

Corporate Venturing Leadership Forum

CVLF 2.2

Final Draft Agenda

CVLF2.2 CERN, Switzerland

9th/ 10th October 2018



Continuing the trend of meeting at inspirational venues, I am pleased that we are visiting IdeaSquare, CERN for this meeting. Thank you so much Ian Tracey for helping to organise (and Ercco and Massimo for recommending).

There are two key themes for this event:

- A member request: Failure: Learning and Communication
- Ecosystems and Technology Transfer

There are still a few parts of the agenda that is subject to confirmation (flight availability).

Details about the venue are [here](#) . The location is: Building 3179, Entry through LHC Point 1 gate -ATLAS- Route de Meyrin 385, 1217 Meyrin, Switzerland.

It is close to both the airport and Geneva itself and there are plenty of hotels in the vicinity (at a variety of price points.) The restaurant is also in the nearby vicinity.

The closest hotel to both is probably the Hotel NH Geneva Airport but there are plenty of others in the surrounding area at different price points.



Any questions, give me a shout.

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Agenda

9th October : 7PM - 10PM Venue Dinner - [Café de Mategnin](#), Avenue Auguste-Fr.-Dubois 37, 1217 Meyrin Tél : +41 22 782 06 88

We have booked the group dinner at this highly recommended Cafe/Restaurant where will be treated to a traditional Swiss meal including their famous Fondue (they offer both cheese or mushroom). **Please let me know as soon as you can if you have any dietary requirements. ACTION**

An opportunity to catch-up with fellow members, meet new ones as well as local innovators. Subject to flights Prof Erkkö Autio will be joining us and can talk to members about his latest research.



Erkkö is Professor of technology-based venturing with focus on new firm creation, growth, and internationalisation. A Global expert in startup and innovation ecosystems and advisor to venture capital funds, startup ecosystems, EU Commission, governments, universities, and policy initiatives (usually as member of the advisory board).

His recent research focus is on the creation and manage innovation ecosystems comprising corporates and smaller companies.

10th October: 09:00 - 16:00 Venue Ideasquare.[here](#) . The location is: Building 3179, Entry through LHC Point 1 gate -ATLAS- Route de Meyrin 385, 1217 Meyrin, Switzerland.

You will need to separately register with CERN for Security purposes. I will send the link in the next couple of days - ACTION

9:00 - 9:15 Coffee and Registration

9:15 - 9:30 Welcome and House Rules - Adam Swash, CfBI

9:30 - 10:00 Welcome to CERN/ Idea Square - Markus Nordberg, Head of Resources Development, CERN



Head of Resources Development in a new Unit called Development and Innovation (DG-DI-DI). The mandate of D&I is to create initiatives that support detector R&D and related activities at CERN for LHC upgrades, ILC and other physics projects in their early stages. External funding is sought for these initiatives. The focus is on detector technology development involving and engaging external partners such as industry and external research institutes, identifying and fostering the development and innovation potential outside the domain of particle physics.

10:00 - 10:30 NEW MEMBER Welcome: Philip Garner, Lloyds Bank



Across LBG, we are transforming the Group for success in a digital world. My role is to develop strategic partnerships with 3rd parties - such as fintechs and universities - to accelerate this transformation.

10:30 - 10:45 Break

Session Title: Failure is an option

10:45 - 11:30 KEYNOTE: Failure is (Not) an Option:

Andrea Mills Chief Advisor, External R&D and Emerging Technologies for PMI Science and Innovation, Philip Morris and former Senior Special Advisor to the Leadership of NASA Cross-Industry Innovation.



Andrea Mills is an innovation executive, serial intrapreneur, technology investor and corporate venture capital, with extensive international experience in open innovation, technology scouting and technology investments. Past executive roles include Chief Innovation Officer, Open Innovation Advisor, Digital Transformation Officer, Head of Technology Intelligence and Corporate Venture Investments in multinational groups in North America and Europe. His technology and investment expertise spans across various technology fields, including autonomous systems, IoT, AI, sensing technologies, surgical robotics, drug delivery systems, advanced image recognition, high-performance materials, distributed cognitive systems. He advises the leadership on NASA on cross-industry innovation.

Many business leaders have internalized the idea that failure is not an option. But what IF failure is not only an option, but a pre-requisite for innovation and success? Drawing on his international experiences gained while supporting innovation efforts in various types of organizations including complex industrial conglomerates, high-tech start-ups, the United Nations Industrial Development Organization (UNIDO) and NASA, Andrea talks about the cultural and organizational shifts necessary to fail fast, fail safely, learn from failure, change, and adapt. He also discusses the concept of exaptation, the emergence of novelty in complex, adaptive systems observed in biology, technology and business ecosystems, and the role it can play in radical innovation dynamics.

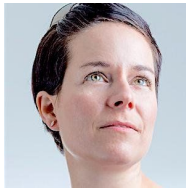
11:30 - 12:30 WORKSHOP: Failure: Learning and Communication. Adam Swash

Following from Andrea's presentation we will spend this workshop delving further into failure in our corporates. **Each delegate should come prepared to talk about an instance of failure within their organisation. The group will then pick two of these to work through as a group and understand the lessons that can be applied back home.**

12:30 - 1:30 Lunch and an opportunity to network with residents

Session Title: Ecosystems and Technology Transfer

1:30 - 2:15 CASE STUDY: Swiss Start-up Ecosystem, key players and why it works: Penny Schiffer: Head of Startup Initiatives @ Swisscom.



Bring external innovation from Startups into Swisscom. As an active member of several startup programs and juries (e.g. Venture Kick and ICC) I engage with a high number of high tech startups and established companies in Switzerland and in Silicon Valley. I leverage my huge network (1'000+ in LinkedIn and XING) covering Switzerland, Europe (D, UK, Sweden) and Silicon Valley with start-ups, incubators, VCs, telcos and independent

software vendors and IT service providers

2:15 - 3:45 Technology Transfer

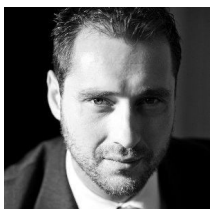
CASE STUDY: The CERN ecosystem, Corporate Innovation and Start-ups: Giovanni Anelli: Head of Knowledge Transfer Group at CERN



Giovanni is currently the Head of the Knowledge Transfer group at the European Organization for Nuclear Research (CERN).

He has extensive experience both in research institutes and industry, and is passionate about creating new links between these complementary actors of innovation.

CASE STUDY: Commercialising the 'Tail-Pipe' utilising the wider ecosystem to commercialise waste IP Dr. Tobias Engert: Head of Technology Transfer at GSI Helmholtz Centre for Heavy Ion Research



Tobias Engert studied mechanical engineering with specialization on "Manufacturing and Process Technology" and holds a PhD in Nuclear Structure Physics. Tobias has been working at GSI since 2003 and he started in the nuclear structure research department. He was involved in a lot of developments and experiments with the spectrometers "Online-Separator", RISING and AGATA. Before GSI he worked for BMW, CORONET Kunststoffwerke GmbH and Freudenberg Vliesstoffe KG

Followed by Discussion.

3:45 - 4:00 Closing Remarks - Adam Swash, CfBI