



OCT 12-14, 2011
Chantilly, France

The i-7 Summit - Global Summit on Technology, Innovation, Entrepreneurship and Society

>> *Information Kit for Presenters*

I. Committed to Expanding the Global Innovation Ecosystem

Globalization has made the world a much simpler and yet, at the same time, a much more complex place to live. Today, no one government, company or group, working alone, can solve a major issue. They have to work together.

The **i-7 Summit** brings together a select group of 300 entrepreneurs, innovators, technology gurus, large companies, start-ups, investment firms, Gov and NG institutions, academics, influencers and thinkers who are active in supporting the technology, innovation and entrepreneurship ecosystems. The participants will engage in intensive discussions, moderated workshops and taskforces.

The gathering near Paris in October, 2011, has a unique edge – poised on the dawn of open innovation and in the aftermath of the deepest economic rethink since the Great Depression. The message of i7 is that as we stand facing today's challenges, our capacity to **innovate**, share value and exceed expectations is vital.

The i-7 Summit is about seven goals and values our community will pursue together:

- **Impact:** having a real positive impact on Society (social entrepreneurs and disruptive business models);
- **Innovative:** ICT, new technologies and models and their leading role in fostering economic, environmental and social sustainability;
- **Invest:** i-7 showcases the best in entrepreneurship-led value creation from start-up to Fortune 500;
- **Interactivity:** Tailored one-on-one matchmaking, networking opportunities but also group discussions on issues generated by the community of i-7 participants and speakers;
- **Influence:** the key influencers are coming to i-7, raising the awareness about innovation policy and practice in securing competitive economies and durable prosperity;
- **Integrate:** Funds, VC partners, name brands and major players seeking breakthrough thinking and breakthrough projects in horizontal synergies across sectors;
- **Inclusion:** International participants from around the world: philanthropists, SMB/Es, start-ups, micro-financiers, NGOs, investors, large enterprises, research labs, top educational institutions, leaders etc...

II. The i-7 Summit Promise

The i-7 Summit serves two main purposes: it is a high-level business development and fundraising matchmaking event focused on bringing together the most promising technology companies with those that can make them succeed and it is a forum to share latest trends, best practices and to reflect on how to make a positive impact on Society.

Innovative companies are coming from sectors such as digital media, ICT breakthrough technology, social networking models, online services, social entrepreneurship, and other offerings that combine disciplines across sectors. The speakers stimulate you to see the business world differently and the business opportunities offer new horizons for value creation that matters.

The i-7 Summit seeks to raise the awareness of multiple actors, including governments, businesses, and civil society, about the importance of technology and innovation for building competitive economies and durable prosperity.

III. Clear Business Benefits

Corporate Attendee

Tech scouting (one to one mtgs)
Talent search
Investment opportunities
Worthwhile SD projects
Change of mindset
Access new innovation tools
Visibility in the ecosystem

Presenting Company

Privileged access to strategic partners and clients
Fundraising opportunities
Plug into the pan-European Innovation Ecosystem network
Validation of International Strategy

Partner or Institution

Theme sponsoring
Reach of voice in ecosystem
Technical partner meetings
Access to leading edge projects
PR and image alignment
Awareness of innovation tools
Innovation Ecosystem members

IV. Venue

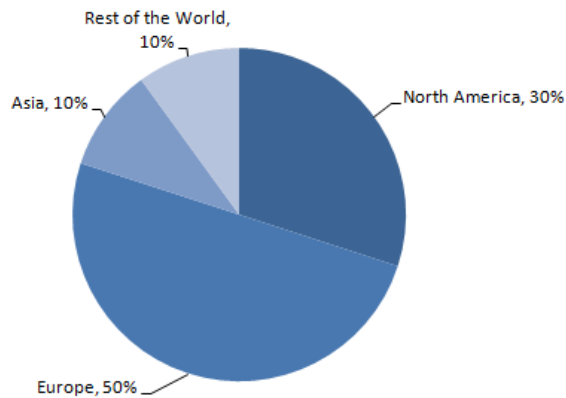
The i-7 Summit is held at one of the **world's premiere conference center: "Les Fontaines"** (www.les-fontaines.com) near Paris equipped with state-of-the-art audiovisual systems. This unique site combines history, modernity and respect for the environment, creating an ideal atmosphere for productive team work.

