



The Role Of Corporate Venture Capital

**Boston Marriott Copley Place
September 23 and 24, 2004**

Event Format

The event format will bring together a broad spectrum of organizations and provide maximum time for interactions among the participants. A maximum of 70 people from private and public technical organizations, academia and capital markets will be invited. Participants will spend most of their time in smaller working sessions to freely exchange ideas and discuss alternatives. Each session will begin with a Moderator presentation, intended to be thought provoking and illustrate key issues. Participants will then choose one of three facilitated breakout sessions and engage in face-to-face discussions.

Report-back on breakout sessions will be provided to the general audience, and written summaries will be made available to the participants shortly after the conference. Note: audio recordings will be made during the breakout sessions to capture issues and ideas, but to protect your privacy no individually attributable comments will be included in any written summaries.

As this is intended as a working event, suggested dress is business casual.

Keynotes

Edward B. Roberts

David Sarnoff Professor of Management of Technology;
Chair, MIT Entrepreneurship Center; Cofounder of the Management of Technology Program.



The ultimate expert on entrepreneurial endeavors, Edward Roberts literally wrote the book on high-tech business impressarios. His "Entrepreneurs in High Technology: Lessons from MIT and Beyond" won the Association of American Publishers Award for Outstanding Book in Business and Management. Roberts is Founder and Chair of the MIT Entrepreneurship Center and previously co-founded and directed for nearly two decades the MIT Management of Technology Program. He has chaired for over thirty years the Sloan School's teaching and research endeavors of the MIT Management of Technological Innovation and Entrepreneurship Group. Beyond his continuing work on high-tech startups, Roberts' research interests include major aspects of entrepreneurial approaches by existing companies, including internal ventures, corporate venture capital, and alliances between larger and emerging technology enterprises. When he's not occupied with his MIT responsibilities, he is actively involved as a co-founder, board member, and angel investor in many high-tech startups.

Ken Morse

Managing Director, MIT Entrepreneurship Center;
Co-founder of the MIT Corporate Venturing Consortium (CVC).



Prior to coming to MIT in 1996, Morse played a key role in launching six MIT-related high tech start-ups. Five did well; one was a complete disaster! Ken is the Managing Director of the MIT Entrepreneurship Center whose mission is to train the men and women who will make high tech start-up companies successful. Morse co-teaches the Entrepreneurship Laboratory course in which engineering, science, and MBA students work in teams on important projects in early stage ventures. He also co-teaches a class on high tech sales and sales management. His particular areas of experience include the international sales and marketing challenges of fast-growing high-tech firms. He lived in China for eight years, and in Brussels for four years where he was EMEA managing director of an enterprise software company.

Post-Conference Research

A key outcome of this event will be a research roadmap to address the issues identified, and to provide benchmarking results to identify best practices. Participants will have priority access to this research.

