

**THE UNITED NATIONS COMMISSION ON SCIENCE AND TECHNOLOGY
FOR DEVELOPMENT**

15TH SESSION

**21–25 May 2012
Geneva**

Contribution by

United States of America

**2012 Global Innovation Summit
Agenda**

The views presented here are the contributor's and do not necessarily reflect the views and the position of the United Nations or the United Nations Conference on Trade and Development



GLOBAL INNOVATION SUMMIT

Cultivating Innovation Ecosystems
July 16-18, 2012 – Silicon Valley, Calif.

AGENDA

Monday, July 16

Afternoon/Early Evening

- 3:00-4:00** **[Optional Pre-Conference Activity] Tour of YouNoodle Summer Camp [TBC?]**
Optional activity: meet in lobby of Marriott at 2:00 pm to receive an orientation to a boot camp working with ~100 startup companies from around the world receiving coaching and development by YouNoodle.
Hosted by: Rebeca Hwang
Meet: Lobby of Marriott

Opening Session

- 5:00-7:30** **Opening Welcome**
Hosted by: Al, Victor, Greg

Keynote Session

Chair: TBC

Panel: Philip Auerswald, GE Official (TBC) and Rick Samans (GGGI) (TBC)

Special Entertainment

To demonstrate basic concepts of innovation ecosystems: diversity, collaboration, the wisdom of crowds, experimentation, serendipity

- 7:30-?** **Reception and Networking**

July 17-18

- 8:00-9:00** **Breakfast and Networking**

Act I -- Overview of the Rainforest: Cultivating Dynamic Innovation Ecosystems

What is a rainforest and why is it an apt metaphor for a dynamic innovation ecosystem? Why should policy makers care about cultivating rainforests? Why not just build incubators, technoparks, science cities, provide R&D tax breaks, and promote funds of funds? Isn't the sum total of all these actions the same thing as cultivating a rainforest? If not, what is the difference and what can governments and other stakeholders do to actually cultivate dynamic innovation ecosystems? Is there a role for the public sector, or is this best left to the invisible hand and the private sector? Can a country, region or city cultivate a rainforest even if it doesn't have the frontier mentality of California or Texas? The rules of the rainforest are interesting, but most countries do not typically adhere to them. Does that mean that entrepreneurs

and policy makers in these countries are helpless prisoners and victims of their past history? In other words, is culture destiny, or can people and communities learn more effective ways to collaborate and innovate? Why are some regions more innovative and entrepreneurial than others with similar educational achievements, legal systems, and business climates? Why are “boundary spanning institutions” so important? How are some emerging markets, with very different levels of per capita income and historical circumstances, actively cultivating dynamic innovation ecosystems? How can these lessons of experience be transferred to other countries, regions, or communities? Does the recipe for cultivating rainforests vary by per capita income or are the ingredients remarkably similar from Albuquerque to Zimbabwe?

9:00-9:30 Welcome to the GIS

Victor Hwang: Rainforest dynamics (overview presentation).

9:30-10:30 Opening Conversation: “How do we design Rainforests?”

Room: San Jose Ballroom

Greg: Rainforest dynamics discussion with Ade Mabogunje (Stanford Center for Design Research), Fred Smith (urban development & architecture), Dave Cohen (TechStars accelerator).

Questions:

1. Where does innovation come from?
2. How does environment shape behavior?
3. What are basic tools that people can use to foster innovation?

10:30-11:30 Rainforest Stories

Room: San Jose Ballroom

Specific examples of places that are attempting to cultivate rainforests. Questions: What has worked? What has failed? Why? What lessons learned?

Latin America: Columbia or Uruguay (Esperana, Greg or IDB/MIF to propose possible speaker).

Africa: Crispus Kiamba (Kenya) or Hassan Mshinda (Tanzania).

Middle East: Saad Andary, Vice Governor, Central Bank of Lebanon.