Les Fontaines is a 19th-century Chateau just 30 minutes from Roissy Charles de Gaulle Airport and 50 minutes from Paris. It has also a state-of-the-art conference center with 500 seat auditorium, 45 meeting rooms, 300 guest rooms and 50 hectares of estate.

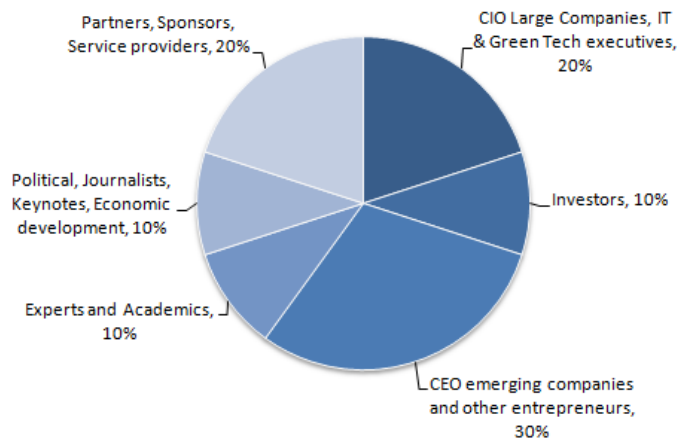
V. Program Audience and Sessions

300 ATTENDEES

i-7 Summit 2011 - Geographic Distribution



i-7 Summit 2011 - Expected Audience



• THEMES

Openness

Openness is the quality of being open. It sometimes refers to a very general philosophical position from which some individuals and organizations operate, often highlighted by a decision-making process recognizing communal management by distributed stakeholders rather than a centralized authority. Openness and unrestricted information sharing amongst scientists have been identified as institutional norms that are critical to scientific progress.

What does Openness mean in the corporate world today? How critical is it to technology, innovation and entrepreneurship?

Technology driving social innovation

Throughout the history of society, technology has repeatedly created huge waves of innovation and dramatically transformed society as with the printing press in the 1400's and the Internet in the late 1900's. In the 21st century, even more technologies are emerging creating major changes in the way we work and live. People are spending hours on social networks with more than 10% of the world's population on Facebook alone. Social commerce is a huge area for new revenue streams for companies to consider. Sophisticated business analytics is providing bigger insights for better decision making. And pervasive consumer analytics is allowing for more accurate ways to reach consumers and even manipulate them. In these sessions, we will explore what some of the exciting new technology and services are, and also some of the issues that have arisen along with the benefits like possible threats to our privacy and free will.

Empowering SMEs and Entrepreneurs

Small and medium size enterprises (SMEs) play a pivotal role in their respective countries and economies. On average, they represent over 2/3 of the jobs around the world and 50% of the GDP. The major advantage of the sector is its employment potential at low capital cost which represents a true engine for growth and a crucial source of innovation. It is generally accepted that it is easier for Entrepreneurs with ideas to start their company, raise funds and trade across borders with more flexibility and speed. This session will assess the current situation, analyze the challenges and opportunities and provide actionable recommendations to empower SMEs and entrepreneurs.

Sharing values to create value and sustainability

Societal, political, economic and environmental forces are changing the way we created jobs, manufacture and deliver goods/services, and expand into new markets. This requires the creation of a sustainable framework for comprehensive and global industrial policy, new business models but perhaps a new definition of ROI. Meanwhile, the current crisis is not just an economic crisis but also a societal crisis that calls into question the degree to which our current systems and institutions embody those values that we hold most dear. Poverty, employment creation, and education inequality are challenges faced in all parts of the world. What does social responsibility mean for corporations and what opportunities exist with new technologies and innovations? During these sessions, we will explore and share ideas for the implementation of best practices for a sustainable and responsible society across the globe at multiple levels – industry, government, academia, and more.

