

**Sunday, October 15, 2006**

4:00 pm–6:00 pm	<b>Registration &amp; Welcome Reception</b>
5:00 pm–7:00 pm	<b>Nanotech at the Cutting Edge: Lab Tours</b>

**Monday October 16, 2006**

7:00 am–7:00 pm	<b>Conference Registration and Information Desk Open</b>	
7:00 am–8:30 am	<b>Breakfast Reception</b>	
8:30 am–8:45 am	<b>Welcome and Introduction</b> <i>Peter Hebert</i> , CEO, Lux Research Inc.	
8:45 am–9:30 am	<b>Nanotechnology Goes Mainstream</b> <i>Matthew M. Nordan</i> , President, Lux Research Inc.  In the past three years, a stealth revolution has taken place in the field of nanotechnology: While much-hyped applications in fields like electronic displays have seen innumerable delays, companies have quietly integrated nanomaterials into products ranging from pharmaceuticals to pressure drilling seals – and seen sustained cost advantages, process efficiencies, and price premiums. Today, emerging nanotech is incorporated into products worth more than \$300 billion worldwide. This session will draw on Lux Research’s proprietary research and analysis to demonstrate how nanotechnology is going mainstream in the materials, electronics, and life sciences sectors. It will cover: <ul style="list-style-type: none"> <li>▪ The state of nanotech commercialization in 2006, worldwide</li> <li>▪ Nanotech’s hidden gems: The industry-specific applications that most observers are unaware of</li> <li>▪ Nanotech’s impact on cost, process efficiency, pricing, and profit margins</li> <li>▪ Best practices from today’s leaders</li> </ul>	
9:30 am–10:15 am	<b>Adding Value to Products Through Nanotechnology</b> <i>Rob Epstein</i> , Chief Medical Officer, Medco	
10:15 am–10:45 am	<b>Networking Break</b>	
10:45 am–11:30 am	<b>Building Internal Support for your Nanotechnology Strategy</b> <i>Vida Ilderim</i> , Vice President of Embedded Systems, Motorola <i>Robert Kumpf</i> , Vice President Future Business, Bayer  Nanotech initiatives at large corporations succeed when they have support from the top, clearly defined goals, and commensurate funding and governance mechanisms. How do leaders’ corporate nanotech initiatives operate – and what can you learn from their experiences? This session will cover: <ul style="list-style-type: none"> <li>▪ Identifying clear business goals and metrics for your nanotechnology initiative</li> <li>▪ Aligning funding and business unit support with strategy</li> <li>▪ Securing support from the C-level</li> <li>▪ Partnering with start-ups, academic/government labs, and other large corporations</li> </ul>	
11:30 am–12:15 pm	<b>Taking Nano-Enabled Products from Lab to Market</b> <i>Terry Smith</i> , Technical Director, 3M Corporate Research Materials Laboratory <b>TBD</b>  Products incorporating nanotechnology are increasingly hitting store shelves, although most don’t bear any outwardly “nano” credentials. How have executives at companies selling these products mastered the innovation cycle to get from the lab to market before their competitors – profitably? This session will cover: <ul style="list-style-type: none"> <li>▪ Aligning the priorities between R&amp;D and lines of business</li> <li>▪ Developing business cases for nanotech applications</li> <li>▪ Avoiding the negative impact of “nano-hype”</li> <li>▪ Scaling up manufacturing processes to meet commercial demands</li> </ul>	
12:15 pm–1:00 pm	<b>Lunch</b>	
1:00 pm–1:30 pm	<b>Networking Coffee and Dessert</b>	
1:30 pm–2:15 pm	<b>Product Development Focus</b> <b>Using Nanotech to Shift Competitive Dynamics</b> <b>TBD</b>	<b>Presenting Sponsor Focus</b>  List TBD

