



## Tuesday, December 9, 2014

8:00 am - 8:20 am

### Registration

8:20 am - 8:40 am

### Breakfast Briefing: Upping the Odds of Innovation Success Mark Payne, Founder & President, *Fahrenheit 212*

8:40 am - 8:50 am

### Welcome Address

8:50 am - 9:05 am

### On the Horizon: Imagining the Future Terry Young, Founder & CEO, *sparks & honey*

9:05 am - 9:35 am

### The Future of Innovation in a Networked Economy

The Internet of Things, identified frequently as the next wave of the Internet, is transforming the way we live and work. The next iteration of an already globalized society will be an even more connected world. This networked economy will create new pathways for innovation and brings tremendous opportunity for advancement as well as new challenges, for governments, companies and individuals. During this session we will hear how the Internet of Things is disrupting industries, from manufacturing to energy and beyond; and how in this new connected world a new model for capitalism may be emerging.

**Jeremy Rifkin**, President, *The Foundation of Economic Trends*; Author, "*Zero Marginal Cost Society*"

**Steve Lucas**, President, Platform Solutions, *SAP*

Moderator: **Richard Waters**, West Coast Editor, *Financial Times*

9:35 am - 9:50 am

### Interview: Managing the Collision of Intellectual Property and Open Innovation

Open Innovation programs are increasingly adopted as companies realize the necessity of tapping external sources for disruptive ideas, insights and solutions to sustain new product pipelines. The Internet of Everything (IoE) is changing the product lifecycle management strategies and creating a legal and IP paradigm shift: a shift for which many organizations are not yet prepared. In this session we will discuss this paradigm shift, the inherent IP risks associated with open innovation programs and how best to manage them to take advantage of collaborative and social R & D.

**Peter Von Dyck**, CEO, *eZassi*

Interviewer: **Richard Waters**, West Coast Editor, *Financial Times*

9:50 am - 10:35 am

### **Panel: Innovation Ecosystems**

Across the world governments are incentivizing companies to invest in their region, as they recognize the growth and prosperity this can bring. In some cases this succeeds but not in others. So how do you encourage entrepreneurship and clusters of innovation? Can they truly be forged or are they organically grown?

**Victoria Espinel**, CEO, *BSA / The Software Alliance*

**Eric Gertler**, Managing Director & Executive Vice President, *CET* and *NYCEDC*

**Jessica Lawrence**, Executive Director, *NY Tech Meetup*

**Jake Schwartz**, Co-founder & CEO, *General Assembly*

10:35 am - 10:55 am

### **Networking Break**

10:55 am - 11:25 am

### **Panel: The Start-up Segment**

Hosted by NYC Media Lab, this segment will feature presentations from some of the most exciting start-ups from a variety of industries.

Host: **Justin Hendrix**, Executive Director, *NYC MediaLab*

**Erica Berger**, Founder, *Catchpool*

**Jade Huang**, CEO, *StyleSage*

**Jarryd Hammel**, Co-founder, *Heat Seek NYC*

**William Jeffries**, Co-founder, *Heat Seek NYC*

**Mor Naaman**, Co-founder and Chief Scientist, *SEEN*  
**Conor Russomanno**, Co-founder and CEO, *OpenBCI*

11:25 am - 11:40 am

**Case Study: Intrepreneurialism and Transforming the Company**  
**Ben Edwards**, Vice-president, Global Digital Marketing, *IBM*

11:40 pm - 12:20 pm

**Panel: Re-imagining the Company**

In today's innovation economy where the agile start-ups are disrupting traditional models, many major companies are struggling with how to innovate for growth. They frequently do not have systematic processes in place and when they do manage to innovate it is often a one off and they struggle to build a sustainable pipeline. So how can large companies adopt similar practices to start-ups? How can they use open-innovation practices to enable them to act quickly? And how do they free themselves from their own constraints?

**Rick Chavez**, Chief Solutions Officer, Advertising and Consumer Monetization Business Group, *Microsoft*

**Mario M. Kranjac**, Partner, *Kranjac Tripodi & Partners*

**Lorna Sabbia**, Head of Managed Solutions, *Merrill Lynch Wealth Management*

**John Sheldon**, Group Head, Innovation Management, *MasterCard Labs*

12:20 pm - 12:35 pm

**Short Talk: The Most Palatable Truth**

In today's mobile and millennial economy, truth can be the most profitable business model

**Scott Painter**, Founder and CEO, *TrueCar*

12:35 pm - 1:50 pm

**Lunch**

1:50 pm - 2:10 pm

**Short Talk: The Longevity Economy**

**Jody Holtzman**, Senior Vice President, Thought Leadership, *AARP*  
**Jeff Shoemate**, Vice President, Innovation and Business Development, *UnitedHealthcare*

2:10 pm - 2:50 pm

**A Series of Case Studies: Fueling with Data**

Years of technological innovation and business practices mean that companies have amassed huge amounts of data. Harnessing big data is frequently talked about as a key way to attain a competitive advantage, but how does this work in practice? How do you turn data analytics into actual revenue and growth for your business? And how do you use this data to drive your innovations forward?

**Hilary Mason**, Founder and CEO, *Fast Forward Labs*

**Arthur Kapoor**, Chairman and Founder, *Healthec*

**Robyn Peterson**, Chief Technology Officer, *Mashable*

2:50 pm - 3:00 pm

**Short Talk: The Rise of the Creative Class**

**Scott Belsky**, Vice President, Mobile Products and Community, *Adobe*; Head, *Behance*

3:00 pm - 3:45 pm

**When Physical and Virtual Worlds Merge**

From the wonderful world of wearables, to the quantified self movement, we will explore the new innovations on the horizon and how they will impact your life.

**Dave Meeker**, Vice President of Innovation, *Isobar*

**Brian Mullins**, Founder and CEO, *DAQRI*

**Nigel Sharp**, CEO & Technologist, *Lionsharp Voiceboard*

**Timothy Tuttle**, CEO & Founder, *Expect Labs*

3:45 pm - 4:30 pm

**Fireside Chat with Eric Schmidt, Executive Chairman, Google**

Interviewed by: **Gillian Tett**, U.S. Managing Editor, *Financial Times*

4:30 pm - 4:40 pm

**Closing Remarks**

4:40 pm - 5:30 pm

**Cocktail Reception**