

# Lux Executive Summit: Mastering the Trends that Drive Growth

April 4<sup>th</sup> – April 6<sup>th</sup>, 2017  
Boston, MA

Tuesday, April 4, 2017	
4:00 pm–6:00 pm	<b>Conference Registration and Information Desk Open</b>
5:00 pm–7:00 pm	<b>Welcome Cocktail Hour</b>

Wednesday, April 5, 2017	
7:00 am	<b>Conference Registration and Information Desk Open</b>
7:00 am–8:30 am	<b>Breakfast Reception</b>
8:30 am–8:45 am	<b>Welcome and Introduction</b> <i>Mike Coyne, CEO, Lux Research</i>
8:45 am–9:15 am	<b>Lux Research Keynote Address: The Innovation Paradox</b> <i>Michael Holman, Ph.D., VP, Intelligence, Lux Research</i>  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	<b>KEYNOTE: Transformational R&amp;D Portfolio Management – Enabling Better Choices</b> <i>Nicolas Cudré-Mauroux, Ph.D., Research &amp; Innovation Group General Manager, Solvay SA</i>  As a multinational company relying on innovation to generate profitable and sustainable growth, Solvay saw significant opportunities to rejuvenate our pipeline of transformational innovation initiatives in a way that would complement our existing portfolio of more incremental projects.  This session will highlight some critical changes we made in our organization and in the way we are managing our portfolio of key innovation initiatives. From an organizational point of view, we will describe how we combine the agility and focus of a startup environment with the critical mass, depth and global reach of a large group. We will also describe the tools, processes and behaviors we see as critical to enable our teams to make the best possible decisions about strategic choices and doing so at the right time
9:45 am–10:15 am	<b>Lux Research Keynote Address: The Five Technologies That Will Change the Way We Use Energy</b> <i>Arij van Berkel, Ph.D., Research Director, Lux Research</i>  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.
10:15 am–10:45 am	<b>Networking Break</b>

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## Break into tracks

On each day of the Lux Executive Summit we break into tracks for deeper discussion of key cross-cutting themes that affect the opportunities for growth – and threats to existing businesses – across multiple industries. In each track a Lux Research presentation kicks off the session, followed by an interactive conversation with the Lux speaker, moderator, selected “discussion starters” from relevant industries, and participation from the audience.

On day one, the tracks continue after lunch with a start-up “speed pitch” session where 5 companies present to a panel of three corporate judges – who then get the opportunity to reveal their leading choice and why, and ask the further questions they would want to explore with the company before pursuing a partnership and/or investment.

Break into tracks	<u>Future of Mobility</u>	<u>Evolving Energy Infrastructure</u>	<u>Personalized Health &amp; Nutrition</u>
10:45 am–11:15am	<p><b>Track Keynote</b> <b>Fast and Furious: The Race is On For the Future of Mobility</b></p> <p><i>Anthony Schiavo, Analyst, Lux Research</i></p>	<p><b>Track Keynote</b> <b>Disrupting the Power Industry: Why Our Future Energy Infrastructure May Have Wheels and a Brain</b></p> <p><i>Katrina Westerhof, Senior Analyst, Lux Research</i></p>	<p><b>Track Keynote</b> <b>Personalized Nutrition: The Next Fad Diet or the Key to Wellness</b></p> <p><i>Camilla Stice, Ph.D., Analyst, Lux Research</i></p>
11:15 am–12:00 pm	<p><b>Interactive Session: Future of Mobility</b></p> <p><b>Moderator: Cosmin Laslau, Ph.D., Director, Research Products, Lux Research</b></p> <p><b>Conversation Starters:</b> <b>Rakesh “Teddy” Kumar, Ph.D., Research Director, Center for Vision Technologies, SRI International</b> <b>Edwin Kwon, Senior Director, LG Technology Center of America</b> <b>Modest Oprysko, Ph.D., Strategist &amp; Senior Technical Advisor, IBM</b> <b>Eric Walker, Dept. Manager, Advanced Materials Research, Honda R&amp;D Americas, Inc.</b></p>	<p><b>Interactive Session: Evolving Energy Infrastructure</b></p> <p><b>Moderator: Tracy Woo, Analyst, Lux Research</b></p> <p><b>Conversation Starters:</b> <b>Marco Ferrara, Ph.D., VP, Energy Analytics and Optimization, IHI Inc.</b> <b>Richard Tabors, Ph.D., Executive Vice President, NewGrid</b> <b>Adam Todorski, Senior Director of Product Technology, AutoGrid Systems</b></p>	<p><b>Interactive Session: Personalized Health &amp; Nutrition</b></p> <p><b>Moderator: Shriram Ramanathan, Ph.D., Senior Analyst, Lux Research</b></p> <p><b>Conversation Starters:</b> <b>Zach Ellis, Manager, Open Innovation &amp; Alliance Management, PepsiCo</b> <b>Joseph Lake, Manager Global Science, McCain Foods</b> <b>Pankaj Nigam, Senior Manager, Edgewell Personal Care</b></p>
12:00 pm–1:30 pm	<b>Lunch and Networking Dessert</b>		

