



INNOVATION^{'10} SUMMIT

OCTOBER 27, 2010 + INDIANA CONVENTION CENTER

Innovation Summit 2010 Conference Agenda

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|----------------------------|---|
| 10:30 – 11:30 a.m. | Registration
Innovation Exposition Open from 10:30 a.m. – 5 p.m. |
| 11:30 a.m. – 1 p.m. | Luncheon & Keynote Address by
Technology Writer and Innovative Thinker Nicholas Carr
Author of <i>“The Shallows: What the Internet Is Doing to Our Brains”</i> |
| 1 – 1:30 p.m. | Break
Innovation Exposition Open |
| 1:30 – 2:30 p.m. | INNOVATION BREAKOUT SESSIONS
Innovation in Social Media presented by ExactTarget
Innovation in Cloud Computing presented by Bluelock
Innovation in Renewable Energy & Smart Grid Technology presented by IPL
Technology’s Economic Outlook with Bret Swanson of Entropy Economics and
Mike Hicks of Ball State University |
| 2:30 – 2:45 p.m. | Break
Innovation Exposition Open |
| 2:45 – 3:45 p.m. | INNOVATION BREAKOUT SESSIONS – Round 2 (Same As Above) |
| 3:45 – 4 p.m. | Break
Innovation Exposition Open |
| 4:00 – 5:00 p.m. | Capital Panel Discussion: Funding Innovation presented by Alerding Castor Hewitt |
| 5:00 – 6:00 p.m. | Capital Connection
<i>“A networking event for angel investors, venture capitalists, banks,
those seeking funding and the technology and entrepreneurship community”</i>
(Representatives from 12 different venture capital, angel and seed funding firms.) |

Visit www.techpoint.org/summit for more information. Buy tickets at www.techpoint.org/tickets.
Booths and sponsorship opportunities are available. Contact Kayla Garcia at kgarcia@techpoint.org.

Innovation in Social Media Breakout Panel

Presented by

ExactTarget[®]

No longer thought of as a fad or novelty, social media are legitimate business communication channels that companies ignore at their own peril. Social media are powerful tools for maintaining relationships with target audiences that have revolutionized the way end users consume and share information.

- What is the “next big thing” in social media?
- Which social media innovations are coming out of Indiana?
- How are social media leaders dealing with personal information security concerns?
- What is the right balance between corporate identity and the identities of company personnel?
- What are the current best practices for companies building relationships with customers through social media?
- Which revenue models are yielding the most profits in social media?

These questions and more will be explored by the following experts:

- **Jay Baer**, Social Media Consultant, Speaker, and Author of the Convince & Convert Blog
- **John Lopes**, Chief Marketing Officer (CMO) of Andretti Green Racing
- **Chris Baggott**, Chief Executive Officer (CEO) and Co-founder of Compendium Blogware
- **Tim Kopp**, Chief Marketing Officer (CMO) of Exact Target



Jay Baer



John Lopes



Chris Baggott



Tim Kopp

Innovation in Cloud Computing Breakout Panel

Presented by



International Data Corporation (IDC) predicts that public cloud computing will be a \$44 billion market by 2013, as companies seek to cut capital costs and avoid licensing fees by switching from desktop software to cloud-based applications. But some say the cloud is water vapor because databases, memory and microprocessors are still needed, and 45 percent of those surveyed by the Information Systems Audit and Control Association (ISACA) believe the risks of cloud computing still outweigh the benefits.

- What are the key opportunities for Indiana companies concerning cloud computing?
- How are companies reconciling the security concerns with cost savings?
- How do Indiana companies compare to the nation in cloud access and implementation?
- Which arguments concerning cloud computing are valid and which are merely myths?
- What will the cloud look like in five years? In ten years?

