

EIRMA 2016 CTO Forum

“Incubators, Accelerators and Start-ups – the new paradigm for Innovation?”

27 October 2016, Evonik Creavis GmbH, Marl, Germany

Summary

Many large corporates struggle **enabling disruptive innovations** within their traditional R&D organization that are excellent and optimized for incremental innovation. They look jealously to the **rising number of start-ups** threatening parts of their business due to the **innovation speed, focus and passion** of those new ventures. As a first step many corporate tapped into these innovation eco-systems by starting **corporate venturing activities**. In the meantime we can see **multiple approaches** by larger companies **coping with innovation eco-systems**.

Are incubators, accelerators and start-ups the **new paradigm for innovation**? Is it better to **create your own corporate garage** or to collaborate with existing **external incubators and accelerators**? Integration of these new structures seems to be a challenge.

Issues addressed

- n What type of approaches are used in various industries?
- n How to create value for corporates by tapping into those innovation ecosystems?
- n How to stimulate intrapreneurship of larger companies by interaction with incubators or accelerators?
- n What the advantages/disadvantages are of own corporate garages vs. collaboration with external incubators and accelerators?
- n What are alternatives in order to gain speed and agility for larger companies?

Target Audience

Chief Technology Officers, Chief Scientists

This event is on invitation only and limited to **30 participants**.

Chairman

Carlos Härtel, EIRMA President, CEO, GE Germany & Austria and Director GE Global Research Europe

Key themes

Innovation Processes

Business strategy

Intellectual Asset Management

People and Knowledge

Public frameworks

Online registration until 18 October 2016 <http://www.eirma.org>

PROGRAMME

Thursday 27 October 2016

- 12:45 *Meeting at lobby Parkhotel Engelsburg, Recklinghausen for bus transfer to Evonik Creavis, Marl*
- Please note that lunch is not included in the programme.
Here are 2 restaurants in the neighbourhood of the hotel:
Boente
Augustinessenstraße 4, 45657 Recklinghausen
http://www.bei-boente.de/home/herzlich_willkommen
Espresso Recklinghausen
Augustinessenstraße 2, 45657 Recklinghausen*
- 13:15 - 14:00 *Welcome coffee and snacks*
- 14:00 - 14:15 **Welcome and introduction**
Carlos Härtel, EIRMA President, CEO, GE Germany & Austria and Director GE Global Research Europe, GE
- 14:15 - 15:00 **How to deal with incubation and start-ups at Evonik**
Evonik, the creative specialty chemical group applies multiple approaches to drive disruptive innovations. “A key role plays the right innovation culture”, says Ulrich Küsthardt. He will present approaches like
- Creavis and its project houses: Building competencies for long-term and disruptive innovations
 - Co-creation concepts with partners: Utilizing open innovation culture
 - Corporate venturing and incubation: Learning from startups, speeding up business development
- Ulrich Küsthardt, Chief Innovation Officer, Evonik Industries AG*
- 15:00 - 15:45 **Brightlands open innovation ecosystem and startups**
Brightlands Innovation Factory is the entrepreneurial backbone of the Brightlands ecosystem. We get inspired by daring ideas for a better and more sustainable world. We empower today’s pioneers in advanced materials, health, nutrition, and smart services on their journey from a bold idea to a legendary company. At Brightlands Innovation Factory, all the bases are covered. World-class industry knowledge and expertise are coupled with expert supported programs, value-added services and facilities, and access to funding.
Incubate. Accelerate. Validate. Scale. That is what we do. (outline tbc)
Leon Klinkers, CEO Brightlands Innovation Factory
- 15:45 - 16:30 *Coffee break / Creavis tours*