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<p>1:30 pm–3:00 pm</p>	<p><b>Start-up Speed Pitches: Future of Mobility</b></p> <p><b>Moderator: Kyle Landry,</b> <i>Analyst, Lux Research</i></p> <p><b>Speed Pitches:</b> <i>Michael Amaru, Co-founder, SenseDriver Technologies</i> <i>Brad Berkson, President and CEO, N12 Technologies, Inc.</i> <i>Maxim Khabur, CMO, Wisp, Inc.</i> <i>Xavier Salort, Senior Executive, EasyMile</i></p> <p><b>Judges:</b> <i>Jack Burgman, Ph.D., Associate Director, PPG Industries</i> <i>Joe Hayek, VP, M&amp;A and Corporate Development, Worthington Industries</i> <i>Emilien Marchand, Engagement Manager, A^3 by Airbus Group</i></p>	<p><b>Start-up Speed Pitches: Evolving Energy Infrastructure</b></p> <p><b>Moderator: Tyler Ogden,</b> <i>Analyst, Lux Research</i></p> <p><b>Speed Pitches:</b> <i>Taylor Brockman, CTO, Causam Energy/EnergyNet</i> <i>Dave Kjendal, CTO, Senet, Inc.</i> <i>Hunter McDaniel, Ph.D., CEO, UbiQD</i> <i>Preston Roper, Chief Marketing and Operating Officer, eMotorWerks</i> <i>Tim Sherstyuk, CEO, GBatteries</i></p> <p><b>Judges:</b> <i>Charles Nesser, Sr. Consultant, Technology Business Development, Phillips 66 Company</i> <i>Joshua Paradise, Director, Strategic Marketing, GE Ventures</i> <i>Chris Skinner, Ph.D., Director Front End Innovation, Owens Corning</i></p>	<p><b>Start-up Speed Pitches: Personalized Health &amp; Nutrition</b></p> <p><b>Moderator: Tom Dawidczyk, Ph.D.,</b> <i>Analyst, Lux Research</i></p> <p><b>Speed Pitches:</b> <i>Carol Christopher, Ph.D., Co-founder and CEO, CaliVive, Inc.</i> <i>Olivier Hua, CEO, Bewell Connect Corporation</i> <i>Chad Joshi, Ph.D., President and CEO, Advonex International Corp.</i> <i>Federico Tripodi, CEO, Calyxt</i> <i>Oliver Yu, Ph.D., CEO, Conagen, Inc.</i></p> <p><b>Judges:</b> <i>Sean McNamara, Health Partnerships, Garmin</i> <i>Maria Peterson, Ph.D., Sr. Manager Corporate Venturing &amp; Innovation, JSR Micro, Inc.</i></p>
<p>3:00 pm-3:30 pm</p>	<p><b>Networking break</b></p>		
<p>3:30 pm–4:00 pm</p>	<p><b>Lux Research Keynote Address: Selling Wellness: Do Consumers Pay for Perceived or Actual Value?</b> <i>Sara Olson, Ph.D., Senior Analyst, Lux Research</i></p> <p>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.</p>		
<p>4:00 pm–4:30 pm</p>	<p><b>KEYNOTE: Three Secrets of Scaling Your Innovation Model</b> <i>Paul Campbell, SVP, Head of Silicon Valley Research &amp; Innovation Center, Schneider Electric</i></p> <p>Now that you've built a successful innovation model and had some success, how do you scale your model to 'move the needle'? Most corporate innovators agree that ideation and incubation are easy, the difficult part is scaling your new business to make a real business impact. And if you've done it once, the CEO wants another one and another one. How will you respond?</p>		
<p>4:30 pm–5:00 pm</p>	<p><b>Lux Research Keynote Address: Divergent Paths: The Materials vs. Products Commercialization Conundrum</b> <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>		

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5:00 pm–5:15 pm	<b>Wrap Up</b> <i>Mike Coyne, CEO, Lux Research</i>
5:15 pm–7:30 pm	<b>Evening Reception</b>

