

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

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

- 09.00-09.05 **opening of the 10th annual v2c forum**
Marko SEPPÄ, founding chair of v2c forum, co-founder of GVL
- 09.05-09.20 **v2c policy and politics in the world's best country***
Mauri PEKKARINEN, minister of economic affairs of finland (tbc)
- 09.20-09.40 **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**
Dhrubes 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

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

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

Demola premises, Finlayson, Tampere

11.00-16.00 THE FINLAYSON EXPERIENCE

The "Factory Visit" track of V2C Forum offers perspective to the past, present, and future of industrial co-creation in Finland. You'll get to enjoy the historic Finlayson factory facilities downtown Tampere.

- 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**
- 16.00 **THE END OF V2C FORUM AND EBRF 2010**

requires pre-
registration

program subject to changes

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

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.

by invitation only

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

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	C	B	D
GROWTH CONTRACTING	Procopé & Hornborg	M4-13 Europa	B	D	A	C
GROWTH CAPITAL	Comset	M2-16 Spede	C	A	D	B
GROWTH MARKETING	Aava & Bang	M4-21 Mars	D	B	C	A

a a v a & b a n g



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program subject to changes