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The Premier Forum for
Accessing Corporate Investors

Corporate Venture Capital Investments 2000

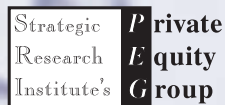
Fueled by competitiveness to be a part of this quickly growing market, corporate venture programs reached an incredible investment level of \$6.3 billion last year and are expected to more than double to \$14 billion in 2000!

Hear from industry leaders as they share their success stories and experiences, including:

- ▶ Insight on the different venture capital models and which is right for your company
- ▶ Structuring your own venture capital arm
- ▶ Sourcing for deals in an overcrowded market
- ▶ Gaining a corporate venture capitalist's and entrepreneur's perspective on corporate venture funding
- ▶ Leveraging your assets to build strategic relationships/partnerships

Including: A complementary hands-on workshop to build your skills through the 5 Strategies to Accelerate Corporate Venture Growth

Presented by:



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October 30-31, 2000

The Tremont Boston - Wyndham Hotel
Boston, MA

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Corporate venture programs reached an incredible investment level of \$6.3 billion last year and are expected to more than double to \$14 billion in 2000.

Are you capitalizing on this rising trend?

Dear Colleague:

Already at an all time high of **\$7.5 billion**, corporate venturing is on the rise. **203 corporations made venture investments last year**, nearly doubling 1998's 108. The latest increase in corporate venturing is being driven not only by the huge payoffs recently generated from startups, but also by the realization that a strategic alliance with startups can give corporations the inside track on new innovations developed by the entrepreneurs.

Venture investing represents an intriguing alternative for corporate America, but at the same time presents a challenge as they attempt to replicate the success of the venture capital firms. Do you have a corporate venture strategy? Do you know enough about this new wave of corporate venturing to make it work for you? Are you prepared to take advantage of the unique opportunities presented by this growing industry? Are you maximizing the potential of internal as well as external ventures?

Whether you are a corporate investor, venture capitalist, investment banker, new business development executive, investor or an emerging growth company, Strategic Research Institute's **Corporate Venture Capital Investments conference on October 30 - 31, 2000** has been developed to provide you with the tools and techniques you need to get your share of this dynamic market.

Attend this conference and learn through a "how to" approach provided by this event's distinguished faculty of the most savvy business leaders and visionaries of the corporate venturing industry. You will leave the event with the skills you need to identify and anticipate trends and turn them into opportunities, including:

- ▶ **Exploring** what venture model is right for you and what it takes to implement it
- ▶ **Choosing** between strategic alliances and financial returns: do you have to decide or can you integrate?
- ▶ **Taking** a new road to deal flow: unconventional and on-line sources
- ▶ **Selecting** and managing your portfolio mix: shopping lists and fashion shows - peddling your goods
- ▶ **Creating** spinouts that leverage your intellectual property

As a participant at the conference, you will also benefit from excellent networking opportunities with your colleagues and peers throughout the event and during the many social events.

Reserve your place today by simply completing the registration form on the back of this brochure and mailing it to Strategic Research Institute. For faster results, you can now register on-line at www.srinstitute.com or by phone at 1-800-599-4950, via fax at 212-967-8021, or e-mail at info@srinstitute.com.

I look forward to greeting you personally at the conference.

Best regards,



Donald L. Laurie

Founder/General Partner

OYSTER INTERNATIONAL

P.S. Benefit from our Pre-Conference Workshop on the 5 Strategies to Accelerate Corporate Venture Growth

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MONDAY, OCTOBER 30, 2000

9:00 - 10:00

Registration and Coffee

10:00 - 12:30

Pre-Conference Workshop: 5 Strategies to Accelerate Corporate Venture Growth

Where is the growth? This hands-on session has been designed to answer such questions as: what should be the ambition of the CEO's and corporate venture investors? Is there a limit to how far they can push the envelope, and when have they gone too far? And, why do most corporate venturers and venture investments fail to achieve their potential? As you are taught the framework for crafting a corporate venture strategy, you will learn:

- ▶ Internal and external ventures: doing it yourself versus doing it with partners, including acquisition/integration of ventures
- ▶ Exploring the business models, capabilities, value added activities and pre-conditions to success
- ▶ Seven questions you need to ask to venture successfully
- ▶ Case studies of leading edge players

MODERATOR:

Donald L. Laurie

Founder/General Partner
OYSTER INTERNATIONAL

PANELISTS:

Casey Jennings

Managing Director E-Business
GE EQUITY

Yiannis Monovoukas, Ph.D.

President & CEO
THERMO FIBERGEN, INC., A THERMO ELECTRON COMPANY

12:30 - 1:45

Luncheon for Workshop Delegates and Speakers

1:00 - 2:00

Conference Registration

2:00 - 2:15

Chairman's Welcome and Opening Remarks

Donald L. Laurie

Founder/General Partner
OYSTER INTERNATIONAL

2:15 - 3:00

The Climate for Corporate Venturing: State of the Market

Corporate venturing is exploding with the level of investment expected to increase from \$6.3 billion in 1999 to \$14 billion this year. Venture arms represent an intriguing alternative for corporate America, but at the same time, concerns lie in the attempts to replicate the success of the venture capital firms. Who is getting involved, what types of ventures are being formed, what investment options are being considered?

