

Berkeley Innovation Forum
Fall 2008 Meeting Agenda v.1.0
October 30-31, Haas School of Business
Helzel Board Room, F295

Wednesday October 29

7:30pm– Hosted dinner for early arriving BIF members, at Jordan’s Restaurant, Claremont hotel [please let Anita Stephens know if you’re planning to attend stephens@haas.berkeley.edu]

Thursday, October 30th

Bus Pickup at Claremont hotel. You will be transported to the Haas School of Business. We will meet in the Helzel room, F295. This is the same room we used last fall. (There will be signs for those who weren’t there last year.)

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

8:15am **Welcome and Review of the Two Day Program.** Henry Chesbrough. We will welcome new members to the Berkeley Innovation Forum, as well as new attendees from current Members. We’ll then discuss the Agenda for the coming day and a half.

8:30am **Speed Dating** – This is an “icebreaker” intended to give each BIF member a chance to engage in short conversations with fellow BIF members. This was an experiment in our last meeting that was very well received. We’ll run this for about an hour, so each BIF member will get a chance to meet 10 fellow members.

9:30 **Presenter #1** – Michael Chui, McKinsey (confirmed). Michael was the co-author of the recently published article in the McKinsey Quarterly, “The Next Step in Open Innovation”.

10:30 **Discussion** – with Michael Chui, Henry Chesbrough, and BIF members

11:00 **Break**

11:30 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.

- Tom Hill, Roche Pharmaceuticals
- TBD, Dupont

12:30 **Lunch**

1:30 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.

- Ronald Wolf, Philips
- John Wolpert, Best Buy/UpStart

3:00 **Break**

3:30 Henry Chesbrough – What’s New in Open Innovation at Berkeley?

- Open Business Models
- Fluid Innovation
- EBI
- Open Innovation in Services

4:45pm - Special Event

5:15pm – Break, Wine and Cheese

6:15 Dinner – special surprise. Please bring a jacket or sweater, just in case...

Day 2 – October 31st

7:45 am breakfast

8:30am – 9:30am Presentation of BIF Member survey on experiences in working with universities to access technology

- What practices work, and which do not work
- The biggest challenges companies find in working with universities

9:30 –9:45am Break

9:45 – 11:15 Discussion of British Petroleum and UC Berkeley’s Energy Biosciences Initiative

- Carol Mimura, Assistant Vice Chancellor, Intellectual Property and Industry Research Alliances
- Paul Willems, Technology Vice President, Energy Biosciences, BP

11:15 – 12 noon Workshop: how innovating companies can deal with universities

- develop tips for how to make effective relationships with universities
- develop ways to educate universities on industry needs
- identification of future issues to discuss

Noon – Evaluation of the 1.5 day meeting

12:10pm - End of meeting; departure to airport/office