

## NEWS RELEASE

### For Immediate Release

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## NVCA Joins Product Genesis and MIT Sloan Seminar on Corporate Venture Capital



ENTREPRENEURSHIP  
INNOVATION AND GROWTH



### *The Role of Corporate Venture Capital*

**Cambridge, MA, August 26, 2004** – Product Genesis, Inc. (“Product Genesis” or the “Company”), the premier Strategic Innovation consulting firm, today announced that the National Venture Capital Association (NVCA) has joined the MIT Sloan School of Management and the MIT Entrepreneurship Center in co-sponsoring the first in a series of seminars on *Entrepreneurship, Innovation and Growth*. The NVCA Corporate Venture Group has added their membership to the first of these two-day, hands-on, series of workshops, which examines the role of *Corporate Venture Capital*.

The NVCA Corporate Venture Group has merged their Fall Meeting into the two-day symposium, scheduled for Thursday and Friday, September 23<sup>rd</sup> and 24<sup>th</sup>, 2004 in Boston. The expanded program features representatives from Global 500 companies, public organizations including NASA and DARPA, venture capital firms, and academia joining 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 Co-founder 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.

To learn more about this invitation-only event, contact [eig@productgenesis.com](mailto: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 \$209/night.

#### **About the National Venture Capital Association**

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.

For more information about the National Venture Capital Association visit, [www.nvca.org](http://www.nvca.org).

#### **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](http://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](http://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](http://www.productgenesis.com).

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