These questions and more will be explored by the following experts:

- **Mike Rudicle**, CIO – Advisory Services of PricewaterhouseCoopers
- **David Schroeder**, Central Area Director of Systems Engineering for VMware
- **Doug Allgood** of Milestone Advisors
- **Pat O'Day**, Chief Technology Officer (CTO) of BlueLock



Mike Rudicle



David Schroeder



Doug Allgood



Pat O'Day

Innovation in Renewable Energy & Smart Grid Technology

Presented by



Indiana's leadership role in vehicle electrification and smart grid development are helping to make the "electric commute" a reality for Hoosiers and the rest of the nation. New jobs and investment in solar and wind energy – from manufacturing and assembly to wind farm establishment – have been announced at multiple locations in the state. And now, private capital is beginning to follow the more than \$416 million federal stimulus dollars invested in Indiana renewable energy projects – the second highest amount among the 50 states.

- How realistic is it that Indiana will attract and retain enough renewable energy business for the renewable sector to become as vibrant and successful as our life sciences and logistics sectors?
- What capital and regulatory hurdles stand in the way of smart grid deployment?
- What more can Indiana do to secure a position as the "electric car capital?"
- Will the market continue to embrace energy firms as stimulus funding wanes?

This question and many more will be explored by the following experts:

- **Paul Mitchell**, President and CEO of Energy Systems Network (ESN)
- **Richard L. Benedict**, Director of Project Development for Indianapolis Power & Light Co. (IPL)
- **John Haselden**, Principal Engineer for Indianapolis Power & Light Co. (IPL)
- *The final panelist will be announced soon.*



Paul Mitchell



Richard L. Benedict



John Haselden



Panelist TBA

Technology's Economic Outlook Breakout Panel

Presented by



TECHPOINT

Indiana has gained significant ground in technology products, services and businesses over the past decade. Today's Indiana tech sector is internationally competitive and venture capital flowing into the state has seen double-digit increases for several consecutive years – leaping from 44th to 20th among the 50 states in the National Venture Capital Association (NVCA) ranking. Throughout the most recent recession, Indiana actually gained new technology jobs while the rest of the private sector experienced dramatic cutbacks.

- What should Indiana business leaders and entrepreneurs expect to face in the technology marketplace during our nation's economic recovery
- How can companies use the recession/recovery to their advantages?
- What are the greatest opportunities in technology today? In five years? In ten?
- How does Indiana's technology business sector stack up to our neighboring Midwestern states and the rest of the nation?

These questions and more will be explored by the following experts:

- **Bret Swanson**, President of Entropy Economics LLC
- **Mike Hicks**, Director of Ball State's Center for Business and Economic Research (CBER)



Bret Swanson



Mike Hicks

Funding Innovation Plenary Panel

Presented by



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The competition for growth capital is fierce even during times of economic boom. In today's squeezed credit environment, "fierce" competition would be a welcome reprieve from the nearly impossible task of securing funding. However, several high-profile Indiana technology companies have made headlines with tens of millions of dollars worth of new venture capital, and national surveys indicate that Indiana saw an 80 percent increase in VC during the height of the national recession.

- Is Indiana reaching its capital potential or is our state's tech sector leaving money on the table?
- How might we continue to build upon our recent positive VC momentum?
- Has the recession permanently altered the way VCs approach the marketplace?
- The Art of the Pitch: Which are the best (and worst) ways to get VC attention and keep it?
- What advice do you have for entrepreneurs seeking to start and grow businesses in Indiana?

These questions and more will be explored by the following experts:

- **Wendy Jarchow**, Director of Business Development - Upper Midwest for Chrysalis Ventures
- **Steve Hourigan**, Managing Director of the State of Indiana's 21st Century Fund
- **Ray Leach**, Chief Executive Officer (CEO) of Jumpstart
- **Kristian Andersen**, President of Kristian Andersen + Associates



Wendy Jarchow



Steve Hourigan



Ray Leach



Kristian Andersen

Capital Connection Networking Event

Presented by



TECHPOINT

Representatives from 12 different venture capital, angel and seed funding organizations will join Innovation Summit attendees for a chance to meet and learn about promising Indiana companies for possible investment. Representatives from the following companies are scheduled to attend:



(Venture Capital)



(Venture Capital)



(Venture Capital)



(Venture Capital)



(Angel Funding)



(Angel Funding)



(Angel Funding)



(Angel Funding)



(Angel Funding)

Apex One Equity, LLC

(Angel Funding)

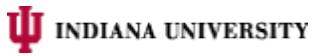


(Seed Capital)



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