

## Beyond the Curve: Macroeconomic Trends affecting Entrepreneurship in Massachusetts.

Hyatt Regency, Cambridge Saturday, May 8th, 2004

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TAKE  
THE  
PULSE  
OF  
THE  
ENTREPRENEURIAL  
ENVIRONMENT  
FROM  
THE  
PEOPLE  
WHO  
HELP  
SHAPE  
IT.

Countless companies have surfed waves of innovation only to be pulled under by fundamental macro-economic currents. Macro trends can enable a company to succeed or drive it to fail - a harsh lesson learned by telecom and software executives over the past few years. In order to give your company the best chance to succeed, every founder - every team member - must be aware of these macro-trends as they plot and implement the course of their business.

As a business leader, the ability to look "upstream" is critical. The macro trends we are seeing today -the evolution of the post-bust capital markets, the environment in which meaningful technological innovation is happening, and the development of technology that drives long term growth - may not only affect your business tomorrow, but may also influence the basic viability of your company in the future.

### WHO SHOULD ATTEND?

This workshop is designed for those interested in the impact of social and technological forces on their business over the next few years, especially anyone charged with making strategic decisions, or building tactical solutions to a strategic effort.

### THREE TRACKS INCLUDING:

Trends in Capital Markets - Trends in Innovation - Trends in Technology

### KEYNOTE SPEAKER:

**Dana Mead**, Chairman, MIT Corporation

### FEATURED SPEAKERS:

**John Landry**, Chairman and CTO, Adesso Systems

**David Skok**, General Partner, Matrix Partners

**Christoph Westphal**, General Partner, Polaris Venture Partners

**Elan Ezickson**, Chief Business Officer, Genpath Pharmaceuticals

**Frank Moss**, Founder, Tivoli Systems and Bowstreet

**Paul Blasche**, Principal Director of Strategic Planning, Draper Labs

**Alex d'Arbeloff**, Honorary Chairman of the MIT Corporation, and Professor of the Practice, Sloan School of Management

**Andrew Hargadon**, Author of "How Breakthroughs Happen: The Surprising Truth About How Companies Innovate."

**Jurij Paraszczak**, CTO IBM Venture Capital Group, and Director IBM Research Emerging Business

**Jason Rottenberg**, President, MILCOMM, and manager OnPoint Technologies, US Army venture fund

**Mark Trusheim**, Interim President, Mass Biotech Council

**John Gantz**, Chief Research Officer and Senior Vice President, IDC

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### KEYNOTE SPEAKER

Dana Mead, Chairman, The MIT Corporation

### TRENDS IN CAPITAL MARKETS

Creating a successful technology company is always a challenge, even in the best of times. And with the crash still a recent memory and a large present and future capital "overhang" driving intense competition, it's not getting any simpler. Still, there are solid signs of hope and growth on the horizon; orders are picking up, there's a big backlog of innovation, and the capital markets are increasingly receptive. Come hear our panel of experts discuss their take on financing trends and the strategies, tactics, directions and pitfalls facing entrepreneurs and companies seeking opportunities in today's marketplace.

#### PANEL

John Landry, Chairman and CTO, Adesso Systems  
David Skok, General Partner, Matrix Partners  
Elan Z. Ezickson, Chief Business Officer, GenPath Pharmaceuticals, Inc.  
Christoph Westphal, General Partner, Polaris Venture Partners

#### MODERATOR

Frank Moss, Founder, Tivoli Systems and Bowstreet

### TRENDS IN INNOVATION

Established organizations have incentive to maintain the status quo but their technologies are surpassed by entrepreneurs who develop innovative solutions. The choices are to innovate, become a dinosaur, or eat the young. How do large corporations and the government work with entrepreneurs and university labs to commercialize breakthroughs? What is the role of university research and how does it get spun out into the market? How large a role will each of these continue to play in helping deliver innovation to the market place?

#### PANEL

Paul Blasche, Principal Director of Strategic Planning, Draper Labs  
Alex d'Arbeloff, Chairman Emeritus, Massachusetts Institute of Technology.

#### MODERATOR

Andrew Hargadon, Author of "How Breakthroughs Happen: The Surprising Truth About How Companies Innovate."

### TRENDS IN TECHNOLOGY

Major trends that transcend individual sectors tend to drive entrepreneurial opportunities. Understanding these trends is critical to making long-term, directional decisions that will either enhance or destroy a company's odds of surviving in the marketplace. Entrepreneurs that are quick to recognize their impact on an industry have the opportunity to build significant, disruptive companies; entrepreneurs that ignore them often fail. Our experts will shed light on these global trends affecting technology and the pools of opportunity they will uncover in the IT, biotech, and energy industries

#### PANEL

Jurij Paraszczak, CTO, IBM Venture Capital Group, and Director, IBM Research, Emerging Business  
Jason Rottenberg, President, MILCOMM, and Manager OnPoint Technologies, US Army Venture Fund  
Mark Trusheim, Interim President, Mass Biotech Council

#### MODERATOR

John Gantz, Chief Research Officer and Senior Vice President, IDC

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### DAY AT A GLANCE

7:30 A.M.  
Registration

8:00 A.M.  
Welcome

8:15 A.M.  
Keynote Speaker

9:00 A.M.  
Break

9:30 A.M.  
Trends in Capital Markets

10:30 A.M.  
Break

10:45 A.M.  
Trends in Innovation

11:45 A.M.  
Networking Lunch

1:00 P.M.  
Trends in Technology

2:00 P.M.  
Reception