

Lux Executive Summit Europe 2017: Mastering the Trends that Drive Growth

May 31 – June 1, 2017
Amsterdam, Netherlands

Wednesday, May 31, 2017

6:30 pm–9:30 pm	<p>Welcome Cocktail / Dinner</p> <p>Location: ROSARIUM, Europaboulevard, Amstelpark 11083 HZ AMSTERDAM</p>
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Thursday, June 1, 2017

Location: Novotel Amsterdam City, Europaboulevard 10, 1083 AD Amsterdam, Netherlands

8:00 am - 8:30 am	Conference Registration and Information Desk Open
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8:30 am – 8:45 am	<p>Welcome and Introductions <i>Mike Coyne, CEO, Lux Research</i></p>
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Opening Keynotes

8:45 am – 9:15 am	<p>The Innovation Paradox <i>Michael Holman, Ph.D., VP, Intelligence, Lux Research</i></p>
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An eye-popping variety of inventions are making us more connected, providing us more choices, and giving us more capabilities than ever before. But despite this cornucopia of technologies, too often companies, industries, and nations struggle still to find real growth. Political discontent is on the rise, and a swelling group of skeptics lament slow productivity gains and ask plaintively why we got 140 characters instead of flying cars. The pace of technology change seems greater than ever, but why hasn't the flood of innovation and disruption made our world happier and more prosperous? And how can companies sort through the flood of data and information to focus on those innovations that will really move the needle for growth?

9:15 am – 9:45 am	<p>Ninja Innovation: Mastering Growth and Success in a World of Change and Disruption <i>Gary Shapiro, President and CEO, Consumer Technology Association (CTA)TM</i></p>
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Why do some companies thrive while others fail? How can businesses harness the rapid pace of change across industries to not only adapt and compete but to lead? For over 30 years, Gary Shapiro, president and CEO of the Consumer Technology Association (CTA)TM and host of the world's largest annual innovation event CES[®], has worked with the world's most innovative and successful businesses – such as Samsung, Daimler, Amazon and Withings, as well as thousands of startups and disruptive innovators. Mr. Shapiro will share the strategies that make these businesses successful, providing a working framework for both understanding and action: how companies can navigate change; how to distinguish between hype and reality; how leaders can differentiate between good and bad opportunities; and how businesses can prepare for the evolving and increasingly-automated workforce of the future. Incorporating lessons learned from his study of martial arts, "ninja" is a metaphor Shapiro uses to draw parallels between business and ancient warriors, to demonstrate how to create a "killer strategy" defined by clear goals, flexibility and a focus on competition and innovative thinking.

9:45 am – 10:15 am	Networking Break
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Breakout sessions

	Track Theme: Digital Transformation of Industry		Track Theme: The Rise of Consumer Health and Wellness
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10:15 am – 10:45 am	<p>Track Keynote: From IoT and AI to Robotics: Applying the Right Tools for Your Digital Transformation <i>Kevin See, Ph.D., VP, Digital Products, Lux Research</i></p>	10:15 am – 10:45 am	<p>Track Keynote: Selling Wellness: Do Consumers Pay for Perceived or Actual Value? <i>Jon Melnick, Ph.D., Senior Analyst, Lux Research</i></p>
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Digital Transformation is a universal theme, applying to businesses across the spectrum from commodity chemical producers, to the most cutting edge social media company. At the core is a set of quickly evolving tools, including robots, artificial intelligence, and the Internet of Things. These spaces are teeming with developers big and small, and confusion reigns about what tools fit what use cases, and ultimately how businesses can use these tools to both grow the top line, and enhance the bottom line. This talk will discuss the evolution of these tools, sort through the confusion, and uncover how businesses can truly leverage these tools for growth.

From non-GMO and organic food to activity tracking and "natural" ingredients, consumers care about and are willing to pay for wellness. Some estimates put the wellness market at nearly \$4 trillion, but do these products actually improve wellness or are they merely gimmicks masquerading as solutions? With definitions of wellness as varied as the solutions promising to deliver it, we examine the commercial opportunities to understand which solutions actually deliver value and which are just snake oil. We'll also explore how companies can engage, retain, and sell wellness to consumers and whether consumers are willing to pay more for actual value.

