Lux Executive Summit:
From Innovation to Adoption

April 25-27, 2010
Cambridge, MA

Sunday, April 25, 2010	
3:30 pm–8:00 pm 4:00 pm--5:30 pm	**Registration Opens** **Harvard Center for Nanoscale Systems Lab Tour**
6:00 pm--8:00 pm	**Welcome Reception**

Monday April 26, 2010			
7:00 am–7:00 pm	**Conference Registration and Information Desk Open**		
7:00 am-8:30 am	**Breakfast Reception**		
8:30 am–8:45 am	**Welcome and Introduction** ***Dennis Philbin***, CEO, Lux Research		
8:45 am–9:30 am	***From modular innovation to accelerated adoption: open innovation's teenage years*** ***Chris Hartshorn,*** Research Director, Lux Research Over the last 25 years, the development, identification and incorporation of new technology has become increasingly distributed. Open innovation along with the establishment of a global footprint for corporate R&D, has shifted R&D from monolithic facilities to distributed knowledge networks in companies from Apple to Yahoo. The plummeting cost of seeking, sharing, and storing data has now enabled new strategies beyond managing knowledge, into managing and optimizing distributed physical assets such as IBM's Smarter Planet solutions. However, opportunities are now emerging with unique or absent infrastructure challenges which will demand still higher levels of innovation at an increasingly modular level. Optimizing this combination of distributed invention, development, and adoption defines the new challenge of modular innovation for corporations and start-ups alike. This session will cover: • Modular innovation: amenable to small scale, facile to add modular scale • Sectors, geographies, and applications in which modular innovation enables adoption • Eliminating centralized control from all functions as a key to maximizing growth		
9:30 am–10:15 am	***The changing nature of research and innovation in the 21st century*** ***Irving Wladawasky-Berger,*** Chairman Emeritus, IBM Academy of Technology; Citigroup as Strategic Advisor Over the past century, science and technology have been successfully applied to innovation in the industrial sector of the economy, leading to very high productivity and quality, and to the development of highly sophisticated and complex objects like airplanes, skyscrapers and microprocessors. The 21st century defines a new set of challenges, especially in the complexity of the systems we are now developing. Continuing advances in digital technologies promise to be as pivotal to the 21st century as steam power was to the industrial revolution, leading to an information- and services-driven economy which is changing the focus, design objectives and the methods by which the world innovates to meet global challenges. This presentation will explore the key differences between "classic" industrial sector innovation and innovation in this emerging information and services economy, as well as the growing technical capabilities and business opportunities for organizations that embrace these new modes of innovation.		
10:15 am–10:45 am	**Networking Break**		
Break into tracks	**Renewable Generation**	**Energy Storage/Distribution**	**Water Technologies**
10:45 am–11:15am	**Solar State of the Market** ***Ted Sullivan,*** Senior Analyst, Lux Research	**Energy Storage State of the Market** ***Jacob Grose,*** Senior Analyst, Lux Research	**Water Technologies State of the Market** ***Heather Landis,*** Analyst, Lux Research
	Today's top dogs debate Leaders in each of three major technology areas share their strategies and debate which are the most important trends in the market to watch. The firms will present three unique approaches, and take questions from Lux Research's experts and the audience.		
11:15 am–12:00 pm	**Panel: Succeeding in solar's new landscape** ***Steve Rhoades,*** President & CEO, Satcon ***Robert Petrina,*** Managing Director, Yingli Solar ***Raghu Belur***, Co-Founder & Vice President, Marketing, Enphase Energy	**Panel: Making energy storage opportunities real** ***Bill Reinert,*** National Manager of Advanced Technology, Toyota Motor Sales, USA ***Prabhakar Patil,*** CEO, Compact Power ***Micheal Austin,*** VP, BYD America	**Panel: True stories of water cultivation in the hydrocosm** ***Jeff Fulgham,*** Chief Marketing Officer, GE Water ***David Moll,*** Chief Scientist for Water & Process Solutions Innovation, Dow Water & Process Solutions ***Bill Musiak,*** Commercial Director, Norit X-Flow N. America

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<table>
<tr><td>12:00 pm–1:15 pm</td><td colspan="3">Lunch and Networking Dessert</td></tr>
<tr><td>Break into tracks</td><td colspan="3">Rising stars roundtable

The Lux Research team scours the globe for companies developing innovative technologies. For this session, Lux experts pick their top contenders among the emerging companies and labs that have the potential to produce game-changing technologies of tomorrow. Each organization will present its product direction and objectives and will face cross-examination from an expert investor and a representative from a large corporation looking for partners.</td></tr>
<tr><td>1:15 pm–2:00 pm</td><td><u>Renewable Generation</u>

