

Berkeley Innovation Forum
Meeting Agenda v.2.0
October 31st - November 1, 2007
Helzel Room, Haas School of Business, UC Berkeley[□]

Wednesday, October 31st

7:00pm – Hosted dinner for BIF members, at Jordan’s restaurant in the Claremont Hotel. The reservation is under “BIF – UCB”

Thursday, November 1st

7:15am **Bus Pickup** at the Claremont Hotel for guests staying there. Those requiring rooms should contact the hotel directly. Our block of rooms is under “BIF – UCB”, and we have received a special rate for the rooms.

7:30am **Breakfast.** For out of town attendees and those local early birds able to beat the traffic

8:15am **Welcome.** Henry Chesbrough. We will welcome new members to the Berkeley Innovation Forum, as well as new attendees from current Members. The new Members only Weblog will also be demonstrated.

8:30am **Roundtable** – Each member will be given the opportunity to share a current innovation issue that is “top of mind” right now in their company. Not every member will have to share something, but every member is invited to do so. This is to establish “what’s new”, or better yet, “what’s new that’s important”.

9:30am **Mohan Sawhney**, Kellogg School of Business, Northwestern University. Professor Sawhney will discuss his new book, **The Global Brain: Your Roadmap for Innovating Faster and Smarter in a Networked World**, which we will have copies of for your bookshelf.

10:30am **Break**

11:00 First Round of **Invited Company Innovation Management Experience.** At our last meeting, we expressed a desire to learn more about each other’s experiences in managing innovation, and in managing open innovation in particular. In this, the first of two such sessions, we will have 2 companies present their recent experiences, and have a general discussion.

- Eastman Chemical, Stu Weitzman
- Solvay, Tom Balsano

12:00 **Lunch**

[□] Located at 2200 Piedmont Avenue, Berkeley, CA 94720. The Helzel room is on the second floor of Building F at the Haas School, which is the ground floor of the building.

1:00pm **Henry Chesbrough**, The emerging business of Open Innovation. This will review a growing number of companies who have dedicated themselves to serving the open innovation marketplace. A typology of these providers will be developed. Members will be invited to share their own experiences in working with these companies.

2:00pm Second Round of **Invited Company Innovation Management Experiences**. This is the second of the two rounds of companies sharing their own experiences in managing open innovation.

- Hewlett Packard, George Dies
- Ricoh, Daja Phillips and Peter Hart

3:00pm **Break**

3:30pm **Panel - Measuring the Business Impact of Open Innovation**. One of the biggest challenges in managing open innovation is finding the right things to measure, and the right ways to measure them. We will convene a panel of BIF members to discuss this, including Randy Guschl of Dupont, Todd Abraham of Kraft, George Dies of HP, and John Tao of Air Products. However, all Members are expected to participate actively in this session.

4:45pm **Feedback**. We'll collect your feedback on today's session, what you liked and what you would like to see changed or improved in future meetings. We'll also discuss the date for the Spring 2008 meeting, and conclude with suggested items for that Agenda.

5:15pm **End**. For those of us who have to catch red-eye flights....

5:30pm **Reception**. Howard Room, Men's Faculty Club. We have arranged a special event for those of us who don't have to leave...

6:15pm **Dinner**. Howard Room, Men's Faculty Club

8:00pm **Bus Pickup**, back to the Claremont Hotel