FRONTIERS OF INNOVATION AND ENTREPRENEURSHIP

WORKSHOP IN COLLABORATION WITH MIT SLOAN SCHOOL OF MANAGEMENT

DIRECTORS
MERCEDES DELGADO
MIT SLOAN
EMILIO J. CASTILLA
MIT SLOAN

VENUE
MIT SLOAN (BUILDING E62)
100 MAIN STREET,
CAMBRIDGE, MA 02142
CLASSROOM: E62-250

JUNE 25-28, 2018
**Monday 25th**

09:15 Coffee

09:45 **Ezra Zuckerman Sivan**, Deputy Dean, MIT Sloan, **Vicente J. Montes Gan**, Director of Rafael del Pino Foundation, *Welcome and Introductory Remarks*

10:00 **Catherine Tucker**, MIT Sloan *Why Consumers Fail to Adopt New Innovations and What Digital Marketing Can Do about it*

12:00 Lunch Break (MIT Sloan Café)

13:30 **Pierre Azoulay**, MIT Sloan and NBER *Incentives for Breakthrough Innovation*

15:30 Coffee Break

15:45 **Valerie Karplus**, MIT Sloan *Trends and Opportunities in Global Clean Technology Innovation*

18:00 Group photo

18:30 Networking event

**Tuesday 26th**

10:00 **Emilio Castilla**, MIT Sloan and MIT Institute for Work and Employment Research *Bringing People Analytics to your Organization*

12:00 Lunch Break

13:30 **Steven Eppinger**, MIT Engineering Systems Division and MIT Sloan *Design Thinking Skills and Systematic Innovation*

15:30 Coffee Break

15:45 **Scott Stern**, MIT Sloan and NBER *The Foundations of Entrepreneurial Strategy*

18:30 Visit to the exhibition *The Beautiful Brain: The Drawings of Santiago Ramón y Cajal* - Speaker **Laura Dubreuil Vall**, Scientist and Technical Manager at Neuroelectrics. MIT Museum - 265 Massachusetts Ave, Cambridge

**Wednesday 27th**

10:45 **Fiona Murray**, Associate Dean of Innovation, MIT Sloan and NBER, **Phil Budden**, MIT Sloan *Innovation Ecosystems: Prizes and Accelerators*

12:45 Lunch Break

14:30 **Bill Aulet**, Professor of the Practice for MIT Entrepreneurship and MIT Sloan *Disciplined Entrepreneurship*

16:30 Coffee Break

16:45 **Mercedes Delgado**, MIT Sloan and MIT Innovation Initiative, and Panel of Startups: **Silvia Berciano**, CEO of Ethos, **Lambert Chu**, CTO and co-founder of EasyEmail, **Arturo Moreno**, CEO of Preseries, **Emanuele Musini**, CEO of Pillo Health *How Artificial Intelligence Startups Engage with the Innovation Ecosystem*

**Thursday 28th**

10:00 **Christian Catalini**, MIT Sloan *Some Simple Economics of the Blockchain*

12:15 Farewell *(Finish at 12:30)*
Bill Aulet

Bill is Managing Director, Martin Trust Center for MIT Entrepreneurship and Professor of the Practice, MIT Sloan School of Management. Bill is changing the way entrepreneurship is understood, taught and practiced around the world. He is an award-winning educator and author whose current work is built on the foundation of his 25-year successful business career first at IBM and then as a three-time serial entrepreneur. Since 2009, he has been responsible for leading the development of entrepreneurship education across MIT at the Trust Center. His first book, *Disciplined Entrepreneurship*, released in August 2013, has been translated into over 18 languages and has been the content for three online edX courses which have been taken by hundreds of thousands of people in 199 different countries. The accompanying follow on book, *Disciplined Entrepreneurship Workbook*, was released in April 2017. He has widely published in in places such as the Wall Street Journal, TechCrunch, the Boston Globe, the Sloan Management Review, the Kauffman Foundation, Entrepreneur Magazine, MIT Sloan Experts and more. He has been a featured speaker on shows such as CNBC’s Squawk Box, BBC News, Bloomberg News as well as at events and conferences around the world. He has degrees from Harvard and MIT and is a board member of MITEK Systems (NASDAQ: MITK) and XL Hybrids Inc. (Private) as well as a visiting professor at University of Strathclyde (Scotland). Bill has earned external recognition as well for his efforts which include Boston 50 on Fire, 2017 Favorite MBA Professors from Poets and Quants, and 2018 Nannerl Keohane Distinguished Visiting Professorship at the University of North Carolina at Chapel Hill and Duke University.

