The three-track agenda will allow participants to gain best-practices success strategies in Vision, Operations and Implementation of corporate ventures.

Keynote speakers include:



Ed Roberts - Sarnoff Professor of Management of Technology and Chair of the MIT Entrepreneurship Center. Professor Roberts co-founded the MIT Management of Technology Program, and has chaired for over thirty years the Sloan School's Management of Technological Innovation and Entrepreneurship Group. Roberts' research interests include corporate venture capital, and alliances between larger and emerging technology enterprises.



Ken Morse - Managing Director of the MIT Entrepreneurship Center and Cofounder of the MIT Corporate Venturing Consortium (CVC). An experience entrepreneur, Morse played a key role in launching six MIT-related high tech start-ups. Morse is the managing director of the MIT Entrepreneurship Center, and co-teaches the Sloan School's Entrepreneurship Laboratory program.

More details on the program will be posted on our website after August 1st, 2004. To learn more about this invitation-only event, contact eig@productgenesis.com. Registration is \$500 per person. A limited block of rooms has been reserved at the conference hotel, the [Boston Marriott Copley Place](#), for \$229/night.

About the MIT Sloan School of Management

The MIT Sloan School of Management, based in Cambridge, Massachusetts, is one of the world's leading business schools-conducting cutting-edge research and providing management education to top students from more than 60 countries. The School is part of MIT's rich intellectual tradition of education and research.

For more information about the MIT Sloan School of Management, visit mitsloan.mit.edu.

About the MIT Entrepreneurship Center

Founded in 1996, the MIT Entrepreneurship Center team trains and develops leaders of successful high-tech ventures by offering best-in-class educational courses and executive programs powered by MIT's leading-edge technology and business research. Through partnership with business and technology leaders, the Center combines breakthrough academic research with practical, proven experience.

For more information about the MIT Entrepreneurship Center, visit entrepreneurship.mit.edu.

About Product Genesis, Inc.

Product Genesis, headquartered in Cambridge, Massachusetts, specializes in Strategic Innovation consulting services that help our clients create new 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 industrial, commercial, consumer, medical and technology markets.

For more information about Product Genesis, visit www.productgenesis.com.

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