11:30-12:30 Breakout Session: Designing Innovation Ecosystems

12:30-1:30 Buffet Lunch w/ Open Networking (sponsored by Kauffman Foundation)

Room: San Jose Ballroom

1:30-2:00 Lunch Keynote Interview (sponsored by Kauffman Foundation)

Possible keynotes: TBD

Act II -- Cultivating A Rainforest: Leadership Tools and Public-Private Collaboration

Constructing buildings dubbed technoparks, incubators, and science cities is not the same as building a dynamic innovation ecosystem. All too often, these institutions fail to achieve their desired results. More often than not, they operate as hermetically sealed silos, with occasional linkages to other isolated silos. If technoparks and incubators, by themselves, are not effective tools for cultivating dynamic innovation ecosystems, and if doing nothing is also not a viable option, what tried and proven tools and programs can stakeholders implement to cultivate more effective innovation ecosystems? How can we encourage aspiring entrepreneurs to take the risk and make the leap to starting their own business? How can we break down the walls inhibiting people in the same country and community from working together and

how can crowd-sourcing and social networking link these people more effectively to their counterparts at home and abroad?

A useful invention is not a product and a product is not a viable business. An inventor is generally not a good business executive, notwithstanding the experience of Steve Jobs and Bill Gates. What can be done to surmount these inexorable hurdles and promote the growth of high impact enterprises? How can useful technologies developed in one part of the world be adapted, adopted and spun out to aspiring entrepreneurs in another part of the world? In other words, how can innovation and entrepreneurship, coupled with innovative financing mechanisms, help to scale up the impact of successful inventions funded by grand challenges programs and successful pilot programs financed and supported by foundations and impact investors? What innovative financing instruments are available to finance early stage start-ups? What can the public sector do to nurture the growth of organizations and institutions to address these issues?

Accelerating the Velocity of Capital

Creating an Angel Network

Where do angel investors come from? Who are angel investors: Commercial bankers looking for a new asset class or investment vehicle? Entrepreneurs who made their fortune and are now looking to "give back"? Members of the Diaspora? What are the ideal characteristics of angel investors? Are financial incentives -- tax breaks, a fund of funds, etc. -- sufficient to attract angel investors? If not, what else are they looking for? If, to paraphrase Hillary Clinton, it takes an ecosystem, how can this be created in places where it does not currently exist. Can angel investors be induced to finance social enterprises or are they looking only for the next Google or eBay -- i.e., investments that will generate expected returns of 10X or greater. If angel investors are not active in a particular country or region, is that economy doomed to slow growth and a dearth of start-ups?

- John May
- Hernan Fernandez
- Creating an ecosystem in a "fly-by zone" state: the Utah case. Paul Ahlstrom, Alta Ventures Mexico.
- John Kohler on Scaling Up Impact Investing Report
- Susana Robles, MIF

Creative Capital Structures for Scaling Up Innovation Sustainably (to be organized in collaboration with Mark Grobmyer and the Global Technology Deployment Initiative)

To have a truly transformative impact, a pilot project that was successfully rolled out in one village or region needs to be deployed in ten or even one hundred or more towns and regions. This can be a daunting task. The sheer magnitude of the financing and administrative effort involved in such an endeavor can easily challenge the capacity and try the patience of the foundation or consortium of foundations and aid agencies that sponsored the initial pilot. How can a successful, financially sustainable enterprise be cloned so that it can serve ten or more villages? How can these efforts be financed?

- Mark Grobmyer, Global Technology Deployment Initiative
- Norman A. Bailey, Community Investment Trusts
- Representative from SEAF
- Heifer international dairy experience in Africa
- Katherine Lucey, CEO, Solar Sister

Accelerating the Velocity of Ideas

Moving Ideas from Lab to Market

How can research organizations like GRA, Grand Challenges/Rising Star, and JICA develop technologies for emerging and pioneer markets? How can these technologies form the basis of high growth enterprises? Will innovation and entrepreneurship be the keys to moving these technologies from laboratories in Tokyo, Pune and Sydney to customers and beneficiaries in

Africa and Central America? Can collaborative relationships can be forged between research organizations in emerging and pioneer markets and research organizations in OECD countries?