Pierre Azoulay

Pierre is the International Programs Professor of Management at MIT’s Sloan School of Management and a faculty Research Fellow at the National Bureau of Economic Research. Azoulay teaches courses on strategy and technology strategy at MIT Sloan. Previously, he was an associate professor of management at Columbia University’s Graduate School of Business. His research centers on how organizational design and social networks influence the productivity of research and development in the healthcare sector. Currently, Azoulay is studying the impact of superstar researchers on the research productivity of their colleagues in the academic life sciences. He also is interested in the topic of academic entrepreneurship, having recently concluded a major study of the antecedents and consequences of academic patenting. In the past, he has investigated the outsourcing strategies of pharmaceutical firms, in particular the role played by contract research organizations in the clinical trials process. Azoulay holds a Diplôme D’études Supérieures de Gestion from the Institut National des Télécommunications, an MA in telecommunications from Michigan State University, and a PhD in management from the MIT Sloan School of Management.
Phil Budden

Phil is a Senior Lecturer at MIT’s Management School, in Sloan’s TIES (Technological Innovation, Entrepreneurship and Strategic-management) Group, where he focuses on ‘innovation-driven entrepreneurship’ (IDE) and innovation ecosystems. Phil co-teaches in the successful ‘Regional Entrepreneurship Acceleration Program’ (REAP), an ExecEd program for regional teams from around the globe interested in accelerating ‘innovation-driven entrepreneurship’; in the related 15.364 class, known as the ‘Regional Entrepreneurship Acceleration Lab’ (REAL), aimed at MBAs and Sloan Fellows; and on similar topics in a variety of degree and ExecEd settings.

Emilio Castilla

Emilio is the NTU professor at the MIT Sloan School of Management, where he teaches courses in human resource management and employment practices. He joined MIT after being a faculty member in the Management Department at the Wharton School of Business. He is the head of the Work and Organization Studies Group and a faculty member at the Institute for Work and Employment Research at MIT; he is also a research Fellow at the Center for Human Resources at the Wharton School. He received his post-graduate diploma degree in business from the Management School in Lancaster University (UK) and his PhD in Sociology from Stanford University. His research focuses on the organizational aspects of work and employment. He is particularly interested in investigating how social and organizational processes influence key employment outcomes over time, and he tackles his research questions in a variety of empirical settings. Recently, his work has focused on the role that merit and merit-based work practices play in shaping employees’ careers in today’s workplace. He has published chapters in several books as well as articles in a number of scholarly journals. Examples of articles include “Gender, Race, and Meritocracy in Organizational Careers,” American Journal of Sociology (2008), “The Paradox of Meritocracy in Organizations” (with S. Benard), Administrative Science Quarterly (2010), and “Bringing Managers Back In: Managerial Influences on Workplace Inequality,” American Sociological Review (2011). His last book is titled Dynamic Analysis in the Social Sciences. He was awarded the W. Richard Scott Award for Distinguished Scholarship in 2001 and the Outstanding Publication in Organizational Behavior Award in 2011.

