

Senior Executive US Innovation Programme

19 – 22 January 2009, California, USA

The H-I Network is hosting its 4th Annual Senior Executive US Innovation Tour to California in January 2009. With an impressive selection of fascinating companies to visit this tour provides a fantastic opportunity to learn from organisations at the forefront of R&D exploitation, innovation and corporate venturing. The tour also provides a relaxed forum for networking amongst fellow senior peers from other leading global organisations.

The objectives of the tour are to:

- gain insights into technologies and methods of US based new business developers and corporate venturers
- get a view of technology and business model trends
- provide updates on the VC market and Corporate Venturing in these turbulent times
- attend the IBF Corporate Venturing and Strategic Investing Conference.

Previous participants comments

"Numerous networking opportunities ... with key people in corporate venture capital fields in Silicon Valley and across USA"
Rolls Royce, VP Corporate Venturing

"A very effective and time efficient crash course on the world of VC! Highly recommended." **Procter & Gamble, Director Corporate R&D**

"... I would recommend the tour to others."
Unilever, Head of Corporate Venturing

"Provided me a better insight in the set-up of open innovation / venturing within other corporations."
Phillips, Corporate Venture Operations Exec

Corporate visits

Xerox Palo Alto Research Center, Palo Alto, CA (www.parc.com)

Key Learning – New business initiatives in new markets and open innovation in research labs

The Palo Alto Research Center (PARC), a subsidiary of Xerox Corporation, conducts pioneering interdisciplinary research in the physical, computational, and social sciences. Building on a 36-year tradition of innovation, PARC today provides research services, technology, and intellectual property to Xerox and other strategic partners. The PARC is often cited in case studies as a leading research site and key proponent of Open Innovation in R&D.

Hewlett Packard, Palo Alto (www.hpl.hp.com)

Key Learning- Open innovation collaboration methods and linking to venturing to large corporate innovation

HP Labs' Open Innovation Office pursues and coordinates research collaborations with top researchers and entrepreneurs in academia, government and business around the world. It ensures joint research endeavours result in high-impact research that meets HP and its partners' scientific and business objectives. The office consists of a global team, bringing together expertise from around the world to foster discovery and address important issues; connecting the world's leading researchers, scientists and entrepreneurs through ground-breaking programs; and collaborating with them to tackle the next generation of breakthrough technologies.

Tesla Motors, San Carlos, CA (www.teslamotors.com)

Key Learning – Gain insights to the technology challenges in electric car development.

How do you drive a revolution in creating a new motor vehicle in Silicon Valley.

Tesla is the revolutionary electric car which is taking California and the world by storm. 0-60 in 4 seconds, 135 mpg equivalent and 220 miles per charge



Honda Strategic Ventures, Mountain View, CA (www.honda-ri.com)

Key Learning – Corporate venture capital models, Open innovation and insights to renewables and energy

Honda Strategic Venturing (HSV) is the strategic venture investment arm of the global Honda R&D organization. HSV makes investments in technology venture companies which would create synergy with Honda's long-term R&D strategy. Honda's competitive advantage has always come from product innovation supported by strong R&D activities. As a component of Honda R&D, the HSV mission is to identify venture companies with technology of interest to Honda R&D, create new value through venture investment that bridges outside entrepreneurs and our internal R&D, and share with outside entrepreneurs our unique corporate spirit fostered by our founder, Mr. Soichiro Honda: The Power of Dreams. Areas of focus are alternative energy, advanced materials, robotics and communication.

Corporate visits

Applied Ventures, Santa Clara (www.appliedventures.com)

Key Learning – The management of separate venture fund and effective connections to core business
Applied Ventures, LLC is the venture capital arm of Applied Materials, Inc., (*Nasdaq: AMAT), the global leader in nanomanufacturing technology solutions with a broad portfolio of innovative equipment, service and software products for the fabrication of semiconductor chips, flat panels, solar photovoltaic cells, flexible electronics and energy efficient glass. Applied Materials apply nanomanufacturing technology to improve the way people live. Applied Ventures invests in high-growth, early stage technology companies. Applied ventures are driven by both financial and strategic objectives, and the mission is to profitably invest in companies that provide a window on technologies that advance the semiconductor and related industries.

iD Ventures America, LLC (www.idsoftcapital.com)

Key Learning – Insights from a technology fund which is started as a CVC in Acer and is now a leading VC
iD Ventures www.idsoftcapital.com (formerly Acer Technology Ventures) was founded by a group of senior management from Acer Group in January 1998. Through various venture funds, they identify and invest in North American companies with demonstrated innovation, intellectual property, and growth potential. iD Ventures America gives motivated entrepreneurs the capability and edge to deploy and grow their businesses in North America, the Pacific Rim, Greater China and beyond.

W I Harper (www.wiharper.com)

Key Learning – Gain insights to the technology start ups spinning out of academic and commercial organisations and how these are financed. You will also gain insights to the very strong link between Silicon Valley and China.
WI Harper pioneered the concept of building a business bridge across the Pacific Ocean for early stage IT and life sciences companies. They work with entrepreneurs who target growth opportunities in Greater China as a key objective for their business. Through their well-established network of leaders in manufacturing and distribution enterprises, government agencies, and potential customer organizations, they help companies develop and execute their China strategies. Since 1996, they have backed over 90 emerging companies in China, Taiwan and the United States, resulting in 15 IPOs and a number of M&A transactions. WI Harper investment professionals in Beijing, San Francisco and Taipei manage over \$400M in assets.

Physic Ventures (www.physicventures.com)

Key Learning – The transition from a Corporate Venture Fund to a more independent fund and the related governance structures. Health and wellness investing
Physic Ventures, is the San Francisco VC which has Unilever as a lead investor. Physic Ventures provides capital and support to entrepreneurs focused on building exceptional science-based, consumer-directed health, wellness and sustainable living companies. The strategy is to capitalise on major economic, social and political trends shaping the landscape of personal and planetary health, including the rapid migration toward a consumer-driven, prevention-oriented "self-care" paradigm.

N.B. Meetings are subject to change due to scheduling and time availability.

Strategic Venture Association Dinner

The USA based Strategic Venture Association was founded by professionals involved in Corporate Venturing in 2003 and has 306 members representing 98 corporations. This dinner is a great opportunity to meet executives based in California from leading global organisations. Participants in previous dinners were from Sony, Siemens, Panasonic, Kodak, Honda, Motorola and Wilson Sonsini Goodfrich & Rosati.

IBF Corporate Venturing & Strategic Investing Conference, 19 - 20 January 2009

This conference takes place on 19 and 20 January 2009 is the leading global conference on corporate venturing and strategic investment. H-I Network will be chairing a case study panel and discussion groups which our participants will help to facilitate giving you a high profile opportunity to network. With over 50 key speakers there is an opportunity to network, share innovation strategies and discuss options for portfolio companies, investing programs, IP commercialisation and technology processes. (www.ibfconferences.com).

Registration details

The cost of the tour is in addition to the H-I Network membership. Based on experience from previous tours, we expect that delegates will wish to arrange their own flights and accommodation, following our recommendations, in order to fit the visit schedules.

Full tour including the IBF conference: £3,950 + VAT for H-I Network members £4,550 + VAT for non members. We are pleased to be able to offer a 10% discount for payments received before 12 December 2008.

Please contact Lynda Phelps for further details and to reserve your place
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