- ▶ Top players: who are they and what is their rationale for entering the game?
- ▶ Implementation: the creation and organization behind a winning team
- ▶ How to spot the best opportunities for your company
- ▶ Co-investing with vc's: the benefits & compromises/ what role does the corporation play?
- ▶ Leveraging your corporate assets: cash coupled with brand equity to attract portfolio companies
- ▶ Is corporate venturing for everyone and is there a corporate venture shakeout on the horizon?
- ▶ How is volatility in markets changing the strategies of corporate venturing?

MODERATOR:

Daniel I. DeWolf

Director of Venture Capital Funds
WIT SOUNDVIEW VENTURES

PANELISTS:

Stephen R. Kahn

Managing Director
ADVENT INTERNATIONAL

Chris Varley

New Market Development Vice President
AT&T LABS

Dennis A. Merens

Director of Corporate Venture Capital
THE DOW CHEMICAL COMPANY



3:00 - 3:45

How To Set Up a Successful VC Arm

Hear from the industry leaders as they share their success stories and experiences

- ▶ What venture model is best for your company: external, internal, direct or combination?
- ▶ Choosing the right type of fund
- ▶ Leveraging your corporate assets
- ▶ What they look for in their investments: strategic benefits, financial gains?
- ▶ A European view on corporate venture capital

Blair M. Flicker

Vice President
JOHNSON & JOHNSON DEVELOPMENT CORPORATION

Esa Kanninen

Vice President, Venture Capital Operations
SONERA CORPORATION U.S.

3:45 - 4:15

Refreshment and Networking Break

4:15 - 5:00

Strategic vs. Financial Goals: Do You Have to Choose or Can You Integrate?

Find out the order of priority for top corporations. Are leading companies participating in the venture capital world only to advance towards some strategic goal or is it all about the money? Does putting strategy first create complications or is it the only reason to get involved?

- ▶ Strategic alliances
- ▶ Getting into a strategic deal at an early stage
- ▶ Early access to new external technology and products
- ▶ Benefits and challenges of being associated with an operating company
- ▶ Adding to your internal R&D
- ▶ Financial Returns

PANELISTS:

Robert R. Ackerman, Jr.

Managing Director
ALLEGIS CAPITAL, LLC

Jerry Neumann

Managing Director
COMMUNICADE, AN OMNICOM GROUP COMPANY

Benjamin A. Burditt

Senior Vice President
SCRIPPS VENTURES

Thomas O. Gephart

Founder/Chairman
VENTANA GLOBAL



5:00

Meeting adjourns for the day

5:00 - 7:00

Networking and Cocktail Reception



TUESDAY, OCTOBER 31, 2000

7:30 - 8:30

Continental Breakfast

8:30 - 8:45

Chairperson's Recap of Day One and Introduction to Day Two

8:45 - 9:45

Deal Flow Sources: Quantity vs. Quality - How to Avoid Overload

- ▷ Network with peers who will make a difference
- ▷ Overcoming 'first time fund' deal flow issues
- ▷ Developing an effective deal flow
- ▷ Unconventional and on-line sources of 'deal flow'
- ▷ Who are you competing with?
- ▷ Foreign companies: an alternative source of capital?
- ▷ Returns and funding implications

MODERATOR:

Joseph W. Bartlett

Partner

MORRISON & FOERSTER, LLP

PANELISTS:

David Dempsey

Senior Advisor, Investment Banking
BENTLEY ASSOCIATES LP

Alexander Paluch

General Partner

EAST RIVER VENTURES

Steve D. Smith

Managing Director
GE EQUITY

9:45 - 10:30

An Investor's Perspective on Corporate Venture Investing

- ▷ Investment strategies: why they invest in either cvc's or vc's
- ▷ What are they looking for? certain company types, locations, strategic alliances?
- ▷ Venture investment lifecycles
- ▷ Co-investing
- ▷ Corporate partner benefits
- ▷ Post-investment oversight and execution

MODERATOR:

Burt Alimansky

Managing Director

ALIMANSKY CAPITAL GROUP, INC.

PANELIST:

John N. Kikoski

General Partner

DIGNITAS PARTNERS LLC

Christopher Mutkoski

CEO

INTERNETANGLES.COM

Thomas O. Gephart

Founder/Chairman

VENTANA GLOBAL



10:30 - 11:00

Refreshment and Networking Break

11:00 - 12:00

Selecting and Managing your Portfolio Mix - Case Studies giving a Corporate VC's and Entrepreneur's Perspective



Hear from both sides of the deal as they discuss the advantages and possible risks of teaming up together. Learn what motivates a cvc to invest and should they only stick to what they know? Also, find out what value a cvc can bring to an investment company and what they ask for in return. Including:

- ▷ Shopping lists & fashion shows - peddling the goods
- ▷ How do the investment processes differ from that of a vc?
- ▷ Celebrating the two hats - v.c. vs. b.d.
- ▷ Getting past the gatekeeper and in front of the right people
- ▷ Cultivating an entrepreneurial environment - academic community, corporate partnerships, and financial groups are key!
- ▷ Developing an internal entrepreneurial mentality - rotating the puzzle piece
- ▷ Protecting intellectual property

Elliot Swan

Director, Intel Capital

INTEL CORPORATION

Matthew Growney

Managing Director of One Motorola Ventures

MOTOROLA, INC.

