

Welcome Italy to Boston:

Harnessing Collaborative Advantage

Boston INNOVATION Tour

1st-8th October 2011

Debra M. Amidon
Founder and CEO
ENTOVATION International Ltd



Learning Objectives

- 1. To understand how *leadership* adjusts to changing time
- 2. To explore the <u>innovation fabric</u> of Massachusetts with a diversity of institutions and organizations
- 3. To perform an <u>innovation assessment</u> of respective companies
- 4. To initiate <u>global conversations</u> or other business bridges that might result in international expansion
- 5. To review the <u>international context</u> for Italy and identify entrepreneurial actions for the region

Thanking you, in advance, for making Boston a priority.

Elevator Pitch



- ✓ Being creative does not necessarily mean you are innovative.
- ✓ Being innovative does not necessarily mean that you have an innovation strategy.
- ✓ Innovation by definition is collaborative.

Therefore,

- Innovation is MORE than R&D
- Innovation is MORE than Financial Capital
- Innovation is MORE than competitive strategy
- Innovation is LEADERSHIP strategy for the 21st Century
- Innovation is our collective FUTURE...nothing less

Massachusetts — The INNOVATION Destination

- ✓ Boston is the #1 World Innovation City
- ✓ Boston is the #1 Digital City in America
- ✓ Boston Convention Center is the #1 in the country
- ✓ Boston represents a compact, convenient, attractive geographic hub
- ✓ Massachusetts leads the nation (5 years in a row)...ranks 1st in measures for the Innovation Economy ITIF New Economy Study 2010: "Massachusetts is in a league all its own."
- ✓ Massachusetts has the highest concentration of Intellectual Capital with world-class universities and research institutions
- ✓ Massachusetts ranked #1 In the Race to the Top (RTTT) Competition
- ✓ Massachusetts is a lead recipient of Federal R&D across several industry sectors
- ✓ Massachusetts is recognized as a prominent venture capital marketplace
- ✓ Massachusetts is a recognized leader in growth industries [start-ups, incubators, etc]
- ✓ If Massachusetts was a country, it would rank competitively with Finland, Sweden, Singapore, Denmark, Japan and Belgium. In fact, it ranks #1!



GLOBAL KNOWLEDGE LEADERSHIP MAP

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CHRISTOPHER BART Ham Iton, ON Crada SUZANNE JUSTESEN, Copenhagen, Denmark
HUBERT SAINT-ON GE Waterloo, ON Grada LERRI, WILLARD, Canada LEIF EDVINSSON PRANAS B MILLUS LITHUANIA MCHAEL KELLEHER, Wales RAIVO TAMKIVI, ESTONIA
DARIUS MAHDJOUBI Toron to, ON Caida NICK BONTIS, Canada DAVID WORTLEY ESKO KILPI ABDUI SAMAD KAZI, Finland TVONNE BUMA. Netherlands
BLAINE KENNEDY Nedern. ON Canada BRYAN DAVIS, Canada EDWARD TRUCH UK ESKO KILPI LARS KOLIND, Denmark
LILLY EVANS Surrey, England Espoo, Finland KONSTANTIN GOLUBEV Kiev, Ukraine JANIS STABULNIEKS, Latvia
               BCB WELE Collingwood, ON Canada
                                                                                                    MARK ANIELSKI, Canada 🎺
 BCB WELF Collingwood, ON Canada MARK ANIELSKI, Conddo
DOUG MACNAMARA Banff, Alta. Canada OLIVER SCHWABE, Germany WILFRIED SIHN, Stuttgart, Germany JOERG STAEHELI, SWITZERland
                                                                                                                                                                                                                                                                                       CHARLES GOLDFINGER, Belgium
DOUG MACNAMARA Bartf, Alta. Canada
KEITH JONES, Conoda KAREN SPEERSTRAJASS DAVID SKYRME
KEITH JONES, Conoda KAREN SPEERSTRAJASS DAVID SKYRME
Newbury, England
DEBRA AWIDON Wilmington, MA U.S.A.

JEAN MARC LEDUCT
JEAN MARC LEDUCT
JEAN MARC LEDUCT
STEFAN FAZEKAS, Wien, Austria
Woburn, MA U.S.A.

UNIKA MERCIER-LAUREN DA

WOBURN, SULTGART, Germany JOEKO STAEHELI, SWITZERIAN GERMANY, Germany JOEKO STAEHELI, SWITZERIAN KURTZKE, MUNICH, Germany SALLY MOORE, SWITZERIAND
PHILIP MACIEJEWSKI, Poland JOACHIM DOERING, Munich, Germany
STEFAN FAZEKAS, Wien, Austria
WOBURN, MA U.S.A.

UNIKA MERCIER-LAUREN DA

WILFRIED SIRN, SULTGART, GERMANY
STEFAN FAZEKAS, MUNICH, GERMANY
MANFRED BORNEMANN, Graz, Austria

WOBURN, MA U.S.A.