2:15 pm–3:00 pm	<b>Case Studies: Successful Nanotech Partnerships</b> <b>TBD</b> <b>TBD</b> <p>Despite the challenges of forging successful partnerships in nanotech, a few success stories loom large. This session will present the experiences of two pairs of organizations that have successfully introduced products incorporating nanotechnology by working together. It will cover the partners' experiences in:</p> <ul style="list-style-type: none"> <li>▪ Finding the right partner</li> <li>▪ Determining timing, terms, and exclusivity</li> <li>▪ Managing communication effectively</li> <li>▪ Setting roadmaps and metrics that hold each partner accountable</li> <li>▪ Evolving the partnership over time</li> </ul>	
3:00 pm–3:30 pm	<b>Networking Break</b>	
3:30 pm–4:15 pm	<b>After the Exit: Lessons Learned from Nanotech Start-Ups Taken Full Cycle</b> <b>TBD</b> <b>TBD</b> <b>TBD</b> <b>Moderator: Josh Wolfe</b> , Managing Partner, Lux Capital; Editor, <i>Forbes/Wolfe Nanotech Report</i> <p>More than 1,200 nanotech start-ups operate worldwide, and few have made an exit through an IPO, acquisition, or merger: Of venture-backed nanotech start-ups tracked by Lux Research, only 9% have achieved exits. What lessons have these pioneers learned from their experiences – and how can you exploit them as a start-up leader, corporate acquirer, or financier? These execs will cover:</p> <ul style="list-style-type: none"> <li>▪ Building the case for an exit</li> <li>▪ Choosing between different exit options</li> <li>▪ Determining a valuation when few comparables exist</li> <li>▪ Managing the IPO and M&amp;A market's perceptions of nanotech</li> </ul>	
4:15 pm–5:00 pm	<b>Making Nanotech Partnerships Work</b> <b>David Lackner</b> , Senior Analyst, Lux Research Inc. <p>Bringing nanotech innovations to market requires partnerships – between large corporations, start-up companies, and university and government labs. But most nanotech partnerships fail to deliver. How can you ensure success? This session will draw on proprietary Lux Research interviews and analysis to highlight:</p> <ul style="list-style-type: none"> <li>▪ When to partner and when not to partner</li> <li>▪ Getting to a deal that satisfies both parties' goals</li> <li>▪ Working with multiple partners</li> <li>▪ Case studies in success – and failure</li> </ul>	
5:00 pm–5:15 pm	<b>Wrap Up</b> <b>Matthew M. Nordan</b> , President, Lux Research, Inc.	
5:15 pm–8:00 pm	<b>Evening Reception</b>	

**Tuesday, October 25, 2006**

7:00 am–8:30 am	<b>Breakfast Reception</b>
8:30 am–8:45 am	<b>Day Two Welcome</b> <b>Matthew M. Nordan</b> , President, Lux Research, Inc.

