

International Open Innovation Tour

A journey to the **frontier of the most advanced technologies** for those who believe in **Open Innovation** as a **strategic resource** for growth and as a **key success factor** for competitive positioning



Milan, June 13 -14 2011

London, June 16 2011

Frankfurt-am-Main, June 21 2011

Agenda

Monday
June
13
Morning



Opening event with international guests and round table, in collaboration with *Scuola Superiore Sant'Anna di Pisa*.

The keynote speech will be held by **Prof. Henry Chesbrough** from **Berkeley University**, the inventor of the term “Open Innovation”.

The tour continues with 4 editions of the **Start-Up Initiative**, Intesa Sanpaolo’s Open Innovation platform

Monday
June
13
Afternoon



Investor Arena Meeting
Electronics & Automation
Milan, Italy



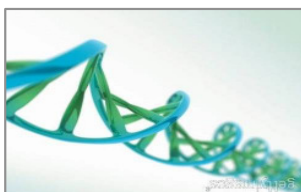
Tuesday
June
14



Investor Arena Meeting
ICT & Online Services
Milan, Italy



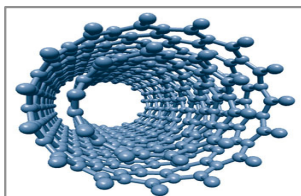
Thursday
June
16



Investor Arena Meeting
Biotech & Healthcare
London, UK



Tuesday
June
21



Investor Arena Meeting
Nanotechnologies
Frankfurt-am-Main, Germany



**Intesa
Sanpaolo**



**Start-Up
Initiative**

Technologies and markets

Focus



Electronics: sensors and chips, consumer electronics, industrial automation, mechatronics, ...



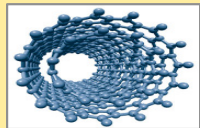
ICT: digital services, online media, software development, telecommunications infrastructures, ...



Biotechnologies: bio-chemistry, molecular and cellular biology, genetics, embryology, ...



Healthcare: devices and services for diagnosis, treatment and patient management



Nanotechnologies: high-performance materials, biomaterials, molecules, polymers, aerogel, ...



Cleantech: renewable energies, energy saving and efficiency, waste treatment and disposal, ...



Social Ventures: technologies and solutions with high social impact (for-profit and not-for-profit)



Europe



The Start-Up Initiative for corporations

Focus



A showcase of the **most innovative start-ups**, to do “**technology shopping**” (patents, licensing, acquisitions, ...) or to develop **business & R&D** in an Open Innovation framework



A consolidated appointment, and a rich **networking opportunity** with industrial and financial players on an international backdrop

from September 2009:

9

Italian editions

4

International editions

~900

Investor and corporate attendees

~1K

Interest manifestations for the proposed start-ups



A **rigorous process** ensuring **proposal quality** and **clarity** in the communication of business plans (*elevator pitch*)



from September 2009:

>650 projects

>170 trained start-ups

~110 finalists

For further information



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