



# **1<sup>st</sup> UPM innovatech International Workshop** **THE NEW INNOVATION & TECHNOLOGY-BASED ENTREPRENEURSHIP MODEL**

2013, December 4th

*The 1<sup>st</sup> innovatech® University Technological Innovation "Innovation and Technology-Based Entrepreneurship" Workshop, is aimed to discuss and present experiences on new models of technological acceleration from Universities and its introduction into productive market. Based on the format most commonly used by large technological multinationals, this Congress is an open innovation initiative to share experiences, discuss and propose new challenges in Public&Private technological cooperation.*



CAMPUS DE EXCELENCIA INTERNACIONAL



# 1<sup>st</sup> UPM *innovatech* International Workshop

## **THE NEW INNOVATION & TECHNOLOGY-BASED ENTREPRENEURSHIP MODEL**

2013/14 focused on:

*“New Technology Investment Trends: California vs Europe”*

2013, December 4th

Center of Support for Technological Innovation  
TECHNICAL UNIVERSITY OF MADRID (UPM)

## Introduction

The Technical University of Madrid (UPM), within the activities promoted by the **Center of Support for Technological Innovation** (CAIT) and in the frame of the development of the *International Campus of Excellence of Montegancedo*, launches the **1<sup>st</sup> UPM Innovatech, The New Innovation and Technology -Based Entrepreneurship International Model Workshop**.

In this journey we will be able to know experiences and acceleration models of new technologies, in order to promote its adoption by the most innovative markets. Presentations, Networking and Business Opportunities will take place in a day that connects large companies, researchers, experts, investors, technological SMEs and new businesses with high growth potential.

Energy, materials, nanotechnology, health, internet, mobility, transport, security, space, agri-food and biotechnology sectors are among others, will be highlighted from the point of view of the exploitation of new technologies and new models of technological acceleration.

California is once again one of the centers of technological investment in the United States. After accusing the crisis in 2007 prior to other parts of the world, California is now again one of the first places where the recovery is occurring with great dynamism of investment, technological innovation and employment. On the other hand, the EU aims to boost this process and accelerate its world position in technology entrepreneurship in the frame of Horizon 2020. The recent experiences with the European Institute of Technology and Innovation and the efforts from several Member States of the EU to change the present situation.

To compare these strategies and to learn from them is essential. Inside the function of the UPM Center for Support of Technological Innovation of connecting technology initiatives of the Technical University of Madrid with the leaders of the world, in this workshop is presented much of the existing set of relationships models with investors and technologies in California and Europe.

## Who is it for?

Technology based companies, R&D and innovation responsible in Universities, researchers, spinoff companies and technology startups, multinational companies' managers, investors and Venture Capital professionals.

## When?

Wednesday, December 4th, 9:30 a.m.

## Where?

Assembly Hall, CEDINT UPM and UPM Center for Support for Technological Innovation  
Campus de Montegancedo UPM, km 38 M-40, 28223 Pozuelo de Alarcón, Madrid ([map](#))

## How?

Attendance is free, invitation required.

You can request your invitation at [innovacion.tecnologica@upm.es](mailto:innovacion.tecnologica@upm.es) indicating name, company, title, email address and interest in attending the conference.

# Program

*#innovatech*

### 09:30-10:00 Registration

### 10:00-10:30 Welcome. Presentation of the Workshop

Carlos Conde - UPM Rector

Marisa Poncela - Secretary General of Science, Technology and Innovation, Ministry of Economy and Competitiveness)

Gonzalo León - CAIT Director -General Chair

### 10:30-10:45 Innovatech Program presentation

Gonzalo León - CAIT Director

### 10:45-11:45 Technology and Business Models in Europe

What are universities and research centers doing in Europe to promote the sale of their technologies?

Thorsten Kliewe – CEO UIIN University Industry Innovation Network

Rainer Naegele. Fraunhofer Integration Alliance

### 11:45 – 12:30 Coffee break – Networking

Inauguration of *the innovatech Technology Fair* "Live and experience technology".

