

Innovation Forum

Bigger returns with bigger ideas

March 27th, 2014

Berkeley, Calif.

Synopsis

The Economist's fifth annual Innovation Forum will explore truly transformative innovations that have the potential of changing how we live and work—and ask how more companies can think bigger and solve today's most important challenges.

What is 'big'? Big is the printing press, steel, antibiotics and transistors. What will the next 'big' be? That's what investors are asking and companies are brainstorming.

This conference, chaired by China business editor Vijay V. Vaitheeswaran, aims to answer the ultimate questions for technologists, futurists, and C-suite executives: Are we thinking big enough and how do we get there?

The event will also aim to answer:

- Is innovation big enough in America and creating the economic opportunities this country needs?
- How has the state of the global economy impacted companies' ability to dream and act big?
- Is innovation big enough at your company to create the profits you need?

Disruptive technological change seems to be a constant, but is it really changing the way companies and people operate as much as innovations in the past have? Are incremental advances delivering on the promise of value and impact? Are we focusing on applications and software to the detriment of revolutionary new products?

This conference will gather senior leaders in technology, media, planning, engineering and design, with *Economist* editors and senior correspondents, to discuss what it takes to bring your company's innovative ideas to the next stage.

Innovation Forum 2014 is designed for C-level and senior executives responsible for innovation, information, technology, strategy, and marketing who are charged with driving innovation and new product development—across industries and sectors. Together with *The Economist's* editors and featured guests, all will participate in a full day of stimulating, interactive discussion and debate, with a practical focus on business issues in the broader context of large-scale, global trends.

Speakers:

Robert Ames, Senior vice president, In-Q-Tel

Curtis Carlson, President and CEO, SRI International

David Carroll, Director, Center for Nanotechnology and Molecular Materials, Wake Forest University

Jerry Engel, National Faculty Director of the Innovation Corps, National Science Foundation

Ariel Garten, Chief executive, Interaxon

Stephen Hoover, Chief executive officer, Palo Alto Research Center

Kevin Hunter, President, CALTY Design Research Inc., Toyota Motor Corp
Wendy Mayer, Vice president of worldwide innovation, Pfizer
Michael C. McAlpine, Assistant professor of mechanical and aerospace engineering, Princeton University
Wido Menhardt, Chief executive, Philips Innovation Center, Bangalore
Eric Migicovsky, Chief executive, Pebble Technology
Charles Moldow, General partner, Foundation Capital
Isabelle Olsson, Lead Industrial Designer for Google Glass, Google
Slava Rubin, Chief executive, Indiegogo
Julie Samuels, Attorney and the Mark Cuban Chair to Eliminate Stupid Patents, Electronic Frontier Foundation
André Thibault, Head of Product Management, Bombardier
Vijay Vaitheeswaran, China Business and Finance Editor, The Economist
Sharon Vosmek, Chief executive, Astia
Vivek Wadhwa, Vice president of innovation and research, Singularity University
Padmasree Warrior, Chief Technology & Strategy Officer, Cisco Systems

Programme:

9:00 am **The innovation transfer**
Are we thinking big enough?

It appears that technology is changing the way we live and work at warp speed. But, actually, has anyone recently come up with an invention half as useful as the modern toilet. Are innovators being limited? Why are Millennials inventing apps instead of the next transformative product? Is America seeing a brain drain of its greatest innovators into emerging markets?

Curtis Carlson, President and CEO, SRI International
Wido Menhardt, Chief executive, Philips Innovation Center, Bangalore
Vivek Wadhwa, Vice president of innovation and research, Singularity University

9:30 am **Beyond high-tech**
Bridging the gap between engineering and design

How can innovators focus more on the design of new products, and how can companies build a better connection between engineers, technologists and designers? This session will also feature examples of industries taking the leap to making this work, including recent innovations in plane, train and automobile technologies.

Kevin Hunter, President, CALTY Design Research Inc., Toyota Motor Corp
Isabelle Olsson, Lead Industrial Designer for Google Glass, Google
André Thibault, Head of Product Management, Bombardier

10:00 am **Innovation inspiration**
What's next?

A brief look at what's next in wearable technology, mobile payments, design wares, big data, health care, security, finance, communication, science, materials, or even mapping brain activity.

Ariel Garten, Chief executive, Interaxon

10:10 am **Managing the risk of innovation**

How companies take the leap

Failure to embrace disruptive ideas with the power to transform a company threatens the long-term survival and growth of many corporations. So organizations need to have a culture that rewards disruptive innovations plus an effective strategy to manage and mitigate the real risks that accompany the development of breakthrough products. This session will explore the requisite policies and practices that extend from the C-suite and R&D labs through the sales force and front-line employees.

Stephen Hoover, Chief executive officer, Palo Alto Research Center

Wendy Mayer, Vice president of worldwide innovation, Pfizer

Padmasree Warrior, Chief Technology & Strategy Officer, Cisco Systems

10:40 am **Morning break**

11:05 am **Innovation inspiration**

What's next?

A brief look at what's next in wearable technology, mobile payments, design wares, big data, health care, security, finance, communication, science, materials, or even mapping brain activity.

David Carroll, Director, Center for Nanotechnology and Molecular Materials, Wake Forest University

11:15 am **A case study in innovation**

From development through sales

This session will look at the transformation of an innovative company—from soup to nuts. It will also consider whether US companies should be competing with emerging market growth philosophies, or focus on fostering an innovative spirit.

11:45pm **Innovation inspiration**

What's next?

A brief look at what's next in wearable technology, mobile payments, design wares, big data, health care, security, finance, communication, science, materials, or even mapping brain activity.

Michael C. McAlpine, Assistant professor of mechanical and aerospace engineering,
Princeton University

12:05 pm **Lunch**

1:30 pm **Preliminary working groups**

Innovations in analytics: from big data to smart data
Innovations in mobility
Innovations in social, like enterprise solutions meet social networks
Innovations in cloud
Innovations in cyber security
Marketing and selling innovations

2:45 pm ***The Economist –InnoCentive Challenge***
How can innovative technologies on mobile devices improve public services?

Judges:

Charles Moldow, General partner, Foundation Capital

3:30 pm **Afternoon break**

4:00 pm **Red tape and legal headaches**

Tackling public policy

From patent trolls to hiring talent to federal regulatory compliance, in what ways is public policy limiting innovation and what solutions are available? Learn from leaders in the field on how to overcome these bumps to your target destination.

Joe Green, President and founder, FWD.us

Julie Samuels, Attorney and the Mark Cuban Chair to Eliminate Stupid Patents, Electronic Frontier Foundation

4:30 pm **Institutional innovation**

Government's major role

While many assail regulatory roadblocks and money wasted on dead-end research, government funding has nurtured many innovative advances, including pharmaceuticals, hydraulic fracturing and the Internet. What's the right role for government in the innovation process?

Robert Ames, Senior vice president, In-Q-Tel

Jerry Engel, National Faculty Director of the Innovation Corps, National Science Foundation

5:00 pm

Finding financing

Funding the big ideas

Finding funding is among the most common challenges for technology efforts. How easy is it for companies to put their focus on big ideas, and can startups find financing for really new innovations? Is it really that easy to access venture capital? Is crowd-funding the success story some make it out to be?

Eric Migicovsky, Chief executive, Pebble Technology

Slava Rubin, Chief executive, Indiegogo

Sharon Vosmek, Chief executive, Astia

5:30 pm

Networking reception