Co-Sponsors



Room **Agenda for Thursday, September 23, 2004**

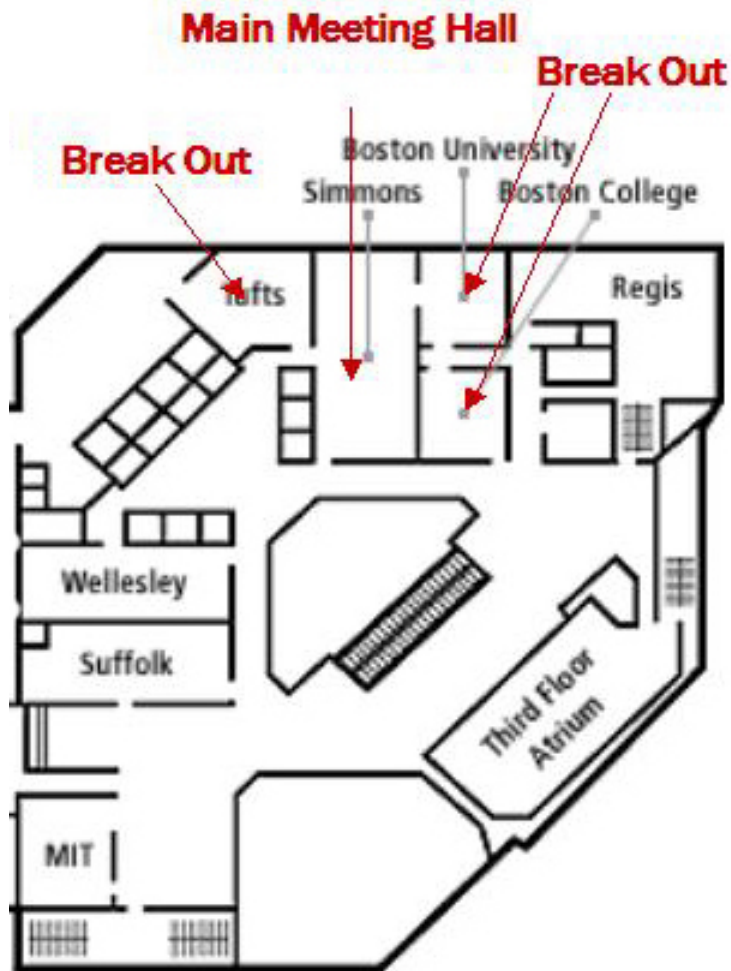
Simmons	7:30AM-8:30AM	Registration	
Simmons	8:30AM-9:00AM	Welcome, Goals and Objectives Dr. Val Livada, Principal, Product Genesis (Conference Chairman)	
Simmons	9:00AM-10:00AM	Ed Roberts Keynote Address State-of-the-Art for Corporate Venturing. What lessons have been learned, and how will we apply them?	
	10:00AM-10:30AM	Conversation Break with Refreshments	
Simmons	10:30AM-12:00PM	Panel: Vision for Corporate Venturing Goals, Success Measures, Governance and Compensation Moderator: Dana Callow, Boston Millennia Partners Panelists: Andrew Jay, Siemens Venture Capital Owen Barwell, NASA Kenneth King, IBM	
Simmons	12:00PM-1:00PM	Luncheon	
Boston College Boston University Tufts	1:00PM-2:00PM	Breakout Sessions: Vision A. Balancing strategic and financial objectives B. Corporate Venturing's place in the organization C. Measuring and rewarding success	
Simmons	2:00PM-3:30PM	Panel: Operations for Corporate Venturing Opportunities, Focus, and Decision-Making Moderator: Pat Rondeau, Wilmer, Cutler, Pickering, Hale and Dorr LLP Panelists: John Fletcher, Fletcher Spaght Ventures Joe Cote, Rockwell Scientific Ben Bronstein, Zero Stage Capital	
	3:30PM-4:00PM	Conversation Break with Refreshments	
Boston College Boston University Tufts	4:00PM-5:00PM	Breakout Sessions: Operations A. Maximizing deal flow B. Deal structure and diligence C. Monitoring the portfolio	
Simmons	5:00PM-7:00PM	Ken Morse Keynote Address Lesson Learned for Corporate Venture Capital Followed by Networking and Cocktail Reception New England area VCs to be invited	
	7:30PM	Dinner on your own at local Boston restaurants	

Room **Agenda for Friday, September 24, 2004**

Simmons	8:30AM-9:00AM	Recap of Day One Dr. Val Livada, Principal, Product Genesis Impressions and Lessons Learned
Simmons	9:00AM-10:30AM	Panel: Implementation Strategies for Corporate Ventures Acquisitions, Wind-downs and Spin-offs Moderator: Dr. Jeffrey Wager, CPP Advisors LLC Panelists: Don DeBathesz, Targacept, Inc. Mark Klopp, Eastman Chemical t.b.d.
Boston College Boston University Tufts	10:30PM-11:30PM	Breakout Sessions: Implementation A. Integrating portfolio companies and technology B. Spinning out ventures C. Pruning the portfolio
Simmons	11:30PM	Conference Ends

Session Locator

Conference Registration will be located on the 3rd floor of the Boston Marriott Copley Place, just outside the Simmons Room. All Conference events are conveniently located:



Hotel

The Boston Marriott Copley Place, our official conference hotel, is Boston's most complete convention hotel in the heart of the Back Bay. Ideally located in a dual indoor shopping mall complex featuring over two hundred shops and restaurants, many cultural and historic sites of Boston are nearby with the Back Bay subway station located a short walk from the hotel.

Boston Marriott Copley Place
110 Huntington Avenue,
Boston, Massachusetts, 02116, USA
Main Hotel Phone: 617-236-5800