8:45 am–9:30 am	<b><u>Innovation Focus</u></b> <b>How to Evaluate a Nanotech Start-Up</b> <i>Mark Bunger</i> , Senior Analyst, Lux Research, Inc.  More than 1,200 nanotech start-ups operate globally – all knocking on the doors of the same corporations and financial institutions looking for customers and funding. How can you separate the winners from the losers? This session will reveal the framework that Lux Research's expert analysts use to evaluate nanotech start-ups and apply it to a representative set of nanotech start-ups today. The talk will cover: <ul style="list-style-type: none"> <li>▪ The factors that determine nanotech start-up's suitability as a partner or investment candidate</li> <li>▪ What's different about start-ups in nanotech versus other technology domains</li> <li>▪ The critical questions to ask during due diligence</li> <li>▪ Backdoor techniques for determining the truth in a start-up's story</li> </ul>		
9:30 am–10:15 am	<b><u>Mastering Nanotech Innovation</u></b> <i>Tom Theis</i> , Director of Physical Sciences, IBM		
10:15 am–10:45 am	<b><u>Networking Break</u></b>		
10:45 am–11:30 am	<b><u>Sparking Nanotech Innovation: Conversations with Leading Scientists</u></b>  What are the nanotech innovations on the horizon that will create the new products of tomorrow? In this session, we'll take the pulse by speaking with leading scientists working on nanotech across three industry sectors – materials, electronics, and life sciences.		
	<b><u>Materials and manufacturing breakout</u></b> <i>Scientist 1</i> , TBD <i>Scientist 2</i> , TBD <i>Scientist 3</i> , TBD <i>Moderator: Eric Mankin</i> , Executive Director, Innovation and Corporate Entrepreneurship Research Center, Babson College	<b><u>Electronics and IT breakout</u></b> <i>Dr. Paul Alivisatos</i> , University of California at Berkeley <i>Scientist 2</i> , TBD <i>Scientist 3</i> , TBD <i>Moderator: George Scalise</i> , President, Semiconductor Industry Association	<b><u>Healthcare and life sciences breakout</u></b> <i>Dr. Mauro Ferrari</i> , University of Texas <i>Dr. David Sretavan</i> , University of California at San Francisco <i>Scientist 3</i> , TBD <i>Moderator: Darlene Solomon</i> , Director, Agilent Laboratories
11:30am–12:15 pm	<b><u>Nanotech Commercialization in Action: Profiles of Leading Start-Ups</u></b>  Series C and D venture capital rounds in nanotech hit an all-time high in 2005, accounting for 43% of deals that year. In this environment, established start-ups are plotting near-term exits while stealth-mode competitors aim to ride in the pioneers' slipstream. In this session, CEOs of leading start-ups in the materials, electronics, and life sciences fields will deliver the latest on their products, partnerships, and income statements.		
	<b><u>Materials and manufacturing breakout</u></b> <i>Kieran Drain</i> , CEO, NanoGram <i>Start-up CEO 2</i> , TBD <i>Start-up CEO 3</i> , TBD <i>Moderator: Bill Sahlman</i> , Professor, Harvard Business School	<b><u>Electronics and IT breakout</u></b> <i>Start-up CEO 1</i> , TBD <i>Start-up CEO 2</i> , TBD <i>Start-up CEO 3</i> , TBD <i>Moderator: Ken Morse</i> , Managing Director, MIT Entrepreneurship Center	<b><u>Healthcare and life sciences breakout</u></b> <i>Start-up CEO 1</i> , TBD <i>Start-up CEO 2</i> , TBD <i>Start-up CEO 3</i> , TBD <i>Moderator: Christoph Westphal</i> , Founder and CEO, Sirtris Pharmaceuticals
12:15 pm–1:00 pm	<b><u>Lunch</u></b>		
1:00 pm–1:30 pm	<b><u>Networking Coffee and Dessert</u></b>		
1:30 pm–2:15 pm	<b><u>Go-To-Market Focus</u></b> <b>Taking Nanotechnology to Market</b> <i>Sir John Chisholm</i> , Chairman, QinetiQ	<b><u>Presenting Sponsor Focus</u></b>  List TBD	
2:15 pm–3:00 pm	<b><u>To Brand Nano or Not to Brand Nano: Addressing Consumer Perceptions</u></b> <i>Jane Macoubrie</i> , Professor, North Carolina State University <b>TBD</b>  The real risks of nanomaterials applied to consumer products can be addressed through rigorous pre-commercialization research and effective end-of-life planning. But perceptual risks – like the concerns in Europe that		

	<p>brought down genetically modified foods – can't easily be addressed. This session will present perspectives from a senior executive at a company that has put "nano" branding on a product as well as an academic that has conducted research on how real consumer perceive the benefits and risks of nanotechnology. It will cover:</p> <ul style="list-style-type: none"> <li>▪ How consumers perceive nanotech benefits and risks</li> <li>▪ How these perceptions deliver globally</li> <li>▪ What factors go into the "nano branding" decision</li> <li>▪ How consumers have responded to "nano branding" in a real, high-volume product</li> </ul>	
3:00 pm–3:30 pm	<b>Networking Break</b>	
3:30 pm–4:15 pm	<p><b>The Truth About Nanotech Environmental, Health, and Safety Risks</b> <i>Michael W. Holman, Ph.D.</i>, Analyst, Lux Research Inc.</p> <p>Will environmental, health, and safety risks make nanomaterials the new asbestos? The real issues are more subtle than this, and involve the real risks of a diverse universe of nanomaterials along with the perceptual risks that overshadow them all. This presentation will focus on real strategies for addressing real and perceptual EHS risks of nanotech today, founded on hard data from Lux Research's proprietary studies on the topic. It will cover:</p> <ul style="list-style-type: none"> <li>▪ What is the state of research on nanomaterial risks? Which look safe on current data and which pose concerns?</li> <li>▪ What actions can companies take to address both real and perceptual risks?</li> <li>▪ How is the regulatory landscape changing in the U.S. and abroad, and which specific materials are likely to face increased regulatory hurdles this year?</li> <li>▪ What are the best practices of companies that have had nanomaterials on the market for years?</li> </ul>	
4:15 pm–5:00 pm	<p><b>Addressing Nanotech EHS Risks Proactively</b> <i>Terry Medley</i>, Global Director, Corporate Regulatory Affairs, DuPont <i>Richard Denison</i>, Senior Scientist, Environmental Defense <i>Richard Russell</i>, Associate Director and Deputy for Technology, Executive Office of the President <b>Moderator: Richard Pleus</b>, Director, Intertox</p> <p>Companies bringing products to market that incorporate nanomaterials must address environmental, health, and safety risks <i>now</i>. This panel will present advice and best practices from leaders in the corporate, regulatory, and non-governmental fields. It will address:</p> <ul style="list-style-type: none"> <li>▪ Why has DuPont forged an alliance with an NGO on nanotechnology EHS risks – and what is it doing?</li> <li>▪ How are regulations changing, and what should companies expect?</li> <li>▪ What is the "beltway buzz" on nanotechnology and EHS?</li> </ul>	
5:00 pm–5:30 pm	<p><b>Wrap Up</b> <i>Matthew M. Nordan</i>, President, Lux Research, Inc.</p>	
5:30 pm	<b>Lux Executive Summit 2006 ends</b>	

