

Agenda

**2009 US-Brazil Innovation
Learning Laboratory 4:
Silicon Valley, California
August 5-8, 2009**

**“Moving Ideas out of the Lab and into the
Marketplace: the Role of Tech Transfer and
Entrepreneurship in Innovation Economies”**

Partner Organizations:

Council on Competitiveness

The Brazilian Competitiveness Movement (MBC)

The Brazilian Agency for Industrial Development (ABDI)

Local Host & Partner:



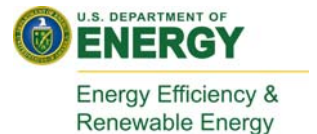
As part of:

A US-Brazil Energy Efficiency and Renewable Energy
Innovation Partnership, funded by the US Department of
Energy and managed by the National Renewable Energy
Laboratory



Compete.

**Council on
Competitiveness**



Wednesday, August 5, 2009

10:00 am – 9:30 pm

Transportation from the Four Seasons hotel to side meetings and site visits will be provided.

Note: the attire for all events is business casual

10:00 am	Brazilian Delegation meets in Four Seasons hotel lobby to depart for Brazilian Delegation meeting
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10:30 am – 12:30 pm	Brazilian Delegation meeting
Location:	Wilson Sonsini Goodrich & Rosati Courtyard 1A 650 Page Mill Road Palo Alto, CA 94304 Nancy Farestveit: 650.461.7127 Norilyn Ingram: 650.565.5152
Note:	Transportation between the Four Seasons hotel and the Brazilian Delegation meeting will be provided.

12:00 pm	US Delegation meets in Four Seasons hotel lobby to depart for Lunch Meeting
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12:30 pm – 2:00 pm	Joint Delegation Lunch Meeting – California Clean Tech Open Presentation of clean technology business accelerator
Location:	Wilson Sonsini Goodrich & Rosati Courtyard 1A 650 Page Mill Road Palo Alto, CA 94304 Nancy Farestveit: 650.461.7127 Norilyn Ingram: 650.565.5152
	Marc Gottschalk Partner – Clean Tech Practice Wilson Sonsini Goodrich & Rosati
	Rex Northern CTO – Executive Director Wilson Sonsini Goodrich & Rosati

2:15 pm	Joint Delegation departs Wilson Sonsini Goodrich & Rosati for Serious Materials site visit
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3:00 – 5:00 pm	Serious Materials Site Visit Host: Kevin Surace, President and CEO
Location:	Serious Materials Corporate Headquarters and R&D Facility 1250 Elko Drive Sunnyvale, CA 94089 Contact: Kelly Tadlock Main: 408.541.8000 // Fax: 408.715.2560 Cell 1: 408.823.0994 Cell 2: 408.234.1144
Note:	Following the site visit, the Delegation will return to the Four Seasons hotel before departing for dinner. Transportation between the Four Seasons hotel and dinner will be provided.

6:30 pm **Joint Delegation meets in Four Seasons hotel lobby to depart for Delegation Dinner**

7:00 – 9.30 pm **Joint Delegation Reception and Dinner**
Hosted by
Deloitte – San Jose

Location: **Straits Cafe**
3295 El Camino Real
Palo Alto, CA 94306
Phone: +1.650.494.7168

Note: **Transportation between the Delegation Four Seasons hotel and the Straits Cafe will be provided.**

Thursday, August 6, 2009

8:00 am – 7:00 pm

Transportation from the Four Seasons hotel to Wilson Sonsini Goodrich & Rosati will be provided.

Location:

**Wilson Sonsini Goodrich & Rosati
950 Page Mill Road
Palo Alto, CA 94304
Nancy Farestveit: 650.461.7127
Norilyn Ingram: 650.565.5152
www.wsgr.com**

An innovation economy that drives economic growth and job creation will be fueled by research and new ideas – and those will start from curiosity-based research, then move to application and finally to commercial exploitation.

The United States and Brazil must certainly retain and enhance their research at the frontiers – a key theme from Innovation Learning Laboratories 1 & 2 in Porto Alegre and Chicago.

But both nations must also improve the "platforms" that drive new products, services and solutions to the marketplace – the key focus from Innovation Learning Laboratory 3 in Sao Paulo.

By many measures, the United States leads the world in knowledge creation and entrepreneurship – but it is also clear that even in this robust environment good ideas are left on the shelf.

This Laboratory – a bridge between Labs 3 and 5 in Sao Paulo and Rio de Janeiro – will explore ways in which both nations can accelerate knowledge and technology transfer, spur entrepreneurship and catalyze the next generation of innovators in the Western Hemisphere's two largest economies.

Attention will focus on innovation challenges and opportunities neither country can meet alone – as well as cross-sector learnings – particularly in strategic areas, like energy efficiency and renewables, and information and communications technologies.

how to take technologies to market – play in technology transfer?

Is the ecosystem favorable for moving ideas out of the lab and into the marketplace? What barriers exist?

Are there key policy/regulatory barriers to overcome to optimize the transfer of technology into the marketplace?

Kick-off Discussants:

Julia Rosen
Vice President for Innovation and Entrepreneurship
Arizona State University

Denis Maia
CEO
Choice, Energy Intelligence

10:15 – 11:00 am

Crossing the “Valley of Death” in Brazil and the United States

A roundtable conversation with 2-3 kick-off discussants (5 min. each).

Focus Questions:

What are the barriers to crossing the “valley of death” – loosely defined as the stage after a technology exits the lab but before it is a marketable product?

Are there model angel or seed investment programs/best practices to leverage across both Brazil and the United States?

Kick-off Discussants:

Ted Rogers
Managing Partner
PPI Ventures

Simon Olson
Partner
DFJ FIR Capital

11:00 am – 12:00 pm

Platforms for Innovation and Entrepreneurship

A roundtable conversation with 2-3 kick-off discussants (5 min. each).

