

# Senior Innovation Programme

Stimulating new thinking with leading organisations

## Programme overview and objective

The Innovation Programme to California was a result of the request by members of the H-I Network to gain insights to the current view of technologies and innovation approaches in other leading organisations.

The objectives of the tour were to:

- Gain insight into technologies and methods of US based new business developers and corporate venturers
- Get a view of technology trends
- Provide an update on the VC market and on Corporate Venturing
- Attend the IBF Corporate Venturing and Strategic Investing Conference
- Network with senior executive peers from other leading organisations

The programme included visits to:

- **Tesla Motors** – Innovative electric car company which is based on a Lotus design
- **Xerox Palo Alto Research Center** – New technology markets and open Innovation in research labs
- **SRI (Stanford Research International)** – Advanced research and approaches to product and services development
- **Applied Ventures** – Corporate venturing and managing investments with leading technology research
- **Physic Ventures** – Insights to Unilever's Technology fund
- **Solfocus** – An innovative solar panel business which expanded with PARC and three rounds of VC funding
- **Strategic Venture Association** dinner with very lively discussion
- **IBF conference** – Capturing Innovation through Corporate Venturing & Strategic Investing

## Participating organisations

A key component of the tour was the participation of senior executives responsible for new business development, corporate venturing and corporate venture capital in leading global organisations. These included BAE systems, Eon, Linde, Philips, Procter & Gamble and Syngenta.

Participants also attended a dinner with the Strategic Venture Association and executives from BASF, Sony, Panasonic, Kodak, Honda and Wilson Sonsini Goodfrich & Rosati.

The conference provided an opportunity to listen to and network with over 200 executives from leading corporates and VCs.



## Participants comments

"A very effective and time efficient crash course on the world of VC! High recommended."

**P&G, Director Corporate R&D, EMEA**

"The info gained and informal discussion provided strong support to our understanding of corporate venturing in the US compared to Europe."

**Director of Venturing**

"Great way to dive in to the world of corporate venture. Highly recommended"

**Linde Healthcare gases , Head of Innovation**



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