## Thursday, April 6, 2017

7:00 am–8:30 am	<b>Breakfast Reception</b>		
8:30 am–8:45 am	<b>Day Two Welcome</b> <i>Michael Holman, Ph.D., VP of Intelligence, Lux Research</i>		
8:45 am–9:15 am	<b>Lux Research Keynote Address: 2020 Vision</b> <i>Mark Büniger, VP, Research, Lux Research</i>  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.		
9:15 am–9:45 am	<b>KEYNOTE: Inside Job: Disruptive Innovation on a Global Scale</b> <i>Rodln Lyasoff, CEO, A<sup>3</sup> by Airbus Group</i>  In 2015, Airbus created A <sup>3</sup> , a business/engineering outpost in Silicon Valley, and recruited a few unlikely outsiders to experiment with a new innovation model. Its mission: to disrupt Airbus from the inside. Eighteen months later, our efforts are demonstrating unexpected results. What are the promises, challenges, successes, and failures of deploying the startup ethic at a large aerospace conglomerate?		
9:45 am–10:15 am	<b>KEYNOTE: Digital Disruption and IoT – Driving the Future of Healthcare Innovation &amp; Consumerism</b> <i>Denise Fletcher, Former VP &amp; Chief Innovation Officer, Xerox Healthcare, Pharma &amp; Life Sciences</i>  Mark Weiser of XEROX PARC and the father of ubiquitous computing had a vision of IoT in the 1980's that "the most profound technologies are those that disappear. They weave themselves into everyday life until they are indistinguishable from it." In this keynote, Denise will touch upon her experience at Xerox in creating products and services in healthcare with the convergence of disruptive waves in sensors, machine learning and IoT, and blockchain, and describe strategies companies need to follow to succeed at bringing innovations to market.		
10:15 am–10:45 am	<b>KEYNOTE: Transforming Healthcare</b> <i>Thomas Beauregard, Executive VP and Chief Innovation Officer, UnitedHealth Group</i>  Growth in the ever changing health care industry is dependent on a focused and efficient research and development approach. Join Tom Beauregard to learn how UnitedHealth Group drives meaningful innovation to scale to produce better clinical results, reduced cost and improved access for patients and institutional clients.		
10:45 am -11:15 am	<b>Networking Break</b>		
<b>Break into tracks</b>			
<i>On day two of the Lux Executive Summit we break into tracks for deeper discussion of key cross-cutting themes that affect the opportunities for growth – and threats to existing businesses – across multiple industries. In each track a Lux Research presentation kicks off the session, followed by an interactive conversation with the Lux speaker, moderator, selected "discussion starters" from relevant industries, and participation from the audience.</i>			
Break into tracks	<b><u>Driving Healthy Consumer Choices</u></b>	<b><u>Materials Sustainability Meets Performance</u></b>	<b><u>Future of the Energy Industry</u></b>

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11:15 am–11:45am	<p><b>Track Keynote</b> <b>Profiting From the Well Consumer</b></p> <p><i>Noa Ghersin, Analyst, Lux Research</i></p>	<p><b>Track Keynote</b> <b>Message in a Bottle: How Performance Enables Sustainability for Tomorrow's Products</b></p> <p><i>Victor Oh, Analyst, Lux Research</i></p>	<p><b>Track Keynote</b> <b>Energy Majors in the 21st Century</b></p> <p><i>Brent Giles, Ph.D., Research Director, Lux Research</i></p>
11:45 am–12:30 pm	<p><b>Interactive Session: Driving Healthy Consumer Choices</b></p> <p><b>Moderator: Jonathan Melnick, Ph.D., Senior Analyst, Lux Research</b></p> <p><b>Conversation Starters: Sean McNamara, Health Partnerships, Garmin</b></p>	<p><b>Interactive Session: Materials Sustainability Meets Performance</b></p> <p><b>Moderator: Matthew Wagner, Ph.D., Senior Analyst, Lux Research</b></p> <p><b>Conversation Starters: Patricia Ansems Bancroft, Research Fellow, The Dow Chemical Company</b> <b>Mark Dobrovlny, Director, Strategic Innovation &amp; Technology Alliances (SITA), Colgate-Palmolive</b> <b>Rob Kress, Commercial Manager, Bio-Industrial, Cargill</b> <b>Ed Richards, VP, Corporate Business Development, The Lubrizol Corporation</b></p>	<p><b>Interactive Session: Future of the Energy Industry</b></p> <p><b>Moderator: Tim Grejtak, Analyst, Lux Research</b></p> <p><b>Conversation Starters: Jennifer Chan, Manager, New Product Platforms Manager, ExxonMobil Chemical Company</b> <b>Mak Joshi, Director IOT and Digital Transformation, Schneider Electric</b> <b>Laura Nereng, Sustainability Leader, 3M Electronics &amp; Energy Business Group</b></p>
12:30 pm–2:00 pm	<b>Lunch and Networking Dessert</b>		
2:00 pm–2:30 pm	<p><b>Lux Research Keynote Address: IoT and AI to Robotics: Applying the Right Tools for Your Digital Transformation</b> <i>Kevln See, Ph.D., VP, Digital Products, Lux Research</i></p> <p>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.</p>		
2:30 pm–3:00 pm	<p><b>KEYNOTE: Starting a Corporate Venture Fund: Origination to Innovation</b> <i>Leo de Luna, Managing Director, Microsoft Ventures</i></p> <p>Microsoft's new venture fund, Microsoft Ventures, completed 25+ deals in less than one year after launching. Leo shares lessons learned during this rapid scale up and the innovation benefits to Microsoft.</p>		
3:00 pm	<p><b>Wrap Up</b> <i>Mike Coyne, CEO, Lux Research</i></p>		
3:15 pm	<b>Lux Executive Summit 2017 adjourns</b>		