Focus Questions:

What systems of support – legal, regulatory, marketing, etc – are necessary to enable entrepreneurs?

How do you build and nurture these platforms for innovation and entrepreneurship?

What roles should the government – local, regional, state and/or national – the private sector and academia play in creating this innovation and entrepreneurship platform?

Kick-off Discussants:

Marc Gottschalk

Partner – Clean Tech Practice

Wilson Sonsini Goodrich & Rosati

Raul Suster

Coordinator, Center for Technological Information

National Institute of Industrial Property (INPI)

12:00 – 1:00 pm

Lunch: Brainstorming and Sharing

Participants will engage in a table brainstorm: each table will be challenged to generate at least one actionable, bi-national idea/partnership to drive entrepreneurship and risk-taking. Table representatives will “report” key ideas in a moderated conversation before the afternoon sessions.

1:00 – 2:45 pm

Connecting Ideas with the Market

Moderator:

Tod Perry

Program Manager, Clean Energy Entrepreneurship Center

National Renewable Energy Laboratory

Start-up leaders will showcase: what it takes to build a business in the United States; and business products and services ready for deployment in Brazil.

1:00 – 1:45 pm

Start-up Presentations

Zach Gentry

Chief Strategy Officer

Adura Technologies, Inc.

Kyle McCue

Chief Executive Officer

Ternion Bio Industries, Inc.

Mark Mitchell

Chief Operating Officer

Serious Materials

Jim Sanfilippo
President
Nila Environmentally Sustainable Lighting

1:45 – 2:45 pm

Roundtable Conversation: Breaking Down Barriers – How Can Entrepreneurs Tap into the Opportunities in the United States and Brazil?

2:45 – 3:00 pm

Break

3:00 – 4:00 pm

The Road Ahead for Technology Transfer and Entrepreneurs in Clean, Renewable and Efficient Energy

Opportunities exist in both the United States and Brazil to leverage – across multiple industry sectors – a focus on energy efficiency and renewables to drive entrepreneurship, knowledge creation and investment.

Innovation Learning Lab participants will break into three, moderated discussion groups – Cutting-edge Collaborations: Smartgrid; New Consumer Understanding: Utilities; and New Energy Technologies: The Gamechangers – to identify tangible projects and partnerships across both countries that could optimize entrepreneurial activity and investment around energy opportunities and challenges.

Each discussion group will be moderated and launched by a kick-off discussant. The goal of each discussion group is to address the following questions; and prepare a report back to the larger group on priorities and recommendations to boost entrepreneurially-focused activities within and between both countries, and promote knowledge creation and technology transfer activities.

ASSESS the current environment

- What policies are in place – at the local, regional and national levels – that support entrepreneurship, risk-taking and cross-sector collaboration?
- What top 3 priorities are needed to enable greater entrepreneurial activity?
- How are viable projects and investments currently funded – what are the successful private and public funding models?
- What is the status of seed and venture funding? Are there “funding gaps” (“Valley of Death”)?
- What are the barriers to creating a thriving venture capital investment environment in this field?

SHARE best practices

- What are the best practices in (as well as challenges to) promoting knowledge and technology transfer? Driving entrepreneurial activity? Attracting investment? Increasing collaboration?
- Are there successful models – in the United States and Brazil – that can be scaled and replicated in either country?

Breakout A
Cutting-edge Collaborations and New Consumer Understanding: Smart Grid and Utilities

Kick-off Discussants:

Monica Neves Cordeiro
Superintendent, New Business Companhia Energética de Minas Gerais/ Energy Company of Minas Gerais (CEMIG)

Mr. Jonathan C. Pickering
*Global Marketing and Business Development
Solar Business Group
Applied Materials, Inc.*

Breakout B
**New Energy Technologies:
The Gamechangers**

Kick-off Discussants:

Omkaram Nalamasu
*Deputy Corporate CTO & Vice President
Applied Materials, Inc.*

Ricardo Menna Barreto Felizzola
*Vice President, Altus
Vice President & Coordinator – Council of Innovation & Technology, FIERGS
Federation of Industries of the State of Rio Grande do Sul (FIERGS)*

4:00 – 4:30 pm

Seizing on Opportunities: Reports from the Breakouts and Next Steps

Moderator:

Roberto Alvarez
*International Affairs Manager
Brazilian Agency for Industrial Development*

A moderated conversation with one kick-off discussant from each breakout group.

4:30 – 5:00 pm

Wrap-up & Next Steps

Marc Gottschalk
Partner – Clean Tech Practice
Wilson Sonsini Goodrich & Rosati

Claudio Gastal
President
Movimento Brasil Competitivo

Roberto Alvarez
International Affairs Manager
Brazilian Agency for Industrial Development

Tod Perry
Program Manager, Clean Energy Entrepreneurship
Center
National Renewable Energy Laboratory

Chad Evans
Vice President – Strategic Initiatives
Council on Competitiveness

5:00 – 5:30 pm

**Sidebar Conversation with
Commissioner Dian Grueneich
Commissioner
California Public Utilities Commission**

Location: **Wilson Sonsini Goodrich & Rosati**
650 Page Mill Road
Palo Alto, CA 94304
Phone: +1.650.493.9300

5:15 – 7:00 pm

**Council on Competitiveness
Courtyard Closing Reception**

Hosted by:
Lawrence Livermore National Laboratory,
Wilson Sonsini Goodrich & Rosati and
Council on Competitiveness

Location: **Wilson Sonsini Goodrich & Rosati**
Courtyard
650 Page Mill Road
Palo Alto, CA 94304
Phone: +1.650.493.9300