# Registration Form

October 16-17, 2006 ♦ Cambridge ♦ MA

Visit [www.luxexecutivesummit.com](http://www.luxexecutivesummit.com) to register online

Or Fax this form to: 1.203.966.3829

Questions? Call 1.203.966.0101

Early Bird Registration Discount  
Register by September 1, 2006 and deduct  
\$200 from the Conference fee

PLEASE CHECK THE APPROPRIATE BOXES BELOW:

Regular Conference Pricing  \$1,895Non-Profit, Government Agencies & Educational Institutions  \$1,695**PAYMENT INFORMATION:** Please bill my credit card:  American Express  Visa  Master Card

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Card Holder Name \_\_\_\_\_ Signature \_\_\_\_\_

 Check payable to *Lux Research Inc.* Please mail to the address below.

Please type or print clearly. Please photocopy this form for additional registrations

Name \_\_\_\_\_ Job Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Postal Code/Country \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email (required for confirmation) \_\_\_\_\_

**Conference Fee**

The conference fee includes all conference sessions, documentation, and planned functions indicated in the agenda

**Payment Information**Payment in the form of a company check or credit card is due prior to the conference. Checks are payable to Lux Research Inc. in US dollars, and may be mailed to **Lux Research Inc. at 140 East 45th Street, 30th Floor, NY, NY 10017**. Payment will be taken at the conference for all outstanding conference fees.**Team Attendance Discount!**

Register five colleagues at the same time and the fifth colleague attends free.

**Cancellations and Substitutions**

Registrations may be cancelled without penalty up to 10 business days before the start of the conference. Cancellations made after that date are subject to a \$350 cancellation fee. Substitutions may be made at any time prior to the start of the conference. Non-attendance will incur the full conference fee.

**Special Needs**

If you have any special needs that we can address, please make a note on your registration.

**Money Back Guarantee**

We want you to be completely satisfied with our conference. If for any reason you are not, please notify us in writing within 2 weeks of the conference and we will gladly refund your registration fee.

## **General Conference Information**

Register online TODAY visit the conference website at [www.luxexecutivesummit.com](http://www.luxexecutivesummit.com)

### ***Hotel Information***

The Charles Hotel  
Harvard Square  
1 Bennett Street  
Cambridge, MA 02138  
Phone: 617.864.1200  
Fax: 617.864.5715  
[www.charleshotel.com](http://www.charleshotel.com)

You must make your own hotel reservations by calling the The Charles Hotel at 617.864.1200. To take advantage of the discounted rate, call the hotel and mention that you are attending the Lux Executive Summit. Reservations may also be made at <http://www.charleshotel.com>. Choose "Book Now" and on the next screen choose "Groups." The attendee code is "LUX2006." Room reservations received by September 18, 2006, will be confirmed at the group rate of \$299 plus applicable taxes for a single or double occupancy.

### **Airports**

Logan Airport

- Located approximately 15 minutes from The Charles Hotel
- Private taxi service is available for approximately \$36.00 one-way.

### **Parking**

Self-parking is easy at the hotel, with an underground 600-car garage. If you prefer valet parking, simply pull into the porte cochere and allow the valet to park your car.

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#### **Expenses**

All conference costs including transportation, room and extra meals are at each participant's expense. Lux Research will provide for certain services such as select meals, refreshments and entertainment. The Charles Hotel accepts all major credit cards.