WILFRIED SIRN, SULTGART, GERMANY
NEW JURISTRAJEN SIRVERS AND JOEKO STAEHELI, SWITZERIAND
NEW JURISTRAJEN SIRVERS AND JOEKO STAEHEN SIRVERS AND JOE
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 CHARLES SAVACE, Framingham, MA U.S.A.
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                                                                                                                                                                                                                                                                                                                                   Tokyo, Japan
        KARL WIIG
                                                          GEORGE KOZMETS
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  Arlington, Texas Austin Texas, U.S.
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                                                                JOYCE JOSE GASALLA Bologna, Italy ALI LIBAN, WYCOFF AVER ON SIMON'S Madrid, Span Tokus Mets, Estonia LI LIBAN, Colloquid Hamilton Bermuda
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  JERRY ASH Floridg U.S. AJOYCE
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 LARRY TODD WILSON >
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                                                               Costomio Hamiln, Bermuda
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  Dirmingham, Alabama
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 GERARD O CALDERON RICAFD O MONTERWARTINEZ
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ABDULLA M. AL SUBYANI
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 KEVIN MEYER, CA, USA
                                                                              Havana, Coa PARRY NORLING, U.S.A.
 SHERIDAN TATSUNO LYNNE
 SHERIDAN TATSUNO, LYNNE
CA, USA KENDRAM AMICON SCHHEIDER NALENDRO FERNANDEZ PEDRO DAS NEVES, LISDON, PORTUGAL DARMAM, SAUDI ARADIA
SABRI SAIDAM, PALESTINE
                                                                                                                                                                                                                                                                                                   LA VAN NGUYEN, Vietnam
                                                                                                                                                                                                                                                                      PHAN DUNG.
   BARUCH LEV, New York
                                                                                             Cacas, Venezuela JUDISH MESKILL, New Jersey VIKAS NATH, New Dell, India
                                                                                                                                                                                                                                                                                                                     SERAFIN TALISAYON
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   TOM MALONE, N.C. USA
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   BOB FRANCO, USA
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   DAVID COLEMAN, USA
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                                                                            ELANA GINELLERA MIRO WAHRAFTIG, Curitiba, Brazil
   MARK TURRELL, Boston, USA
          OLIMPIA SALAS, CORGOS VEREZUES VIAMAO BRAZII BOGSVOERDE LUIS E. MALPARTIDA, PERU CAROL KINSEY GOMAN, USA GEORGE POR, MANUEL M. BENITEZ COAS MARCOS LUIS BRUNO CUBIS COMMANDO COMPANDO C
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   JOHN HIBBS, USA JOHN EGER USA AFACAS
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  Ben Lomond, California Asuncion, Paraguay
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                                                                                                    UNESIMO SANCHEZ Panama RAVI PALEPU.
  JOHN MALONEY, CA ANTONIO HOLGABO ...
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                                                                                                            WALDEMAR DE GREGORI Zimbabwe 🐇
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                                                        Santiago, Chile
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                                                                                                            Brazilia, Brazil NEVILLE COMINS SOUTH AFRID
                                                         Mexico
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  LARRY M. MOHL, NY, USA
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 MICHELE EGAN, USA JOEL ALLEYNE
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                                                                                                  Benos Aires, Argentina
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                                 CARLOS SCHEEL Mexico
                                                                                                    MARKUS HEGI Zurich-Kloten, Switzerland
                                                                                                                                                                                                                                                                                        KEN JOHNSON, Alice Springs, Australia
                                                                                                                       MÓNICA MOSO, Spain
                                 GREGORIO RIVERA, Mexico
                                                                                                                                                                                 ANEE JUBERT, Paris
                                           LEONARDO FINEDA-SERNI
                                                                                                                                                                                                                                                           SAM HAMDAN
                                                                                                      LEX & DAVID BENNET, USA
                                                         Bogotá, Colombia LEX & DAVID BENNET, USA Dragana Radovanovic, Sweden
                                                                                                                                                                                                                                             RAJ DATTA
                                                    VERNA ALLEE
                                                                                                     TOM ASACKER Manchester
                                                    Martinez, Californi New Hampshire
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http://www.entovation.com/kleadmap/index.htm



Innovation Tour Design

Case Stories/Study

- Legal Sea Foods, Inc
- Boston Scientific
- Z Corporation
- Patriot's Place
- Ocean Spray Cranberries
- Participant Strategy Competition
- Mindtree Consulting

Modules

- **#1** MIT
- **#2** Boston Innovation District
- **#3** Harvard University
- #4 Kendall Square Dialogue
- **#5** Babson College & Olin College of Engineering
- #6 IBM/Consulates
- **#7** Legal Sea Foods, Inc. Quality Control Center
- #8 MOITI Getting Grounded
- #9 The Collaboration Gene
- #10 Best of Boston

Bringing Italy to Boston...and Boston to Italy

Tour Agenda: Saturday



- Arrival
- Marriott Check-in
- Faneuil Hall Marketplace









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Tour Agenda: Sunday



- Be a Tourist
- MIT Museum
- PIB Welcome
- Tour Launch
- Strategy Champion Contest













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Tour Agenda: Monday



- MIT
- Design Museum Boston
- Boston Innovation District
- Legal Sea Foods, Inc













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Tour Agenda: Tuesday



- Harvard/NEBHE
- Mindtree
- Kendall Square
- The State House













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Tour Agenda: Wednesday

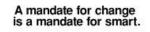


- Babson College/Olin College
- IBM Innovation Center
- Consulate Generals
- MassTLC/MassEcon
- Boston Scientific
- Chinatown















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Tour Agenda: Thursday



- Legal Sea Foods QCC [20]
- Z-Corporation
- Patriot's Place
- Ocean Spray
- MOITI
- Toscani Lecture











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Tour Agenda: Friday

- Deloitte
- AIM/BWP/MTC
- Microsoft NERD
- TEDx Boston
- Strategy Champion
- Spirit of Boston Cruise









Associated Industries of Massachusetts







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Tour Agenda: Saturday



- JFK Museum
- Mayor Thomas Menino
- Union Oyster House
- Departure from Logan International







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CAUTION!

Monday 3rd October 2011

Bus leaves *Promptly* from Long Wharf Marriott

YOUR Local Tour Guides



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They come from around the world – every walk of life...
loaded with insights, intuition and imagination.
They interact with one another to learn how to innovate their enterprises and nations.
They touch - and are touched by – others in ways that build a more sustainable future.

They are all In Search of Innovation ...

They are all In Search of Innovation...

And it all happens in Massachusetts -

The Global Commonwealth

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