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## v2c forum 2010

*building business from venture-to-capital*  
as part of EBRF 2010, september 15-17

**friday 17.9.2010**

finlayson facilities, tampere

aalto university & university alliance finland  
tampere university of technology & university of jyvaskyla & university of tampere

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### Thursday, September 16, 2010

#### 18:00-23:00 V2C SAUNA SEMINAR

*Hangaslahden Sauna, Olkahinen, Tampere*

18.00-19.00 welcoming & drinks

19.00-23.00 buffet dinner, (optional) sauna, and networking

by invitation  
only

### Friday, September 17, 2010

#### 8:30-11:00 PLENARY SESSION

*Werstas Auditorium, Väinö Linnan aukio 8, Finlayson, Tampere*

08.30-09.00 welcoming & coffee

09.00-11.00 v2c – co-creation in action

open event  
all welcome

- 09.00-09.10 **opening of the 10th annual v2c forum**  
Marko SEPPÄ, founding chair of v2c forum, co-founder of GVL
- 09.10-09.40 **global keynote: the changing paradigm of venture capital investing**  
Dr. Jennifer WALSKE, managing director, Myriad Investments LLC; senior fellow, Lester Center for Entrepreneurship, Haas School of Business, UC Berkeley
- 09.40-10.00 **v2c success case: severa corporation**  
Asko KAPANEN, founding partner, Comset, co-entrepreneur of the year 2009
- 10.00-10.45 **interactive panel discussion on the past and future (decade) of V2C**  
Dhruves BISWAS, head of entrepreneurship, IIT Kharagpur, co-founder of GVL  
William CARDWELL, founding head, ACE, alumni of V2C Forum 2001  
Guus KEDER, founding owner, Axiom Venture Capital, alumni of V2C Forum 2001  
CV RAVI, serial entrepreneur, Silicon Valley, alumni of V2C Forum 2003
- 10.45-11.00 **conclusions and preparation of stage for the parallel programs**  
Marko SEPPÄ, Founding Chair of V2C Forum, co-founder of GVL

#### 11:00-16:00 TRACK 1: NEW OLD FACTORY

*Demola premises, Finlayson, Tampere*

11.00-16.00 THE FINLAYSON EXPERIENCE

*A unique perspective to the past, present, and future of industrial co-creation in Finland.*

requires pre-  
registration

- 11.00-11.30 **DEMOLA PRESENTS**
- 11.30-12.30 **INDUSTRIAL SPEED DATING**
- 12.30-13.30 **LUNCH BREAK**
- 13.30-14.30 **GUIDED TOUR OF FINLAYSON**
- 14.30 **THE END OF V2C FORUM AND EBRF 2010**

*program subject to changes*

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## 11:00-16:00 TRACK 2: FACTORY IN ACTION

by invitation only

TAMK premises, Finlayson, Tampere

### 11.00-16.00 RUNWAY TO GROWTH (R2G)

R2G is a co-creative strategy workshop for preselected venture teams comprising founders, their co-entrepreneurs, and fellow co-creators. Each venture team (A, B, C, D) has 40 minutes in four hosted workshops, each addressing critical choices on the team's V2C path, the path from venture to capital.

11.05-11.45	<b>R2G PARALLEL WORKSHOP I</b>
11.50-12.30	<b>R2G PARALLEL WORKSHOP II</b>
12:30-13:25	LUNCH BREAK
13.30-14.10	<b>R2G PARALLEL WORKSHOP III</b>
14:15-14:55	<b>R2G PARALLEL WORKSHOP IV</b>
15.00-16.00	<b>LESSONS LEARNED ON THE RUNWAY TO GROWTH</b> Werstas auditorium, Finlayson, Tampere <i>Conclusions by organizers, workshop hosts, and participants</i>
16.00	<b>THE END OF V2C FORUM AND EBRF 2010</b>

Theme	Workshop Host	Room	I	II	III	IV
			11.05-11.45	11.50-12.30	13.30-14.10	14.15-14.55
GROWTH GOVERNANCE	PwC	M2-18 Neukkari	A	B	C	D
GROWTH CONTRACTING	Procopé & Hornborg	M4-13 Europa	B	A	D	C
GROWTH CAPITAL	Business Angels Finland	M2-16 Spede	C	D	A	B
GROWTH MARKETING	Aava & Bang	M4-21 Mars	D	C	B	A



PROCOPE & HORNBERG  
Finnish experts in business law

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16:00-19:00

EVENING SCHOOL

open event  
all welcome

Werstas Auditorium, Väinö Linnan aukio 8, Finlayson, Tampere

16.00-17.00 networking and snack break

17.00-19.00 towards global co-creation in v2c

- 17.00-17.30 **business creation for problems worth solving: Case GVL**  
Christian ASPEGREN & Leni KUIVANIEMI, Co-Directors of GVL Finland
- 17.30-18.00 **v2c policy and politics in the world's best country\***  
Mauri PEKKARINEN, Finland's minister of economic affairs
- 18.00-18.30 **global v2c co-creation case: "Health Kiosk", West Bengal, India**  
Sujay SANTRA, Founder and CEO of Ikure Techsoft Ltd, Kharagpur, India
- 18.45-19.00 **conclusions and closing of v2c forum 2010**  
Marko SEPPÄ, Founding Chair of V2C Forum, co-founder of GVL

\*In an August issue, the *Newsweek* magazine ranked Finland as the world's best country

## Background and status quo of V2C Forum

V2C Forum is dedicated to dynamic new forms and ways of sharing venture parenthood when building business from Venture-to-Capital (from idea to market readiness) – the actors, instruments and processes needed in co-creation of great global enterprises.

During the first decade, "V2C" has emerged to refer to knowledge investing (and co-entrepreneurs) as opposed to financial investing (and VC). V2C Forum is organized for the 10<sup>th</sup> time, during September 16-17. In 2001, V2C Forum was launched, back-to-back with EBRF, today Finland's oldest annual business research conference. In 2010, the "twin events" are back together again and make a comeback to their birth nest. The first five V2C Forums were organized in Tampere by eBRC, the joint e-business research center of TUT & UTA established for limited life (2001-2005) as part of eTampere: A local pilot of eEurope. In 2006, V2C Forum took place in Helsinki and introduced the Runway to Growth concept.

Since 2007, V2C Forum has been organized by Global Venture Lab GVL, eBRC's "successor" and a seminal research cluster of excellence of University Alliance Finland: A union of JYU & TUT & UTA. V2C Forum 2007-2008 took place in Berkeley (California) and Jyväskylä, introducing GVL's global threesome founder base: Indian Institute of Technology (Kharagpur) University Alliance Finland (JYU), and University of California (Berkeley). In 2009, taking place in Jyväskylä, V2C Forum marked the official launch of GVL in Finland.

V2C Forum 2010 marks the expansion of GVL's home base in Finland, when Aalto University, Abo Akademi University, Lappeenranta University of Technology and University of Oulu are invited to join the bandwagon.

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