Tinsley Galyean

Chairman & CEO

NEARLIFE, INC.

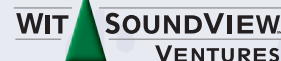
John J. Schickling

Senior Vice President Finance & Operations

SYNAPIX

12:00 - 1:30

Luncheon for Speakers and Attendees Sponsored by:



1:30 - 2:15

Corporate Spinouts: When Do They Unlock Value?

Who ends up winning in the spinout game? Learn the conditions for success, everything from attitude and skills to the management system required to capitalize on spinouts.

- ▷ What are the infrastructure, communication and support requirements?
- ▷ Generating deal flow and mining opportunities
- ▷ The business plan, capital and the business building process
- ▷ Attracting serial entrepreneurs and the exit strategy
- ▷ Benefits of going it alone versus partnering with experienced venture managers
- ▷ Lessons learned

MODERATOR:

Donald L. Laurie
Founder/General Partner
OYSTER INTERNATIONAL

PANELISTS:

Brenda Valois
Director, New Business Commercialization
NORTEL NETWORKS

Craig B. Wynett
General Manager, Corporate New Ventures
PROCTER & GAMBLE

Yiannis Monovoukas, Ph.D.
President & CEO
THERMO FIBERGEN, INC., A THERMO ELECTRON
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2:15 - 3:15

The Role of Incubators, Accelerators, and Seed Capital Providers - Do They Add Value?

- ▶ Definitions of players, examples of successes
- ▶ Current models being used in the market and their efficacy
- ▶ Who should use them and how should they be managed?
- ▶ Working with early stage companies
- ▶ Are they competition for the vc funds?
- ▶ What happens when things don't work out the way you anticipate?
- ▶ How are they likely to evolve?

MODERATOR:

David Blumberg
Managing General Partner
BLUMBERG CAPTIAL VENTURES

PANELISTS:

Tony Abate
General Partner
BATTERY VENTURES

David Danovitch
Senior Partner
DEL REY INVESTMENTS, LLC.

Chip Austin
Co-Founder & Managing Principal
I-HATCH VENTURES

Jim Butterworth
Co-CEO
LAUNCHCENTER 39

Felice Kincannon
Partner
MARKETSPACE, A MONITOR GROUP COMPANY

O. Mac Chinsomboon
of the MIT SLOAN SCHOOL OF MANAGEMENT



3:15

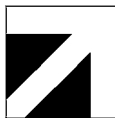
Conference Adjourns

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5 easy ways to register

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8:30 - 5:30, Eastern Time

Monday - Friday

FAX 212-967-8021

(24 Hours a Day)

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From the Investor, Financial and Start-up Community:

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- CEOs, CFOs & New Business Development Executives of Emerging Growth Companies
- Angles Investors
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Payments:

The cost of the conference is \$1395 - including our complementary hands-on workshop.

10% Dot.com discount \$1255 - Subject to approval of SRI

The registration fee includes all breakfasts, lunches, refreshments, receptions and the conference documentation workbook. Payments may be made by company check, American Express, Visa, MasterCard, or Diner's Club. Please make checks payable to Strategic Research Institute L.P. and be sure to write the registrant's name on the face of the check along with the conference code CX336. Payments must be received (10) days prior to the conference.

Suggested Dress: Business Casual

CLE Credits: This conference qualifies for CLE credits.

Please call 1-800-599-4950 for more information and details.

Discounts

Group Discounts Available: If you send two delegates to this conference at the full registration fee, the third and subsequent delegates receive a \$200 discount off the conference registration fee.

Frequency Program: If you personally attend three Strategic Research Institute conferences in 2000 as a fee paying delegate, you will be credited 50% off the full registration fee of the third event. Please be sure to indicate that it is your third event when registering so that your invoice may be adjusted accordingly. Discounts cannot be combined.

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Cancellations: All cancellations will be subject to a \$227 administration fee. In order to receive a prompt refund, your notice of cancellation must be received in writing (by letter or fax) fifteen (15) business days prior to the conference. We regret refunds will not be issued after this date. The registration may be transferred to you or another member of your organization for any Strategic Research Institute conference during the next twelve months. If you plan to send a substitute in your place, please notify us as soon as possible so that materials and preparations can be made. In the event of a conference cancellation, Strategic Research Institute assumes no liability for non-refundable transportation costs, hotel accommodations or additional costs incurred by registrants.

We have reserved a limited block of rooms with the hotel at a special discounted rate for our attendees. To secure your accommodations, please contact the hotel at least four weeks in advance and be sure to mention that you are a Strategic Research Institute delegate.

Corporate Venture Capital Investments 2000 • October 30-31, 2000

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