

## Bringing entrepreneurial life to Corporate Ventures - Innovation stress points

**Thursday 12 June 2008, 17.00 – 21.00**

**Café Royal, London**

Launching an innovative new product or business in a corporate environment is a big challenge. Gaining the entrepreneurial drive, insights about new customers, building a team and gaining investment from partners requires skills which are not readily available in a corporate.

During an organisation's development of innovation and new business ideas there are key and often predictable 'innovation stress points'. During this H-I Thought Leadership Forum we will gain an overview of these key stress points and we will focus on the issues and solutions that need to be addressed in building new ventures. We will also see how having Open Innovation approach to bringing in external entrepreneurs and investors can change the dynamic of corporate venturing.

Andrew Gaule of the H-I Network will outline the innovation stress points approach.

Ciaran McCourt the CEO of MiLife, a Unilever Venture, will provide a brief presentation and insights to the innovative start up which was initially developed in Unilever's research lab. The business now has externally recruited team members and is raising external funding.

Following the presentations there will be plenty of time for the executive attendees to discuss the topic and exchange experiences.

### Forum preparation

To ensure a rich and fully participative discussion please consider:

- what the key objectives are for your innovation and venture process
- how your organisation focuses on building new businesses
- do you effectively use open innovation to bring in resources and investors to drive a venture.

### Forum format

The session is developed and facilitated by H-I Network for its members and will draw on our experience of supporting strategic change in leading global organisations. The forum welcomes up to two senior executives from each organisation to provide a good opportunity to discuss individual experiences. The forum commences at 17:00 with dinner served at 19:45, and the discussion continues.

### Location and registration

Café Royal, 68 Regent Street, London, W1B 5EL

Nearest underground stations are Piccadilly, Oxford Circus or Green Park

Please contact Lisa Curteis to reserve your place.

**Tel:** +44 (0)207 747 7838 **Email:** [lisa.curteis@h-i.com](mailto:lisa.curteis@h-i.com)

For further information on H-I Network please view our website at [www.h-i.com](http://www.h-i.com).



**H-I Network, 33 St James's Square, London SW1Y 4JS**

**Tel: +44 (0)20 3178 6755 Fax: +44 (0)20 3178 6733 Email: [www.h-i.com](http://www.h-i.com)**

H-I Network is a division of Corven Consulting Ltd. Registered office Lion House, Red Lion Street, London, WC1R 4GB. Registered Limited company in England No. 03752224