- 16:30 - 17:15 **hte GmbH - from HighTech Start-up to part of a corporate**
hte GmbH was founded within a competitive area of potential strategic importance for chemicals and oil&gas companies. hte was acquired by BASF in 2008, but still continues to offer its technology and services to the open market - also to competitors of BASF.
hte's role as a collaborator therefore combines the aspects of "own corporate garage" and "external incubator".
Wolfram Stichert, CEO, hte GmbH
- 17:15 – 18:00 **Developing an Innovation Policy to address the changes of paradigm in the Energy business - How start ups are key to this approach**
Since the deregulation has taken momentum on the European Energy Markets, the historic energy operators have had to adapt their activities to the new environment: ie new players, new technologies, climate change, declining oil and gas prices.
The profound transformation taking place has been summarized by the 3Ds challenge: Decarbonation, Decentralization and Digitalization.
This presentation aims at explaining how Engie (formerly GDF SUEZ) has reacted by implementing an "open innovation policy" using the possibility offered by the Venture industry and moving from a "fund of fund strategy" to the creation of a corporate venture arm combined with an incubation approach."
Raoul Arvengas, Former Senior Corporate Venturing Officer, Research & Innovation Department, Engie
- 18:00 – 18:45 **Open Discussion**
- 18:45 – 19:00 **Conclusion and wrap-up**
Carlos Härtel, EIRMA President, CEO, GE Germany & Austria and Director GE Global Research Europe, GE
- 19:10 *Bus Transfer to Engelsburg/Recklinghausen*
- 20:00 **Dinner and Award Ceremony of the “European CTO of the Year”**
The “European CTO of the Year” award has been officially launched at the EIRMA Annual Conference on 12 May 2016 by EIRMA and Spinverse Ltd. This award is annually given to a CTO who is both an inspiring leader and a competent technology developer. The winners are awarded in two categories in order to highlight that both SMEs and large corporations are needed to support technology-based growth in Europe.
The concept is pan-European and has been endorsed by Robert-Jan Smits, Director-General for Research and Innovation of the European Commission: “Europe needs to celebrate those who advance technology and innovate. Initiatives like the "CTO of the year award" are very welcome as they lead to role models and further strengthen innovation in Europe”.
Nomination of candidates can be done at <http://www.ctoeurope.net/>
- 22:00 **End of CTO Forum 2016**

PRACTICAL ARRANGEMENTS

- Venue** Evonik Creavis GmbH - Room Meetingpoint
Paul-Baumann-Straße 1
45772 Marl - Germany
- Accommodation** **Parkhotel Engelsburg**
Augustinessenstraße 10
45657 Recklinghausen
Phone: 0049 (0)2361 201-0
Mail: rez@engelsburg.bestwestern.de
www.parkhotel-engelsburg.de
- A block booking of rooms for the nights of 26 and 27 October 2016 has been made at the price of 122€ breakfast incl (excl city tax).
We strongly recommend you to book your room before 15 September 2016.
To book your room please complete the attached hotel registration form and sent it directly to the hotel.
- Transportation** **From Düsseldorf International Airport to Parkhotel Engelsburg**
Take the train to Recklinghausen Train Station, it takes about 1h25 and costs 19€ - 29€. On an average weekday there are 19 direct trains.
By taxi it takes about 40min and costs 150 – 180€.
From Recklinghausen Train Station to the hotel 7-minute walk
To the Hotel by car
See route description: <..\Organisation\hotel\by car to the hotel.pdf>
To Evonik Creavis by car:
<http://corporate.evonik.com/layouts/Websites/Internet/DownloadCenterFileHandler.ashx?fileid=2544>
Geocode 51° 40' 39" N, 7° 5' 31" O
- Registration** Registration cost for the event: **275 €**
Please register **as soon as possible** but certainly before **18 October 2016**.
The online registration form is available on the EIRMA Website.
Registration will be closed after the **limit of 30 participants** is reached.
- Payments** We prefer payment by bank transfers but can also accept credit card (Visa, MasterCard or American Express).
All participants will receive confirmation letters and an invoice or receipt as appropriate.
- Cancellations** Please give as much notice as possible if you are obliged to cancel. We will refund 50% of the registration fee for cancellation received 1 week before the meeting.
Names may be substituted at any time without charge.

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45657 Recklinghausen
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Attn. 336319
rez@engelsburg.bestwestern.de



BEST WESTERN PREMIER Parkhotel Engelsburg

Parkhotel Engelsburg booking form
EIRMA (336319) 26 – 27 October 2016

I would like to make a reservation in Parkhotel Engelsburg, here are my details:

First & Last Name: _____

Address - Zip code - Country: _____

Company Name: _____

E-mail: _____

Phonenumber: _____

Number of Persons: __ Nationality: _____

Arrival date: _____ Departure date: _____

Room .. Single room, breakfast included € 122 ex. City tax.

Room .. Double room, breakfast included € 154 ex. City tax.

Credit Card Type: _____ Credit Card Number: _____

Credit Card Expiration Date: ____/____/_____

(required to guarantee your confirmed reservation. Cancellation and no-show policies apply)

Reservations can be made until September 15th. After this date the hotel cannot guarantee a hotel room.

Cancellation Terms and Conditions:

A complete cancellation is possible free of charge 8 weeks before arrival.

50 % of the contingent can be canceled free of charge 4 weeks before arrival.

20 % of the contingent can be canceled free of charge 2 weeks before arrival.

4 rooms can be canceled free of charge 4 days before arrival.

2 rooms can be canceled free of charge 2 days before arrival.

Signature:

Date: