

*International Association
of Institutional Venturing
and Intrapreneurship.*

Initial Meeting

Boston, MA 07/25-26, 2002

*Hosted by MIT Sloan
School of Management*

On IAIVI

The International Association of Institutional Venturing and Intrapreneurship (IAIVI) will be a non-for profit, non-partisan trade association to facilitate the sharing of knowledge and expertise in the areas of Institutional Venturing and Intrapreneurship.

Mission

Provide a forum for the open sharing of knowledge and experiences on how to best tap the entrepreneurial spirit of employees and members of institutions. Specially those institutions that want to leverage their people's dreams and passions for the institutions' benefit.

Attendance Fee

US\$200 per person

Registration

Please contact MIT Sloan School of Management:

Marc O' Mansky
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(617) 253-3733
Checks, Visa or MC.

IAIVI

*Int'l. Association of Institutional
Venturing and Intrapreneurship.*

Participate in our Initial Meeting

The IAIVI creation committee is pleased to invite you to attend the initial meeting of what could become the International Association of Institutional Venturing and Intrapreneurship (IAIVI). Please join us in the process of bringing IAIVI to life.

This will be an exciting meeting, as we plan an information-packed agenda (reverse).

Definitions of "Institutional Venturing" and "Intrapreneurship"

"Institutional Venturing" includes a process for large institutions to "spin-out" promising internal business opportunities into freestanding businesses. This also includes a large institution investing in a smaller entity to complement the latter's chances of success by bringing the large institution's resources to assist the smaller entity's efforts to develop and deliver their offerings.

"Intrapreneurship" is when an institution uses the talents of its creative and energetic members and employees to develop innovative products and services.

IAIVI's Objectives

- To build Institutional Venturing and Intrapreneurship into institutions' processes. Just like TQM and "Six Sigma" are second nature to most institutions now.
- Distill the existing knowledge in the areas of Institutional Venturing and Intrapreneurship into useful, actionable and concise modules for implementation.
- Develop and make openly available (under an Open Content license) "best practices" manuals in the above areas. Specifically, to codify 90% of the knowledge in these areas, and to assist institutions to develop their own, customized, 10%.
- Ensure members do not "reinvent the wheel" within their institutions when launching an Institutional Venturing or Intrapreneurship program.
- Work with academia to create a degree that combines Business, Entrepreneurship and Technology Development ("BET Dev"). Attracting the right people is difficult: not enough individuals have both venture development and business building skills.

International Focus

Due to the increasing globalization of business and markets, IAIVI will have a heavy international focus. Significant effort will be spent in securing the active participation of both institutions and individuals across the world that share IAIVI's mission and objectives.

Academic Engagement

IAIVI will actively seek to establish permanent and close relationships with leading academic institutions and research institutions conducting research and teaching in the entrepreneurial, intrapreneurial and venturing arenas.

Open Content License

IAIVI is centered around the concept of an open and frank dissemination of knowledge and experience. In that spirit, IAIVI will follow the philosophy of the Open Content licensing guidelines {<http://www.opencontent.org/>}.

Confirmed Attendees

Academia

Babson College
Cambridge University
MIT

Associations, Govt.

NIST / ATP

Consultants

Pinchot & Co.
ProgenyVC
Radical Innovation
Group

Industry

BASF
BOC
British Telecom
Boeing
ChevronTexaco
Eastman Chemical
Empresas Polar
(Venezuela)
Federal Mogul
IBM
Miller Brewing Company
Motorola

Confirmed Agenda

Thursday July 25, 2002

- 16:00 Welcome - Professor Don Lessard, Deputy Dean
MIT Sloan School of Management
Opening remarks
Jose C. Lacal; Motorola / iDEN Subscriber Group
- 16:15 Introductions
- 16:30 "Using VC Experience to Create Business Value"
Joanne Hyland, Principal; Radical Innovation Group
- 17:15 "Tacit knowledge and innovation"
Dr. Rafael Rangel-Aldao; Empresas Polar (Venezuela)
- 18:00 Networking dinner
Kenneth P. Morse, Managing Director; MIT Entrepreneurship Center
- 20:00 Networking reception
- 21:30 Adjournment

Friday July 26, 2002

- 07:30 Continental breakfast
- 08:00 Opening remarks
- 08:15 "Making Intrapreneuring Work"
Gifford Pinchot, Pinchot & Co.; co-author of "Intrapreneuring in Action"
- 09:00 "Partnering with Government: The Advanced Technology Program."
Dr. Andrew Wang, Economist; NIST/ATP
- 09:30 "Spinning-off to maximize corporate value"
Reid Watts; Progeny Ventures; author of "The Slingshot Syndrome"
- 10:15 Break
- 10:30 Case study: Boeing - Chairman's Innovation Initiative
J. Carter Williams, Program Manager
- 11:15 Case study: Eastman Chemical
Brenda Barnicki; Director, Services Business Development
- 12:00 Working lunch: "Dealing with Disruption"
Prof. Rebecca Henderson, MIT Sloan School of Management
- 13:00 Break
- 13:15 "BET Dev program: an executive MBA for Intrapreneurship"
David Weber, Director, MOT Program; MIT Sloan School of Management
- 13:45 Conclusions and Plan of Action
- 15:00 Adjournment



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