Stands with plasmas in which UPM technologies and initiatives will be exhibited.

### 12:30 – 13:15 Leading trends in technology investments and start-ups in California and the US (I)

Glenn Osaka - Former Senior Vice President, Services at Juniper Networks

### 13:15 – 14:00 Technology Entrepreneurship. Lessons learned from spin-offs

Kamila Markram - Frontiers Media - EPFL guest Spinoff

Beatriz Cerrolaza / Carlos Carrasco – Alise Devices - UPM guest Spinoff

### **14:00 – 15:30 Lunch + Networking**

Lunch and opportunity for networking among attendees and developers of technologies and living-labs presented. Attendees will vote for the best technology and the best presentation displayed in the spaces / plasmas authorized for this purpose.

*Coffee and water will be available during the afternoon*

### **15:30 – 16:00 Technology presentations**

Presentations of the three finalist technologies participant projects of II UPM Commercialization Course. Finalists' videos  
5 minutes presentation of UPM Innovatech Technologies Marketplace

### **16:00 – 16:30 Entrepreneurial ecosystems: the *actúaupm* model**

Arístides Senra - Director of the *actúaupm* program/ Jesús Ruiz - Director of Open Innovation in Santander Bank Corporate Technology  
How to build an entrepreneurial university ecosystem in Spain: X *actúaupm*  
Evolution of the program and development of satellite programs: *actúa\_COM*

### **16:30 – 17:15 EIT: Accelerating research into the market**

Manuel Hermenegildo - Director IMDEA Software & Coordinator of the Spanish node of the ICT-Labs (KIC-EIT)  
Estanislao Fernandez González-Colaço - Telefónica I+D

### **17:15 – 18:00 Leading trends in technology investments and start-ups in California and the US (II)**

Jonathan Taplin - Director, Annenberg Innovation Lab at University of Southern California

### **18:00 – 18:15 Awards ceremony and closure of the workshop**

Roberto Prieto - Vice President for Research, UPM  
Guillermo Cisneros - General Director Universidad.es, Ministry of Education, Culture and Sports

### **18:15 – 20:00 Evening cocktail + Networking**

Cocktail  
Gonzalo León (Farewell speech)

*Buses leave at 21:00 to Madrid*

## General Chair



**Gonzalo León** is the CAIT-*innovatech* Director and Rector's Deputy for Strategic Programs. He is professor of Telematics Engineering and has worked for internationalization strategy and technology transfer of several multinational companies. Former General Secretary of Science Policy, Deputy Director General for International Relations Vice director at the Office of Science and Technology of the Prime Minister's Office and Vice President for Research at the UPM. He has been President of the Space Research Advisory Group in the European Commission, President of the expert group of the Lisbon Strategy in R & D, President of the Expert Group on Research Infrastructures and rapporteur of the G8 Research Infrastructures Senior Officials Group. Today he is the Spanish representative in the Strategic Forum for International Cooperation of the European Union and adviser of the Secretary of State of Science, Technology and Innovation. He has worked for the governments of South Africa, Mexico and Morocco in the evaluation and design of science and innovation policies. Gonzalo León has been member of the Board of Trustees of several companies and foundations and in Advisory Boards of others.

## Keynote Speakers



**Glenn Osaka** has over 30 years of experience in building and managing information technology based businesses. He most recently served as a Senior Vice President at Juniper Networks responsible for the company's services portfolio globally. Prior to his role at Juniper, he served as the Vice President, Strategy and Planning for Worldwide Operations at Cisco Systems and as Vice President, Enterprise Computing at the Hewlett Packard Company. In addition to his experience with large corporations, he served as CEO of Reactivity, Inc. a startup focused on web service integration (acquired by Cisco), and as Managing Director for the Redleaf Group, an early stage venture capital firm in Silicon Valley. Glenn has also served as a member of the Board of Directors for several U.S. based startup companies. He has also been an early stage advisor to Paypal and Insight Venture Partners. In the non-profit domain, Glenn has served as a board member for CommerceNet, an organization that helped set the groundwork for global electronic commerce and as Chairman and board member for the Center for Asian American Media.

