

Printed January 14, 2009

*11th Annual*  
***CORPORATE VENTURING &  
STRATEGIC INVESTING***  
**C o n f e r e n c e**



**January 19 - 20, 2009**

**Renaissance Esmeralda Resort & Spa at Indian Wells, Palm Springs, CA**

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**The Leading Gathering for Corporate Investors and Business Development Executives Focusing on New Innovative Technologies, Corporate Venturing Programs, M&A, Emerging Markets, Deal Syndication and Strategic Partnerships with Entrepreneurs and Growth Companies**

***Audience Profile:***

Uniting corporate investors, new business development executives, venture capitalists, private equity investors, mergers & acquisition executives, institutional investors, technology transfer experts, licensing executives, investment bankers, corporate counsel, CTOs, CIOs, CEOs and CFOs of emerging growth companies.

***About this conference:***

This annual event provides corporate investors with strategies to gain a competitive advantage through corporate venturing and innovation initiatives. Capturing Innovation is at the top of the corporate agenda for global growth and an important lever to increase profitability and market share. Corporate venturing is a vehicle used by corporations to capture innovation, provide a window for acquisitions and an opportunity for strategic partnerships.

***Capturing technology innovation, market share and revenue streams through corporate strategic investing, venture capital, M&A, and corporate development partnerships***

This conference provides an opportunity for corporate strategic investors and business development executives to network, share investing models and best practices for their corporate venturing programs.

***How Corporations Are Partnering & Investing In Emerging Growth Technology Companies***

Those involved in corporate venturing programs will cover the key issues dealing with the harsh realities and opportunities of corporate venturing and strategic investing. Attendees will hear strategies and case studies from peers on how they are capturing technology innovation to enhance the Corporation's IRR and strategic goals.

***Program development:***

Topics are influenced by the advisory board of corporate investors and business development executives. Best practices, lessons learned, how corporate venturing programs are being structured in today's market to provide strategic value, M&A strategies, working with venture capitalists, intellectual property commercialization, strategic alliance & technology partnerships, and effectively managing portfolio companies for globalization objectives will all be addressed.

### **Conference Sponsors:**

- Allegis Capital
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- Atrium Capital
- Collier Capital
- Globespan Capital Partners
- Industry Ventures
- Italian Trade Commission
- New Venture Partners
- OceanTomo
- Sherwood Partners
- Synchrony Venture Management
- W Capital Partners

### **KEYNOTE TOPICS INCLUDE:**

- Understanding Today's Corporate Venturing Activities & Strategies
- Best Practices For Today's World of Corporate Venturing
- Deal Partnerships: Co-investing and Syndication with Venture Capitalists
- The Pros and Cons of Various Corporate Venturing Models
- Corporate Perspectives on IP Monetization Strategies
- Trends in Proactive Portfolio Management and Liquidity
- M&A: Corporate Dealmakers Discuss Business Goals, Targets and M&A Strategies
- How Corporations Are Partnering With Universities & Research Labs
- Interactive Roundtables
- CFO Roundtable: Perspectives on Linking CV to Corporate Performance
- Technology Partnerships & Alliance Management
- Alliances for Emerging Markets (China and India)
- The Metrics for Measuring Innovation Performance
- Key Management Imperatives of Innovation Performance
- Corporations as Strategic Limited Partners
- Innovative Ways to Mix Business and Equity Terms in a Transaction
- Spinning out the Corporate Venturing Arm Into an Independent Fund

# **CONFERENCE AGENDA**

## **Monday, January 19, 2009**

- 4:00 – 5:00                      **EARLY REGISTRATION & NETWORKING**
- 5:00 – 6:30 PM                 **WELCOME COCKTAIL RECEPTION**  
**Hosted: Strategic Ventures Association\*SVA**

## **Tuesday, January 20, 2009**

- 8:30 – 9:30 AM                 **CONFERENCE REGISTRATION & BREAKFAST**

**PROGRAM NOTE:**

***Attendees are welcome to watch the historic Presidential Inauguration of Barack Obama in the main Networking Foyer during the Continental Breakfast.***

- 9:20                                 **CONFERENCE WELCOME**

- 9:20 – 9:50                      **OPENING REMARKS FROM THE CHAIRMAN**

**Robert R. Ackerman, Jr.,** Managing Director, Allegis Capital

Allegis is well positioned to report on corporate venturing with over twenty years of experience in venture investing and strategic corporate investors as limited partners and strategic advisors providing portfolio companies with a competitive advantage.