Craig Cornelius, Managing Director, Hudson Clean Energy Partners (moderator)
Kurt Barth, Founder & Chief Technologist, Abound Solar
Dave Pearce, President & CEO, NuvoSun
Derek Lim Soo, Vice President, Business Development, Stirling Energy</td><td><u>Energy Storage/Distribution</u>

Martin Flusberg, CEO, PowerHouse dynamics
James Macnaghten, CEO, Isentropic
Scott Carson, Director, Smith Electric Vehicles</td><td><u>Water Technologies</u>

Amir Peleg, Founder & CEO, TaKaDu Ltd.
Emily Landsburg, CEO, BlackGold Biofuels
G.G. Pique, President and CEO, Energy Recovery Inc.
Marc Bracken, CEO, Echologics Engineering Inc.</td></tr>
<tr><td>2:00 pm–2:30 pm</td><td colspan="3">Networking Break</td></tr>
<tr><td>2:30 pm–3:15 pm</td><td colspan="3">The view from the other side of the table

For emerging energy and environmental technology to make an impact, technology developers need buy-in from their major potential customers: utilities, infrastructure project developers, and major industrial and commercial energy and water users. However, conversations between technology developers and those customers are fraught with misunderstandings and misaligned expectations. In this session, four end user representatives talk about what they want to hear from firms offering new technologies – and reveal the top mistakes companies pitching to them make.

Dr. Zhongxue Gan, Vice Chairman of the Board and Vice President, ENN Group, CEO and GM, ENN Science and Technology
Brad Roberts, Power Quality Systems Director, S & C Electric Company
Keith McGrane, Head of Offshore Energy & Electricity Storage, Gaelectric
John Bryan, President, Secure Smart Grid Association

Michael Holman (Moderator), Research Director, Lux Research</td></tr>
<tr><td>3:15 pm–3:35 pm</td><td colspan="3">Networking Break</td></tr>
<tr><td>3:35 pm–4:15 pm</td><td colspan="3">From the labs to market
Terry Taber, Chief Technical Officer, Eastman Kodak Company

Faced with an ever-accelerating product cycle, how should technology companies manage the process of moving new ideas from research to commercialization? This talk explores the practical challenges and some of the solutions that have been pursued at the Eastman Kodak Company.</td></tr>
<tr><td>4:15 pm–5:00 pm</td><td colspan="3">The three myths about bringing emerging technologies to market
Mark Bünger, Research Director, Lux Research

When the market for an amazing new innovation fails to materialize, their inventors' reactions range from befuddlement to bankruptcy. Seemingly failsafe technologies ranging from fuel cells to biofuels can fail in the face of market, technical, and political obstacles that can be unforeseeable, or inevitable. What can go wrong on the path from discovery to deployment, and how can inventors survive the certain pitfalls, detours, and dead ends? Based on case histories and best practices, we will show:
• How past generations of technologies succeeded and failed to get to market, and what's different today
• Struggles facing specific innovators in the current energy and environmental technology market, and their strategies for overcoming them
• How to balance focus and breadth in product development, manage research and sales, and other tactics for reaching the next stage in your company's evolution</td></tr>
<tr><td>5:00 pm–5:10 pm</td><td colspan="3">Wrap Up
Chris Hartshorn, Research Director, Lux Research</td></tr>
<tr><td>5:10 pm–8:00 pm</td><td colspan="3">Evening Reception</td></tr>
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Tuesday, April 27, 2010