Christian Catalini

Christian is the Fred Kayne (1960) Career Development Professor of Entrepreneurship and Assistant Professor of Technological Innovation, Entrepreneurship, and Strategic Management at the MIT Sloan School of Management. Christian’s main areas of interest are the economics of innovation, entrepreneurship, and scientific productivity. His research focuses on crowdfunding and online entrepreneurial finance, how proximity affects the recombination of ideas, and the adoption of technology standards, science and technology interactions. In 2009-10 he was a visiting scholar at Harvard IQSS. He has presented his research on proximity and innovation at a variety of institutions including Harvard University, MIT, Yale University, and London Business School. Christian holds a BE in international markets and new technologies, an MSc in economics and management of international markets and new technologies from Bocconi University, Milan, and a PhD in strategic management from the Rotman School of Management at the University of Toronto.
**Mercedes Delgado**

Mercedes is a Senior Lecturer at the MIT Sloan School of Management, and the Research Director and Research Scientist of the MIT Innovation Initiative Lab for Innovation Science and Policy. Delgado also serves as Senior Associate at the Institute for Strategy and Competitiveness at Harvard Business School. Delgado’s research focuses on the relationship between the regional business environment and the performance of firms, regions, and countries. She examines the role of regional clusters—geographic concentrations of related industries, firms, and supporting institutions—in job creation, innovation, entrepreneurship, inclusivity, and resilience. Delgado has developed new methods for defining and mapping clusters, providing tools to help firms, practitioners, and policymakers create regional strategies. In recent work she explores the interaction between the spatial organization of firms, their location choices through the value chain, and firm performance. Delgado’s work has been published in top economic, policy, and strategy journals. She has received a number of prestigious fellowships and research grants, including a Ph.D. fellowship from Fundación Rafael del Pino and a recent National Science Foundation grant on Mapping the Inventor Gender Gap. She recently served as a lead researcher on the US Cluster Mapping Project: Mapping a Nation of Regional Clusters. Delgado earned a PhD in Business Economics from the Universidad Complutense de Madrid and completed postdoctoral fellowships at Harvard Business School and the National Bureau of Economic Research’s Innovation Policy and the Economy Group.

**Steven D. Eppinger**

Steven is Professor of Management Science at the MIT Sloan School of Management. He also holds the General Motors Leaders for Global Operations Chair and has a joint appointment in MIT’s Engineering Systems Division. He is currently the faculty co-director of the System Design and Management program with masters degree tracks in integrated product development and in complex system development. Eppinger served as Deputy Dean of the MIT Sloan School from 2004 to 2009. He teaches courses in product design and innovation, engineering project management, and product management. Notably, he has created an interdisciplinary product development course in which graduate students from engineering, management, and industrial design programs collaborate to develop new products. Eppinger has co-authored a leading textbook entitled Product Design and Development. His research addresses the management of complex engineering projects such as development of automobiles, aircraft, capital equipment, software, mechatronics, and telecommunication systems. This research has used the design structure matrix (DSM) method and has developed several analytical modeling extensions to the DSM approach. In addition to several private corporate advisory positions, he serves on the Advisory Board of Design Society, on the Research Advisory Council of Design Management Institute, on the Advisory Board of Directors of Society of Concurrent Product Development, on the Advisory Council of Portland International Center for Management of Engineering & Technology (PICMET).
**Valerie Karplus**

Valerie is the *Class of 1943 Career Development Professor* and an Assistant Professor of Global Economics and Management at the MIT Sloan School of Management. Karplus studies resource and environmental management in firms operating in diverse national and industry contexts, with a focus on the role of institutions and management practices in explaining performance. Karplus is an expert on China’s energy system, including technology and business model innovation, energy system governance, and the management of air pollution and climate change. She works with a collaborative team of researchers to study the micro and macro determinants of clean energy transitions in emerging markets, with a focus on China and India. She teaches Entrepreneurship without Borders, New Models for Global Business, and is currently developing a new course, together with Professor Chris Warshaw in Political Science, on Global Energy Markets and Policy. She has previously worked in the development policy section of the German Federal Foreign Office in Berlin, Germany, as a Robert Bosch Foundation Fellow, and in the biotechnology industry in Beijing, China, as a Luce Scholar. From 2011 to 2015, she directed the MIT-Tsinghua China Energy and Climate Project, a five-year research effort focused on analyzing the design of energy and climate change policy in China, and its domestic and global impacts. She is a faculty affiliate of the MIT Center for Energy and Environmental Policy Research, the MIT Energy Initiative, and the MIT Joint Program on the Science and Policy of Global Change. Karplus holds a BS in biochemistry and political science from Yale University and a PhD in engineering systems from MIT.