9:50 – 10:30

**THE CORPORATE VENTURING IMPERATIVE:  
ENSURING FINANCIAL & STRATEGIC RETURNS TO BENEFIT INNOVATION  
STRATEGY**

- Using corporate venturing to define the corporation's growth strategy
- Converting insights into strategies
- Measuring innovation performance
- Sustaining competitive advantage
- The imperative of managing innovation performance

**Panel Chairperson:**

**Spencer Tall**, Managing Director, Allegis Capital

**Peter Rokkos**, General Counsel and Principal, Comcast Interactive Capital

**Issam Dairanieh**, Venturing Team, BP Alternative Energy

**Reese Schroeder**, Managing Director, Motorola Ventures

**Kuk Yi**, Senior Director, Corporate Development, Best Buy Co., Inc.

10:30 – 11:45

**BUILDING SUSTAINABLE CORPORATE VENTURING PROGRAMS**

Corporate Venturing programs have been tried for more than 25 years, but most corporations that have programs today had predecessors that they tried and then abandoned. Often corporate venturing is a 'top of cycle' phenom , abandoned in an economic downturn. In many cases this cycle has been repeated more than once. The result of these discontinuous efforts is that much of what is learned is lost and has to be relearned, and sponsorship and focus recaptured each time.

The topic of this panel is how to break this cycle and create corporate venturing initiatives with sustainability built in even in the face of economic downturns, with practical observations and hard-won wisdom offered from a selection of panelists who are in the thick of shaping these leadership programs in their respective corporations. The panel will address a variety of key topics:

- The purpose of corporate venturing and its growing strategic importance
- Biggest issues or impediments to the corporate venturing programs' downstream success; why most are abandoned in trying times; history as seen by pioneers
- Why the timescale of the effort is key to success.
- Organizational and process insights for sustainability
- What we've learned; techniques and tools you can apply that 'work'

**Moderator:**

**Heidi Mason**, Managing Partner, The Bell-Mason Group

**Panelists:**

**Corina Kuiper**, Director, Office of Emerging Business Development, Philips

**Debra Brackeen**, Vice President, Corporate Ventures, Hewlett-Packard

**Jeff Semenchuk**, EVP of Growth Ventures and Innovation, CEO of Citi Ventures Inc., Citigroup

11:45 – 12:30

**CREATING CORPORATE VENTURES: SPIN UP, SPIN IN, SPIN OUT**

Many corporations seek to create new ventures. Often using some form of an incubator, corporations identify, screen, fund and spin up new businesses. Once successfully started, corporate venturing managers then face the challenge of spinning the new business in by finding a home for it inside the corporation or spinning it out as an independent venture. This panel will address “whys” and “hows” of creating corporate ventures.

**Moderator:**

**Frank Rimalovski**, Partner, New Venture Partners

**Panelists:**

**Jim Peters**, Partner, Geisinger Ventures

**Bob Tenczar**, General Manager, Intellectual Property and Licensing, Microsoft Corporation

**Steve Seuntjens**, CEO, Lifestyle Incubator, Royal Philips Electronics

12:30 – 1:15

**STRATEGIC ALLIANCE MANAGEMENT:  
CREATING & SUSTAINING VALUE ADDED RELATIONSHIPS**

- Models to develop strong technology partnerships: helpful lessons from actual alliances
- Identifying and accessing the best partner
- Assuring mutual business, strategic and cultural fit
- Joint planning and value proposition development
- Creating and managing the relationship with internal business units
- Management support, accountability, partner communications

**Moderator:**

**Brad McManus**, Director of Investments, Panasonic

**Panelists:**

**Subra Narayan**, Director, Kodak Ventures

**Harshul Sanghi**, Managing Director, Motorola Ventures

**Alex Marquez**, Director, Intel Capital

**Patrick Henry**, CEO, Entropic Corporation

1:15 – 2:05

**LUNCHEON RECEPTION  
Hosted by: Allegis Capital**

2:05 – 2:15

**NVCA Corporate Venturing Group Update**

**Greg Foster**, Chairman-Elect, NVCA CVG

2:15 – 2:45

## **KEYNOTE FIRESIDE CHAT**

### **WORKING THE SEAM: CONNECTING INTERNAL NEEDS WITH EXTERNAL CAPABILITIES TO GENERATE STRATEGIC RETURN ON INVESTMENT (SROI)**

Much is made of the question of strategic returns vs. financial returns, and how to balance the two. But if your CVC program is targeted at surfacing opportunities for meaningful commercial partnerships between investor and portfolio company, the tension dissolves and the chances of a double bottom line increase dramatically.

The session, in fireside chat format, will talk about strategies for ensuring that your CVC program fills real needs in your firm, contributes materially to the milestones of your portfolio companies, and generates both operating margins and attractive ROI.

***Participants are invited to submit questions they'd like to pose or issues they'd like to see addressed to 'acapaper@synchronyvm.com' Confidentiality fully respected.***

Topics include:

- Helping business unit managers understand and justify why they need to look outside for value
- Asking business unit managers the right questions to ensure that high-value needs surface
- Matching business unit needs to entrepreneurial firms' capabilities
- Creating win/win/win deals for internal stakeholders, co-investors and portfolio companies
- Leveraging Complementary Assets to optimize partnering with portfolio companies
- Using Comparative Advantage to communicate the CVC value-proposition.