7:00 am–8:30 am	**Breakfast Reception**		
8:30 am–8:35 am	**Day Two Welcome** ***Dennis Philbin,*** CEO, Lux Research		
8:35 am–9:20 am	**How and why to use technology scouting in energy and environmental technologies** ***Michael Holman,*** Research Director, Lux Research External technologies are increasingly the lifeblood of innovation at large global companies, and investors and start-ups can take advantage to profit. However, identifying new business opportunities or investment candidates among emerging – and often confusing – energy, environment, and materials technologies is a challenge. This presentation provides a guide for the perplexed with case studies from Lux Research's analyst team and offers a fresh perspective on how energy and environment technologies differ, including: • Separating fact from fiction in distinguishing overhyped technologies from real game-changers • How incumbent technologies present a moving target for emerging energy, environment, and materials technologies • The lessons CTOs, investors, and entrepreneurs can – and can't – learn from previous technology successes		
9:20 am–10:05 am	**Overcoming Barriers: The Right Mix for a Secure Energy Future** ***Dr. Mark M. Little,*** Senior Vice President, GE Global Research Over the next several decades, we will be facing unprecedented challenges as we seek to address the world's energy needs. From solar and wind to coal and nuclear, we have the technology needed to harness power in cleaner, more efficient ways—but there are cost, societal and policy barriers that must be overcome to realize our energy goals in a large-scale, sustainable way.		
10:05 am–10:30 am	**Networking Break**		
Break into tracks	**Cross-cutting opportunities in energy and environment** While fields like solar, energy storage and water technologies define key vertical markets for companies looking to develop new profit centers around energy and environmental trends, there are also opportunities in both *upstream* enabling technologies and *downstream* systems that integrate many different energy and environment innovations. These sessions highlight how companies can use three select cross cutting fields to build new businesses.		
	Nanomaterials	**Biosciences**	**Green Buildings**
10:30 am–11:00am	**Nanomaterials' impact on energy and environment** ***Jurron Bradley,*** Senior Analyst, Lux Research	**How innovations in biosciences impact our energy challenge** ***Jaideep Raje,*** Senior Analyst, Lux Research	**How energy, water, and new materials technologies enable green buildings** ***Michael LoCascio,*** Senior Analyst, Lux Research
11:00 am–12:00 pm	**Panel: How To Build A Business Around Nanomaterials** Representatives of three top nanomaterials companies share their stories and debate the latest trends in the market ***Seth Coe-Sullivan,*** Co-Founder & CTO, QD Vision, Inc. ***Dr. Adrian Burden,*** President, Bilcare Technologies, U.K. ***Donald Cho***, Executive VP, CMO, Finetex EnE, Inc.	**Panel: The Energy – Biotech Axis, Beyond Basic Biofuels** Representatives of three top energy and biotech companies share their stories and debate the latest trends in the market ***John Tao,*** VP of Open Innovation, Weyerhaeuser ***Miguel Verhein,*** Executive Director, Algasol Renewables SL ***Michael Hall***, Director, Trait Development Program, Monsanto ***Dr. Bhima Vijayendran***, Chief Research Officer, Battelle Science & Technology, Malaysia	**Panel: Growth Prospects at the Intersection of Green Buildings & Energy** Representatives from a start-up, venture capital firm, and leading building materials company share their opinions on the status and potential growth opportunities of the market ***Paul Wickberg,*** CEO, EnviroTower, Inc. ***Scott DePasquale***, Partner, Braemar Energy Ventures ***Michael Kontranowski***, Strategic Marketing Director, Dow Building Solutions
12:00 pm–1:15 pm	**Lunch and Networking Dessert**		
1:15 pm--1:55 pm	**Open Innovation at the Intersection of Life Science and Material Science** ***Robert Kirschbaum,*** VP Open Innovation, DSM Individual companies can't solve the world's major problems alone, making open innovation a crucial tool to find, develop, and implement solutions. Moreover, life sciences and material sciences are merging, opening new routes to these solutions. This presentation explains how DSM adapts its organization, product/technology portfolio, and innovation priorities to create new business opportunities in the fields of (bio) renewable chemicals & materials, nutrition, pharmaceutical intermediates, and specialty coatings for solar panels.		

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1:55 pm—2:35 pm	**Innovation at scale: getting all the players on the same team** ***Bernie Bulkin,*** Venture Partner, Vantage Point; Former Chief Scientist, BP Small start-up companies, large established corporations, and government policies all have a vital role to play in implementing new energy technologies. Drawing on experience in all three realms, this presentation describes how to get these diverse participants working together effectively.
2:35 pm–3:00 pm	**Networking Break**
3:00 pm–3:45 pm	**Visions for the future of physical science technologies** ***Dmitry Orlov,*** Author, "Reinventing Collapse" ***Matthew Nordan,*** Vice President, Venrock ***Mark Bünger (Moderator)*** Research Director, Lux Research Following two days of tactical discussion of concrete near-term market opportunities, forward-thinking visionaries with radically different worldviews – from the utopian to the dystopian, from the technophilic to the technophobic – will debate what our future holds, what role technologies will play, and how technology-oriented businesses will look different in the future.
3:45 pm–4:30 pm	**Challenges and Opportunities in Bringing Technology from Lab to Market** ***Alan Heeger,*** Nobel Laureate; Co-Founder, Konarka Technologies Inc. Using plastic solar cells – being commercialized by Konarka Technologies – as a case study, Nobel Laureate Alan Heeger describes the role of forward-thinking researchers in generating practical, low-cost clean energy solutions and novel new concepts that break out of the traditional product categories.
4:30 pm–4:45 pm	**Wrap Up** ***Dennis Philbin***, CEO, Lux Research