■ INTERACTIVE WORKSHOPS

1. Empowering SMEs and Entrepreneurs

- 1.1. Efficient collaboration between large corporations and disruptive innovative companies
- 1.2. Models of financing innovation and entrepreneurship around the globe
- 1.3. Going Global for SME's and Entrepreneurs

2. Technology driving social innovation

- 2.1. Social media and social commerce
- 2.2. Disruptive technologies changing how we work and live
- 2.3. The world is wide open – what about our data, our privacy?

3. Sharing values to create value and sustainability around the world

- 3.1. New business models, new business tools, new types of conversation with customers
- 3.2. Social responsibility for sustainable value creation
- 3.3. Shaping talents for tomorrow's innovations

◆ QUICK PITCHES

40 x 3-min pitches of some the most promising private technology companies from around the world in:

- **Information and Communication Technologies**
- **Alternative Energy and Green Technologies**
- **Sustainable Health and e-Healthcare**

► NETWORKING SESSIONS WITH START-UPS

Opportunity to discuss with innovative start-ups

VI. Program

WEDNESDAY, OCTOBER 12, 2011	
12:00 14:00	Registration and Buffet Lunch
14:00 14:15	OPENING REMARKS <i>Jean-Bernard Guerree, Managing Director, Avise Partners, Founder, i7 Summit</i>
14:15 17:45	Empowering SMEs and Entrepreneurs & Radical Openness
14:15 14:35	• KEYNOTE SPEAKER - Empowering SMEs and Entrepreneurs <i>Tero Ojanpera, Managing Partner, Vision+, former CTO/CSO, Nokia</i>
14:35 15:45	• GROUP SESSION: Radical Openness <i>Moderators:</i> <i>Tim Leberecht - CMO, frog</i> <i>Adam Richardson – AVP, Marketing, frog</i>
15:50 16:40	• EXPERT PANEL - Empowering SMEs and Entrepreneurs <i>Moderator: Roxanne Varza, TechCrunch Europe, and Director, StartUp Bootcamp</i> <i>Panelists:</i> <i>Soo Boon KOH – Managing Partner, iGlobe Partners</i> <i>Jean-David Chamboredon, ISAI Gestion</i> <i>Jean-Marc Frangos, Head of Innovation, British Telecom</i> <i>Karsten Langer, Chair, EVCA, Partner, Riverside Europe Partners</i> <i>John Bautista, Partner, Orrick, Herrington, & Sutcliffe</i>
16:45 17:45	■ WORKSHOPS - Empowering SMEs and Entrepreneurs A - Efficient collaboration between large corporations and disruptive innovative companies B - Models of financing innovation and entrepreneurship around the globe C - Going global for SME's and Entrepreneurs
18:00 19:00	Cocktails in the Chateau
19:00 21:00	Dinner in the Chateau
THURSDAY, OCTOBER 13, 2011 Morning	
07:45 08:45	Breakfast
08:45 09:00	WELCOMING REMARKS <i>Jean-Bernard Guerree, Managing Director, Avise Partners, Founder, i7 Summit</i> <i>Eric Woerth, Mayor, Town of Chantilly, former Minister of Labor, France</i> <i>Intro of the Global Innovation Index</i>
09:00 13:15	Technology driving society innovation
09:00 09:20	• KEYNOTE SPEAKER - Technology driving society innovation <i>JP Rangaswami – Chief Scientist, Salesforce</i>
09:25 10:50	◆ QUICK COMPANY PITCHES: 20 x 3-min pitches from some of the most promising private technology companies
10:55 11:25	▶ NETWORKING WITH START-UPS
11:25 12:25	■ WORKSHOPS – Technology driving society innovation A - Social media and social commerce B - Disruptive technologies changing how we work and live C - The world is wide open – what about our data – what is happening to all that value?
12:30 13:15	• EXPERT PANEL - Technology driving society innovation <i>Moderator: Niels Kvaavik, Director of Global Partnerships, YouNoodle</i> <i>Panelists:</i> <i>Kris Singh, President, Service Research and Innovation Institute (SRII)</i> <i>Sebastian Wossagk, Partner, Acton Capital</i> <i>Rebecca Quinn, General Manager, Europe, Wildfire Interactive</i> <i>Gabriele Gresta, Founding Partner, Digital Magics</i> <i>Urs Cete, Principal & CFO, Bertelsmann Digital Media Investments</i>
13:15 14:15	Lunch in the Forum Restaurant of Les Fontaines

THURSDAY, OCTOBER 13, 2011 Afternoon	
14:30 18:40	Sharing values to create value and sustainability around the world
14:30 14:45	<ul style="list-style-type: none"> • KEYNOTE SPEAKER - Sharing values to create value and sustainability around the world <i>Deborah Magid, Director of Software Strategy, IBM Venture Capital</i>
14:50 16:15	<ul style="list-style-type: none"> ◆ QUICK COMPANY PITCHES: 20 x 3-min pitches from some of the most promising private technology companies
16:20 16:50	<ul style="list-style-type: none"> ▶ NETWORKING WITH START-UPS
16:50 17:50	<ul style="list-style-type: none"> ■ WORKSHOPS - Sharing values to create value and sustainability around the world A - New business models, new business tools, new types of conversation with customer and citizens B - Sustainability, cleantech and value creation C - Shaping talents for tomorrow's innovation
17:55 18:40	<ul style="list-style-type: none"> • EXPERT PANEL - Sharing values to create value and sustainability around the world <i>Moderator: Steve Seuntjens, Founder Partner, Graft Ventures (former Head of Phillips Ventures)</i> <i>Panelists:</i> <i>Isabelle Juppe, Group Director of CSR, Lagadere Corp.</i> <i>Rex Northen, Exec Dir, CleanTech Open</i> <i>Kai Koelmel, VP of Renewable Energy, Siemens Corp</i> <i>Marcel Lubben, Managing Director, DSM Venturing & Licensing</i> <i>Michiel Boreel, CTO, Sogeti</i> <i>Farah Ahmed, Vice President – Associate General Counsel, Personal Care Products Council</i>
18:40 18:50	<ul style="list-style-type: none"> • CLOSING COMMENTS FOR THE DAY
19:00 20:00	<ul style="list-style-type: none"> • Wine-tasting Reception <i>Taste wines from different regions of France</i>
20:00 21:30	<ul style="list-style-type: none"> • Dinner in the Chateau
FRIDAY, OCTOBER 14, 2011	
08:15 09:15	Breakfast
09:15 10:15	<ul style="list-style-type: none"> ■ WORKSHOP: G-20 Next Step – How do we adapt to a new economic environment? <i>Philippe Collot – VP Corporate Finance, WISEKey</i> <i>Roman Kikta – Managing Partner, Mobility Ventures</i> <i>Sven Otto Littorin – Advisor, Gibran Associates (former Minister of Labor Sweden)</i> <i>Francois Nadal – CEO, myERP</i>
10:15 11:45	<ul style="list-style-type: none"> • INDIVIDUAL ONE-ON-ONE MEETINGS - rooms available for meetings
11:45 12:45	Light Lunch Buffet

VII. Presenting Company Package Benefits & Fee

Presenting Company Package Benefits	Price
<p>Conference pass for presenting company are complementary but requires application and approval from selection by committee</p> <p><u>Benefits include:</u></p> <ul style="list-style-type: none">- 1 conference pass and full access to all conference's functions- Stand alone presentation 3-min to 300 qualified participants- Pre-arranged qualified one-on-one meetings with potential clients, partners and investors- Additional conference pass at €750 each for additional company members	<p>FREE*</p>

** Accommodation and travel expenses are the responsibility of the attendees.*

VIII. Presenter Selection Process & How to apply

- **Selection Committee**

To ensure that only the most promising technology companies are presenting, a selection committee is in place to review the companies' applications and choose those that have the most innovative solutions and that can positively impact Society. The selection committee is composed of senior technology and business development executives from large corporations, as well as venture capitalists.