#### **Thought Leader:**

**Adam Capera**, Founder and Managing Director , Synchrony Venture Management

#### **Thought Leader:**

**Cheryl Perkins**, Founder of Innovation Edge, Former Chief Innovation Officer, Kimberly-Clark

2:45 – 3:00

## **AFTERNOON NETWORKING & REFRESHMENT BREAK**

3:00 – 3:45

## **CONCURRENT SESSIONS**

### **Session A:**

#### **THE VC / CVC RELATIONSHIP:**

#### **STRATEGIES TO MITIGATE CONFLICTS OF INTEREST**

#### **Moderator:**

**Bertrand Navarrete**, VP, Internet Capital Group

#### **Panelists:**

**Austin Noronha**, Vice President, Strategic Technology Partnerships, Sony Electronics, Inc

**Alan Koening**, Fund Manager, UPS Strategic Enterprise Fund

**Phil Giesler**, Director of Innovation, Physic Ventures

**Daniel Leff**, Venture Partner, Globespan Capital Partners

**Russ Pyne**, General Partner, Atrium Capital

**Session B:  
THE ART OF GLOBAL CORPORATE DEVELOPMENT IN TODAY'S  
PLAYING FIELD**

**Moderator:**

**Ira Kalina**, Partner, Drinker, Biddle & Reath LLP

**Panelists:**

**Jay Eum**, Co-Founder and Managing Director, TransLink Capital

**Rob Trice**, Senior Managing Director, SK Telecom Ventures

**Luis Llovera**, Managing Director, Bosch Corporate Ventures

**Tak Nishimura**, Director, NTT San Jose

**Brad Corrodi**, Partner, Logispring

**3:45 – 4:30**

**CONCURRENT SESSIONS**

**Session A:**

**WORKING WITH SECONDARY FUNDS: LIQUIDITY OPTIONS TO SELL OR  
SPIN-OUT CORPORATE VENTURE PORTFOLIOS**

Over the last ten years many corporations have divested or spun out some or all of their venture investments. If your CVC program is considering selling some investments or doing a spin-out from the corporate parent, this panel will go over some example transactions that were successful.

The session, in a fireside format, will talk about the motivations for selling investments and also the deal structures that are available to CVC managers.

*Participants are invited to submit questions prior to the session to [hans@industryventures.com](mailto:hans@industryventures.com). Confidentiality is fully respected.*

Topics include:

- Selling a portion of the CVC portfolio
- Selling an entire CVC portfolio
- Spin-outs of the portfolio with the management team as a new GP
- Spin-outs of a portfolio with a new GP
- Reconstructing of a portfolio with the CVC intact within the corporation (partial sale)
- What are the legal structures available
- Who are the right partners to work with on a transaction
- What transactions were successful for the portfolio companies and the GP

**Facilitator:**

**Hans Swildens**, Founder and Principal, Industry Ventures LLC

**Panelists:**

**Loren Minkus**, Director-Portfolio Management, Motorola Inc.

**Eran Raber**, Director, New Business and Venture Investments, Agilent Technologies

**John Babcock**, General Partner, Rustic Canyon Ventures

**John Kim**, Partner, W Capital Partners

**Session B:  
INTELLECTUAL PROPERTY ISSUES TO BE AWARE OF WHEN  
EVALUATING POTENTIAL PARTNERS**

- Track record – innovation success rate; previous business arrangement success rate
- IP protection and management strategies domestically and internationally
- IP ownership in core vs. non-core developments
- Trade secret and human capital issues
- Capitalization
- Access to technical resources
- Geographic constraints

**Moderator:**

**Tom McWilliams**, Partner, Drinker, Biddle & Reath LLP

**Panelist:**

**Paul V. Greco**, Director, OceanTomo

**Stephen Socolof**, Managing Partner, New Venture Partners

**Tom Hawkins**, Director, Arcapita Ventures

**Jay Reinemann**, Managing Director, Templar Venture Partners,  
Formerly head of Visa Ventures

**4:30 – 5:45**

**OPEN INNOVATION IN ACTION PROCESS:  
CASE STUDY ILLUSTRATIONS**

**Moderator:**

**Andrew Gaule**, Director, H-I Network

**Panelist:**

**Stephen Socolof**, Managing Partner, New Venture Partners

**David Berkoff**, Manager of Technology Development, Sempra Energy Utilities

**INTERACTIVE ROUNDTABLE DISCUSSIONS**

**Attendees will have the opportunity to sit in small groups and discuss the topic of their choice. Each table will have a facilitator.**

- Life Sciences
- Mobile & Wireless
- Nanotech
- Energy/Clean-Tech
- Getting internal support for CVC programs
- Open Innovation in R&D
- Incubating new ventures
- Spinouts
- Secondary Market
- Direct external investment
- Investing in VC funds
- Corporate Governance
- Valuating ventures

**5:45 – 7:00**

**COCKTAIL RECEPTION FOR ALL ATTENDEES  
Hosted by: Drinker Biddle & Reath LLP**

**7:00 PM**

**CONFERENCE ADJOURNS**



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