- Alex Dehgan -- USAID
- GRA participant
- Peter Singer -- Rising Stars
- Someone from Africa to discuss stagnant health technologies (Hassan Mshinda, COSTECH, Tanzania?)
- Shig Okaya -- JST and SATREPS
- National Collegiate Inventors Association

Intellectual Property

Many of the technologies that developing countries need to solve their pressing social and economic development problems have been invented elsewhere. But technology transfer programs in most emerging markets tend to focus on transferring technology from local universities and research labs to local start ups. This is fine, as far as it goes. But there may be even more fertile ground in spinning in technology developed elsewhere, modifying it for local use in local universities and research institutes, and spinning out these modified technologies to local businesses who can deploy and diffuse them to solve local problems. How can innovation and entrepreneurship programs support these processes? Do existing IP rules and regulations help or hinder these processes? How can emerging markets protect their intellectual property and biodiversity assets from unfair exploitation?

- WIPO
- USPTO
- Wayne Johnson, Caltech
- Stanley Kowalski, UNH Law School

Accelerating the Circulation of Talent

Social Networking Tools and Social Media: Nurturing On-Line Communities and Diaspora Linkages

How can social networking tools connect budding entrepreneurs to each other, to counterparts in neighboring countries, and to members of the Diaspora network? How can social networking tools provide an online repository of information about innovation, entrepreneurship, financing, mentoring, and other germane issues?

- Richard Boly -- State Department (Italy example)
- Habib Haddad -- Wamda
- Gary Urteaga – Wayra

Start Up Weekends: Inspiring Entrepreneurship

Start up weekends and longer-term accelerator programs like the ones operated by Y-Combinator, TechStars, and Oasis 500 have nurtured, mentored, and provided early-stage, start-up finance for new firms in the digital media and app development sectors. How do these programs work? Can modified versions of these programs support high growth or social entrepreneurship in such sectors as clean energy, clean water, food processing, and health care delivery?

- Panelists from StartUp Weekend (Seattle), Startup Iceland, TechStar or Y-Combinator, Oasis 500
- John Kohler or Thane Kreiner, Santa Clara Global Social Benefit Incubator

Wednesday Morning

Act III -- The Rainforest in Action

8:00-9:00 Open Networking & Breakfast

9:00-9:15 **Fusing Ideas, Talent, and Capital**
Introduction to the day's agenda

9:15-10:15 **The Role of Design in Fostering Innovation**

Moderator: Al Watkins [?]

What is the role of design and design principles in fostering innovation? Are design issues a frilly add-on, with no inherent contribution to product value or are they an essential ingredient in new product and ecosystem development? Can effective design even help save lives? What is the connection between design, on the one hand, and innovation and high growth entrepreneurship, on the other hand? How can design principles be incorporated into educational curricula?

- D-Lab -- Amy Smith colleague
- D-Rev -- Krista Donaldson
- Michael Murphy -- MASS Design Group
- Timothy Presterio -- Design That Matters

10:30-12:00 **Special Partner Event: Launch of 2012 Global Innovation Index**
Opening Release of new publication – WIPO and INSEAD

Special Partner Event: Discussion on the Green Growth Initiative
Nathan Hultman, Brookings Institution

Special Partner Event: Inclusive Innovation Discussion hosted by World Bank

12:00-1:30 **Buffet Lunch and Open Networking**

1:30-2:00 **Closing Keynote -- TBD**

2:00-4:00 **Expert Town Hall Sessions**

Parallel sessions allow attendees to self-select areas of interest.

Seating is town hall-style (in the round).

Free-form discussion structure in Q&A format.

Topic

Leadership Skills for Innovators
Globalizing Venture Capital
Building Cross-Boundary Organizations
Angel Networks
Streamlining Global Intellectual Property
Network-Centric Commercialization

Speaker

Janet Crawford
Phil Wickham
Greg Horowitz
John May
WIPO
Rohit Shukla