



Draft Conference Overview and Itinerary

The objective of this conference is to educate young innovators about bringing technologies to market by providing the participants with hands-on project experience, as well as emphasizing the need to work with external resources and people.

The conference is presented in a case study format, which is structured to allow the participants to see the benefits of networking and drawing on various resources and people during the process of commercialization. The conference also equips the participants with a basic understanding of bringing products to the market in a simulated environment. To address the mandate of the MIT Public Service Center, the case study will focus on developing Seahorse Power, a company with positive impact on the community.

Prior to the Conference

Young Inventors will prepare an online collaborative wiki to help participants and facilitators to connect before the event. As well, all participants are invited to post information about their companies or professional accomplishments on the wiki. Participants will be invited to join the Inventing the Future LinkedIn community.

Introductions

Immediately following the breakfast keynote by Colin Angle, the facilitators who are able to join us for the entire day of the event will have an opportunity to introduce themselves with a three-minute presentation about their background and interests.

Training Sessions

Four training sessions on topics 1-4 outlined in the itinerary will be followed by advice on each topic from the entrepreneur facilitators.

Elevator Pitches and Venture Showcase

At 11:00 AM, young entrepreneurs and inventors are invited to present their companies to the audience in short (30-second) elevator pitches, as well as present their materials in displays. You will receive valuable feedback from participating facilitators.

Case Study Commercialization Session

At 3:00 PM, the students and facilitators will break out into small groups of 5 or 6 participants and will begin to work on the set of recommendations for the case study. Youth participants will be invited to present your pitch to the participants for feedback.

8:00 AM – 8:20 AM	Registration and Breakfast Buffet
8:20 AM – 8:30 AM	Anne Swift , <i>Founder and President, Young Inventors International</i> Introductory remarks and welcome from breakfast sponsor, BDC Venture Capital
8:30 AM – 9:15 AM	Colin Angle , <i>Co-Founder and CEO, iRobot</i> Breakfast Keynote
9:15 AM – 9:30 AM	Introductions of Facilitators
9:30 AM – 10:30 AM	Paige Arnof-Fenn , <i>Founder and CEO, Mavens & Moguls</i> Positioning Your Way to Success: How to Leverage Market Research Techniques to Find Your Target Audience and Talk to Them in a Compelling Way
10:30 AM – 11:30 AM	John Lanza , <i>Partner, Intellectual Property Department, Choate, Hall & Stewart</i> Protecting Your Intellectual Property
11:30 AM – 12:15 PM	Participant Venture Showcase
12:15 PM – 1:15 PM	Dr. Gururaj “Desh” Deshpande , <i>Chairman, Sycamore Networks</i> Luncheon Keynote
1:15 PM – 2:45 PM	Robert Inglese , <i>Vice President, Technology Seed Investments, BDC Venture Capital</i> Kenneth Morse , <i>Director, MIT Entrepreneurship Center</i> David Steinberg , <i>Senior Associate, PureTech Ventures</i> Writing Business Plans to Raise Capital
2:45 PM – 3:15 PM	Jonathon Scott Feit , <i>Chief Editor & Publisher, Citizen Culture</i> Developing Successful Ventures
3:15 PM – 4:45 PM	Case Study Development with Facilitators
4:45 PM – 5:15 PM	Solution Showcase
5:15 PM – 5:25 PM	Closing Remarks