



New Business Development Network

Spring 2018 Networks Conference

March 5-6, 2017

Brown Palace Hotel & Spa

321 17th Street, Denver, CO 80202

Monday, March 5

<p>7:30 am – 8:00 am <i>Brown Palace Club</i></p>	<p>Breakfast</p>
<p>8:00 am – 9:00 am <i>Central City</i></p>	<p>Introductions and “Hot Topics” Roundtable</p> <p>Attendees should come prepared to share a particular challenge or success they have recently experienced in their company. This is an opportunity for everyone to learn more about each other as well as share insight and assist with developing solutions.</p>
<p>9:00 am – 10:00 am <i>Central City</i></p>	<p>MVP of Hardware: Virtual and Physical in Lean Development <i>Presenters: Norm Golm and Jason Kreidler (Regal Beloit)</i></p> <p>Applying the Minimum Viable Product (MVP) concept to places other than software demand special considerations and approaches. Constructing MVPs for physical evaluation can take multiple paths working from basic 3D models, to 3D printed components, to full functioning prototypes. Each of these MVP styles offers certain benefit, and have a unique place in a lean development cycle. Sharing MVPs with customers and end users is a wonderful marketing and collaboration tool, but comes at a significant risk to intellectual property that must be recognized and managed.</p>
<p>10:00 am – 10:30 am <i>Larimer Square</i></p>	<p>Networking Break</p>
<p>10:30 am – 12:00 pm <i>Highlands</i></p>	<p>Driving Market-Backed Innovation (ILN and NBDN) <i>Presenter: Pam Henderson (New-Edge, Inc.)</i></p> <p>Market-backed innovation, driven by R+D, clearly requires the right types of market insight. Yet often the insights gained directly from customers do not indicate where you should focus your sales efforts. They focus on simply improving current attributes or reducing costs. R+D needs to gain insights beyond the current product cycle and insights beyond those that they and their competitors typically hear. To do that, we must learn how</p>

	to see the unseen. This session will examine ways to look at unusual users and uses, how to observe behavior to gain insights on opportunities and ideas, and different mechanisms for iteration.
12:00 pm – 1:00 pm <i>Ballroom B</i>	Networking Lunch
1:00 pm – 2:00 pm <i>Central City</i>	<p>Business Model Innovation: Cross-Functionality <i>Presenters: Norm Golm and Jason Kreidler (Regal Beloit)</i></p> <p>Many companies fail to address the business model when developing new products or services. This can result in poor market penetration and missed revenue opportunities. We'll define a business model, explore the use of a structured process to develop and test a new business model and possible road blocks that you may face.</p>
2:00 pm – 2:30 pm <i>Central City</i>	<p>INVISTA Intermediates - Our Collaborative Innovation Journey <i>Presenter: Pete Hunderup (INVISTA)</i></p> <p>INVISTA is one of the world's leading companies in nylon, spandex, polyester, and specialty materials owning such brands as STAINMASTER® flooring, DYTEK® amines, and TERATE® polyols. INVISTA Intermediates provides monomers and polymers to these value chains as well as other specialty chemical markets and is working on transforming its approach to R&D from what was primarily product push to that of market driven collaboration. This presentation will give an overview of INVISTA Intermediates, highlight some of the key challenges we are facing, especially as it relates to our position in the value chain, and discuss several of the approaches we're using to address them, including our recently implemented "Get Out There" Initiative.</p>
2:30 pm – 3:00 pm <i>Central City</i>	Special Topics
3:00 pm – 3:30 pm <i>Larimer Square</i>	Networking Break
3:30 pm – 4:30 pm <i>Ballroom A</i>	<p>Effectively storytelling and selling internally: Creating compelling, contextualized stories that drive commitment in the organization (ETN, ILN, NBDN) <i>Presenter: Andy Shafer</i></p> <p>One of the most frustrating aspect of R+D leadership is to see on the horizon the trends and actions that could disrupt the company as well as emerging opportunities and then not being able to convince the organization to commit. There are three elements to creating compelling, contextualized and persuasive stories, all found in Aristotle's model of persuasion – which we apply to selling innovation internally. We will look at examples of good stories and processes to engage and persuade the organization.</p>
6:00 pm – 7:30 pm <i>Ballroom B</i>	Welcome Dinner

Tuesday, March 6

<p>7:30 am – 8:00 am <i>Brown Palace Club</i></p>	<p>Breakfast</p>
<p>8:00 am – 9:00 am <i>Central City</i></p>	<p>Attaining Optimal Value from Your Innovation Tools <i>Presenter: Matthew Heim (Inno360)</i></p> <p>As demand for innovation continues to grow within corporate R&D departments, these groups typically respond by adding new research tools and platforms. But without redefining the strategy and processes that would drive optimal utilization of these tools, very limited value is being realized from these new sophisticated investments. This presentation will discuss the challenges faced by many corporate R&D departments, and some of the best practices that companies are beginning to adopt to drive more effective utilization of these tools, ultimately leading to higher value and more innovative results.</p>
<p>9:00 am – 10:00 am <i>Ballroom A</i></p>	<p>The Odd Couple: How Large Companies Can Collaborate with Smaller Entities (ETN, IAMN, NBDN) <i>Presenter: Ross Zambanini (LORD Corporation)</i></p> <p>Large companies are increasingly seeking partnerships with small companies and entrepreneurs because of their perceived agility and innovativeness. However matches conceived on paper are rarely ever made in heaven. This session highlights best-practices implemented by LORD Corporation that have made such engagements more fruitful.</p>
<p>10:00 am – 10:30 am <i>Larimer Square</i></p>	<p>Networking Break</p>
<p>10:30 am – 11:30 am <i>Ballroom A</i></p>	<p>Engaging and Supporting University Partnerships (ETN, IAMN, NBDN) <i>Presenter: Anthony Boccanfuso (UIDP)</i></p> <p>Companies and universities continue to seek effective strategies for maximizing the benefit from partnerships. This session - both presentation and discussion - will discuss some of the contemporary approaches being used by both sectors to meet their business objectives.</p>
<p>11:30 am – 12:00 pm <i>Ballroom A</i></p>	<p>TRACK – IRI's Self-Directed Learning Engine <i>Presenter: Sherri Bassner (IRI)</i></p> <p>The IRI TRACK (Training Resources to Advance Competencies and Knowledge) Program is a new initiative aimed at supporting our member companies' needs in developing Innovation Leaders. The program contains a Self-Directed Learning Engine (SDLE), developed in partnership with Skill Director, a provider of competency-based personalized learning tools. These tools connect many years of IRI resources, such as RTM articles, ROR research, workshops, and meeting presentations, allowing users to improve their skills through years of shared learning and research. After providing a brief overview of the scope and goals of the program, Sherri will review the Innovation Leadership competencies used to build the SDLE. She will then demonstrate the tool in its beta version, including the self-assessment tool and the creation of a development plan using IRI-related</p>

	resources.
12:00 pm – 1:00 pm <i>Ballroom B</i>	Networking Lunch
1:00 pm – 2:00 pm <i>Ballroom A</i>	<p>Starting Off Right: Streamlining the Confidentiality Agreements Process (ETN, IAMN, and NBDN) <i>Presenter: Robert Touslee (Johns Manville)</i></p> <p>Planning an approach to early conversations and disclosures is crucial to the success of any technology project or venture. The CDA/NDA is often the first introduction that people and their organizations have with one another. The role of the CDA in the IP Strategy will be brought into perspective. Some practical tips and considerations for the process steps to getting an appropriate CDA in place will be examined and discussed.</p>
2:00 pm – 3:00 pm <i>Ballroom A</i>	<p>Challenges of R&D and Innovation in the Cannabis Industry (ETN, HRN, ILN, NBDN) <i>Presenters: Jay Denniston (Dixie Elixirs LLC), Michael Lord (LivWell, Inc.), Rebecca Maestas (Dixie Elixirs LLC)</i></p> <p>This session will be a two-part presentation exploring how the Colorado cannabis industry conducts research and development. It will explore the challenges of taste and efficacy testing on intoxicating R&D products while complying with public safety and regulatory statutes. The session will also examine opportunities to grow the infused product landscape by combining a progressive therapeutic perspective with modern commercial production methods. Attendees will learn about working within ever-changing regulations, challenges of product development, industry business partnerships, and more.</p>
3:00 pm	Meeting Adjourns
3:00 pm – 5:30 pm <i>Optional</i>	<p>Field Trips (pre-registration is <u>required</u>)</p> <ul style="list-style-type: none"> - National Renewable Energy Laboratory’s Energy Systems Integration Facility This tour will visit the ESIF’s numerous interconnected facilities and laboratories, learning about energy systems, fuel cells, sensors, data centers, thermal storage, and various testing areas. - Smart Materials and Biomechanics Lab at CU Denver The mission of the lab is to explore the intersection of innovative materials, advanced modeling, and additive manufacturing to shift the paradigm in medical device design and soft-robotic technology. Projects include investigating synthetic biological tissues using liquid-crystal elastomers for muscle-like actuation and joint replacement; patient-specific finite-element analysis of medical devices using multi-functional materials that integrate bone into the structure of the device; and 3D/4D printing of soft robotic actuators.