Glenn was educated at UCLA where he completed both a Bachelor of Arts and a Masters in Business Administration.



**Jonathan Taplin** is director of the Annenberg Innovation Lab based at USC. Jonathan Taplin's areas of specialization are in International Communication Management and the field of digital media entertainment.

Taplin began his entertainment career in 1969 as Tour Manager for Bob Dylan and The Band. In 1973 he produced Martin Scorsese's first feature film, *Mean Streets*, which was selected for the Cannes Film Festival. Between 1974 and 1996, Taplin produced 26 hours of television documentaries (including *The Prize* and *Cadillac Desert* for PBS) and 12 feature films including *The Last Waltz*, *Until The End of the World*, *Under Fire* and *To Die For*. His films were nominated for Oscar and Golden Globe awards and chosen for The Cannes Film Festival seven times.

In 1984 Taplin acted as the investment advisor to the Bass Brothers in their successful attempt to save Walt Disney Studios from a corporate raid. This experience brought him to Merrill Lynch, where he served as vice president of media mergers and acquisitions. In this role, he helped re-engineer the media landscape on transactions such as the leveraged buyout of Viacom. Taplin was a founder of Intertainer and has served as its Chairman and CEO since June 1996. Intertainer was the pioneer video-on-demand company for both cable and broadband Internet markets. Taplin holds two patents for video-on-demand technologies.

Taplin was appointed by California Governor Arnold Schwarzenegger in December 2006 to the California Broadband Taskforce.

Mr. Taplin graduated from Princeton University. He is a member of the Academy Of Motion Picture Arts and Sciences and sits on the advisory board of the Democracy Collaborative at the University of Maryland. Taplin is a member of the Academy Of Motion Picture Arts and Sciences and sits on the International Advisory Board of the Singapore Media Authority and the Board of Directors of Public Knowledge. Taplin was appointed by Governor Arnold Schwarzenegger to the California Broadband Policy Task Force in January of 2007.

## Speakers



**Kamila Markram** is a neuroscientist, autism researcher and co-founder & CEO of Frontiers, a leading open-access academic publisher and research network. Kamila graduated in psychology from the Technical University Berlin in 2003. She did her diploma thesis work at the Max-Planck Institute for Brain Research in Frankfurt under the supervision of Sergio Neuenschwander and Wolf Singer focusing on fast coherent responses to visual inputs as a function of prior synchronization states in the visual cortex. She

obtained her PhD degree in Neuroscience at the Brain Mind Institute at the Swiss Federal Institute of Technology in Lausanne (EPFL) in 2006 under the supervision of Carmen Sandi, where her work in the Laboratory of Behavioral Genetics was focused on molecular alterations involved in emotional learning and characterization of a rat model of autism. She then joined the Laboratory of Neural Ensemble Physiology at the BMI, EPFL as a post-doc with Miguel Nicolelis where she continued working on autism using parallel multi-electrode, multi-site

recordings in a rat model to unravel the brain circuit alterations underlying autism. Since 2008 she is the autism project group leader in the Laboratory of Neural Microcircuits, BMI, EPFL. This team studies autism in several rodent models using a spectrum of non-invasive and invasive approaches at the genetic, molecular, cellular, synaptic, local circuit, circuit, systems and behavioral level. Together with Henry Markram, she co-developed the "Intense World Theory of Autism" which proposes that many symptoms of autism may be secondary to exaggerated fear memories and an overly intense world.



**Rainer Naegele. Fraunhofer Integration Alliance.** Rainer is assistant to the former President of the Fraunhofer Gesellschaft and member of the Fraunhofer Integration Alliance (FIA), an expert group to bring Fraunhofer competences together to approach and solve systemic applied research challenges. In the FIA he is responsible for the field "city of tomorrow", where 10 different Fraunhofer Institutes with about 100 researchers are working together on systemic solutions for future cities. Before he joined FIA he was head of the Competence Team Service Management at Fraunhofer IAO and was responsible for major Fraunhofer activities and initiatives consulting the German federal government on innovation policy aspects.