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10:45 am – 11:15 am	<p>Lux Case Studies: Data as the New Oil – How will you choose to refine it? <i>Alex Herceg, Analyst, Lux Research</i></p>	<p>Lux Case Studies: Profiting from the Wellness Consumers <i>Arnold Bos, Consultant, Lux Research</i></p>
11:15 am – 12:00 pm	<p>Startup Pitches: <i>Frederik Brantner, CEO, Magazino</i> <i>Alex Hill, Co-Founder, Senseye</i> <i>Vinay Venkatraman, CEO, Leapcraft</i></p>	<p>Startup Pitches: <i>Ihab Boulas, Co-Founder and CEO, Unibiome</i> <i>Michael Sheehan, Co-Founder and CEO, Milis Bio</i> <i>Zach Wolff, Co-Founder and CEO, Exigence Technologies Inc.</i></p>
12:00 pm – 1:30 pm	Networking Lunch	
	<p>Track Theme: The Great Energy Transition</p>	<p>Track Theme: The Materials-Manufacturing Nexus</p>
1:30 pm – 2:00 pm	<p>Track Keynote: The Five Technologies That Will Change the Way We Use Energy <i>Arij van Berkel, Ph.D., Research Director, Lux Research</i></p> <p>Energy is essential to modern society, and the companies that provide it are some of the largest in the world. However, the way we get and use our energy is undergoing big changes as new technology is poised to disrupt current businesses and shift the balance of power between consumers and producers of energy. Every company is a user of energy, and many sell into the energy value chain besides, so deciding how to position your firm in this dynamic evolving landscape is essential – this presentation shows the methodologies Lux uses to help find the right technology bets and hedges.</p>	<p>Track Keynote: Divergent Paths: The Materials vs. Products Commercialization Conundrum <i>Ross Kozarsky, Senior Analyst, Lux Research</i></p> <p>Materials technologies are critical to disruption and transformational growth across industries, but improved performance at the material level is a far cry from commercial success. While compelling properties at lab scale are generally prerequisites for value proposition of the ultimate end part, they are far from sufficient. Beyond the obvious cost and time challenges of bringing new materials to market, property translation from material to product form factor and business and partnership strategy are just as critical, and often underemphasized. This talk will discuss emerging design and manufacturing tools that accelerate commercialization of products fabricated from novel materials, explore new business models enabled by these innovations, and examine how companies across the value chain can best position themselves for growth.</p>
2:00 pm – 2:30 pm	<p>Lux Case Studies: Zero to Hero: Adoption of Zero Liquid Discharge across Industries <i>Abhirabh Basu, Research Associate, Lux Research</i></p>	<p>Lux Case Studies: Another Brick in the Wall: Comparing 3D Robotic Bricklaying Technologies and Business Models <i>Tugce Uslu, Research Associate, Lux Research</i></p>
2:30 pm – 3:15 pm	<p>Startup Pitches: <i>Chris Case, Ph.D., Chief Technology Officer, Oxford PV</i> <i>Christian Rood, Founder, LeydenJar Technologies</i></p>	<p>Startup Pitches: <i>Willem Kesteloo, Co-founder and CFO/CTO R&D, Physee</i> <i>Dana Kralisch, CTO, JeNaCell</i></p>
3:15 pm – 3:45 pm	Networking Break	
Closing Keynotes		
3:45 pm – 4:15 pm	<p>Preparing for the Next Economy: The third industrial revolution concept in the context of the economic transition of an industrial region <i>Fred Van Beuningen, Director, Clean Tech Delta</i></p> <p>The first two industrial revolutions made people richer and more urban. Now a third revolution is under way: manufacturing is going digital. A number of remarkable technologies are now converging: intelligent systems, novel materials, more dexterous robots, additive manufacturing, sensors, IoT and analytics. Like all revolutions, this one will be disruptive, affecting not only how things are made, but where. The lines between manufacturing and services are blurring and work and knowledge is automated. As this revolution unfolds, governments redefine their role: education for a skilled workforce, clear rules and a level playing field for companies. The "roadmap next economy" is a so called triple helix collaborative effort to develop a regional transition plan towards a smart and digital economy where the internet of communication is converging with a nascent digitalized renewable energy internet and a digitalized and automated transportation and logistics internet to manage, power and move economic activity. This digitalized network, supported by IoT and sensors, represents challenges and risks as well. The overall goal is to simultaneously increase productivity and reduce the ecological footprint, leading to a more competitive economy and job creation in a post carbon world. The metropolitan Rotterdam - The Hague region with its economical and industrial legacy, provides an interesting case study for third industrial revolution transition.</p>	

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4:15 pm – 4:45 pm	<p>2020 Vision Mark Bünger, <i>VP Research</i>, Lux Research</p> <p>The year 2020 has long been a milestone of the future; a time ahead when the world's most pressing problems would be solved in a dreamy technoutopia, or – more pessimistically – so out of control that civilization itself would collapse into a new stone age. Now 2020 is well within most corporations' strategic planning horizons, but still a mystery; as with human vision, our ability to see clearly both near and far is deteriorating. Will technology for human rights be the next cleantech; how will post-capitalist economics work; will we finally have flying cars? Find out what will be world-changing or meh, inevitable and impossible, over the next 3 years and thirty – when the 2050 milestone will be upon us before we know it.</p>
4:45 pm – 4:55 pm	<p>Wrap Up Mike Coyne, <i>CEO</i>, Lux Research</p>
4:55 pm – 5:30 pm	<p>Afternoon Reception / Refreshments</p>