- **Application Process**

Companies shall apply by filling out the 7 page PowerPoint application form downloadable at <http://www.i7summit.org/sites/default/files/i7S11Application.ppt> and send it by email to pconsorti@avisepartners.com. Upon receipt, the application will be sent to the selection committee for review and an answer will be given under 10 days.

IX. About the Organizer

Avisé Partners is an advisory firm with 19 years of experience in helping private technology companies from Europe and the US to start or accelerate their business on both side of the Atlantic. Through events, market studies, business development, interim management, fund raising and acquisitions advisory, it supported the expansion of over 100 European and American technology companies.

Over the years, Avisé Partners has built a strong network with leading business and technology executives. Using its networks in a collective fashion, Avisé Partners has a track record of producing successful strategic events including the 2005 French Tech Showcase in California, the 2007, 2008 and 2009 Global Tech Showcase in La Baule, France, the 2008 and 2009 Euro Tech Showcase in California and the first i-7 Summit in Chantilly, France in 2010.

For more information about Avisé Partners, please visit: www.avisepartners.com

CAP GEMINI is a strategic partner of the event.

Previous sponsors and partners from organizer's past events include:

Dow Jones, Microsoft, NYSE Euronext, CNBC, Financial Times, Euronews, Avenir Finance, Growth Point, GP Bullhound, Loomis Group, Nair and Co, Orrick, Invest in Western France, State of California.

X. Previous Participants

Participants of the i-7 Summit Session 2010 included:



SOFINNOVA PARTNERS



XI. Testimonials

Please find below a few testimonials from previous Avise Partners events:

"It would have taken us years to select and access such group of companies. Count me in for next year."

Babacar Ndiaye, Tech sourcing, Lagardère Group

"Thanks again for inviting me to the event. It was one of the highest ROI event of the year for me."

Baris Aksoy, Associate Investment Manager, Intel Capital

"Thank you very much for organizing this event. I had very good meetings and enjoyed the conversations. You and your team did a great job putting this together. Thanks again."

Andreas Weiskam, Partner, SAP Ventures

"I had very fruitful conversation in LaBaule – good mix of companies and people. Thank you again for putting together such a great program."

Sebastian Wossagk, Partner, Acton Capital Partners

"Thanks for the invite we met some very interesting companies yesterday."

Hans van Rietschote, Senior Director, Technology Scouting Group, Symantec

"I was very enthusiastic about the quality of the company I met yesterday. I would love to be updated on follow-up events."

Philippe Botteri, Vice President, Bessemer Venture Partners

"We had a great time in France and moreover, the contacts we made are priceless. Thank you for giving us the opportunity [...] La Baule has generated quite a bit of commotion (in the good sense of the word) here. We have not been able to take a breather..."

Elmer Robles, CEO, Encienda SL

"Thank you very much for excellent arrangements and we are very happy from the discussions and new contacts received during the Showcase event. We definitely believe these two days in the valley will accelerate remarkably our business."

Petri Salonen, CEO, BlueGiga

"Let me thank you all of you for the organization of this event which was absolutely perfect!"

Sherley Brothier, CTO, Open Trust

"Thank you for those two days very interesting [...]. The organisation and the welcome were perfect."

Jacques Bourginaud, CEO, Wyplay

"Thank you to yourself and team for well-organized event, especially the 1on1 sessions."

Marcel Karssen, CFO, Q-go

"The whole event turned out to be very fruitful for us and I thank you for having had the opportunity to present ourselves for this audience!"

Hans Brons, CEO, iRex Technologies

"Thanks for having us at the show. It was a good event and ran very professionally. We appreciated the opportunity to participate."

Todd Woodstra, Global VP Unified Communications and Emerging Markets, SpinVox Ltd