**Jesus Ruiz** is the Director of Open Innovation in the Corporate Technology area of Banco Santander. He is also Deputy Director of the Center for Open Middleware (COM), a joint technology center created on October 2011 by the agreement signed by the UPM with Banco Santander. He has 27 years of experience in applying technology innovation to the business, mainly to retail banking. He started his career in 1986 in IBM, where he became lead architect of a banking product that was installed in more than 1.000 banks all over the world. He was also the technical leader of electronic banking in IBM EMEA (Europe, Middle East and Africa).



**Aristides Senra Díaz, @AristidesSenra,** holds a MSc in Industrial Engineering (2002) and a MBA (2006) both from Technical University of Madrid (UPM). In 2004 he got a grant to develop a project of Entrepreneurial Marketing and Sales for Technology Companies in the Massachusetts Institute of Technology. He has worked in companies such as Indra and ABS and currently is the Director of Innovation and Entrepreneurship Programs in the UPM. In 2004 he co-founded the Business Plan Competition *actúaupm*. In ten editions, the *actúaupm* Competition has supported the creation of 144 new companies that have attracted more than 28 million from investors. Additionally, he teaches Master subjects as strategy, marketing and business opportunity and has participated in the launching of three start-ups.

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# Organizers and sponsors

## About the Center for Support for Technological Innovation CAIT

The **Center for Support for Technological Innovation at the Technical University of Madrid** was founded in the framework of the development of the International Campus of Excellence of Montegancedo, with the aim of promoting the technology transfer to market and productive relations between different public and private institutions.

The Center manages and supports the following initiatives:

- UPM\_innovatech Innovation and Commercialization Program
- Entrepreneurship Program *actúaupm*
- Business Center and Living Labs

## About UPM\_innovatech® Innovation and Commercialization of Technologies Program

UPM\_innovatech® Innovation and Commercialization of Technologies Program provides supporting services for the commercialization of technologies generated in the UPM with potential application in the market, ranging from the detection of innovative technologies, developing commercial dossiers based on them, the specialized training in marketing and sales of technology, to advising in the final negotiation of commercial contracts.

The program offers a range of additional services to support and accelerate collaboration between companies and the UPM in the field of innovation and technology (screening solutions and know-how, coordination of work meetings, joint organization of conferences, technology watch).

The running initiative of generating a catalogue of UPM Innovatech Technologies Marketplace now has a portfolio of 38 innovative technologies in various sectors.

More information at [www.upm.es/innovatech](http://www.upm.es/innovatech)

## About UPM *actúaupm*® Entrepreneurship Program

The UPM Entrepreneurship Program has the main objective of building companies with high growth potential in the framework of the Technical University of Madrid, with activities ranging from the detection of ideas, support in developing the business plan and seeking funding by investors.

From the very beginning, the Program has detected more than 2,200 UPM researchers and student business projects, has worked continuously with 550 teams and has supported the running of 144 companies in the period between 2007 and 2013, which have captured €28M from investors.



In 2013, the UPM Entrepreneurship Program counts as sponsors with Accenture, Creania Labs, eGauss, InvestBan, ROUSAUD COSTAS DURAN SLP and Savior Venture Capital, and as collaborators IEN Politécnica Business School and Revista Emprendedores.

It has recently launched the actúa\_COM program, 1<sup>st</sup> Open Innovation Competition of the Center for Open Middleware UPM (COM) with the support of Banco Santander, ISBAN and Produban.

More information at [www.upm.es/actuaupm](http://www.upm.es/actuaupm)

The Center is involved in the **Master and Doctorate programme on Economy and Innovation Management (MEGIN)** organised by UPM, UCM and UAM universities. Master and PhD students are invited to participate in the workshop.

**More information about 1<sup>st</sup> *innovatech* International Workshop at:**

e: [innovacion.tecnologica@upm.es](mailto:innovacion.tecnologica@upm.es) ; w: [www.upm.es/innovatech](http://www.upm.es/innovatech)

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