**Fiona Murray**

Fiona is the Associate Dean of Innovation at the MIT Sloan School of Management, Alvin J. Siteman (1948) Professor of Entrepreneurship and the Faculty Director of the Martin Trust Center for MIT Entrepreneurship. She is the Co-Director of MIT’s Initiative for Innovation. She is also an associate of the National Bureau of Economic Research. Murray holds an MA in chemistry from Merton College, University of Oxford, and an MS and PhD in engineering and applied sciences from Harvard University. She is an international expert on the transformation of investments in scientific and technical innovation into innovation-based entrepreneurship that drives jobs, wealth creation, and regional prosperity. She has a special interest in entrepreneurship, the commercialization of science and the economics of entrepreneurship and innovation. She has done extensive work with entrepreneurs, governments, large corporations and philanthropists designing and evaluating the policies and programs that shape vibrant entrepreneurial ecosystems: prizes competitions, accelerators, patent licensing rules and proof of concept funding programs.

**Scott Stern**

Scott is the David Sarnoff Professor of Management at the MIT Sloan School of Management. Stern explores how innovation and entrepreneurship differ from more traditional economic activities, and the consequences of these differences for strategy and policy. His research in the economics of innovation and entrepreneurship focuses on entrepreneurial strategy, innovation-driven entrepreneurial ecosystems, and innovation policy and management. Recent studies include the impact of clusters on entrepreneurship, the role of
institutions in shaping the accumulation of scientific and technical knowledge, and the drivers and consequences of entrepreneurial strategy. Stern has worked widely with practitioners in bridging the gap between academic research and the practice of innovation and entrepreneurship. This includes advising start-ups and other growth firms in the area of entrepreneurial strategy, as well as working with governments and other stakeholders on policy issues related to competitiveness and regional performance. In recent years, Stern has developed a popular new MIT Sloan elective, Entrepreneurial Strategy, co-founded the MIT Regional Entrepreneurship Acceleration Program, advised the development of the Social Progress Index, and served as the lead MIT investigator on the US Cluster Mapping Project. Stern is the director and co-founder of the Innovation Policy Working Group at the National Bureau of Economic Research. In 2005, he was awarded the Kauffman Prize Medal for Distinguished Research in Entrepreneurship.

**Catherine Tucker**

Catherine is the Sloan Distinguished Professor of Management Science and Professor of Marketing at MIT Sloan. She is also Chair of the MIT Sloan PhD Program. Her research interests lie in how technology allows firms to use digital data to improve their operations and marketing, and in the challenges this poses for regulations designed to promote innovation. She has particular expertise in online advertising, digital health, social media, and electronic privacy. Generally, most of her research lies in the interface between marketing, economics, and law. She has received an NSF CAREER Award for her work on digital privacy, the Erin Anderson Award for Emerging Marketing Scholar and Mentor, the Paul E. Green Award for contributions to the practice of Marketing Research and a Garfield Award for her work on electronic medical records. Tucker is Co-Editor of Quantitative Marketing and Economics and a Research Associate at the National Bureau of Economic Research. She teaches MIT Sloan’s course on Pricing and the EMBA course “Marketing Management for the Senior Executive.” She has received the Jamieson Prize for Excellence in Teaching as well as being voted “Teacher of the Year” at MIT Sloan. She holds a PhD in economics from Stanford University, and a BA from the University of Oxford.

**Ezra Zuckerman Sivan**

Ezra Zuckerman Sivan is Deputy Dean and the Alvin J. Siteman (1948) Professor of Strategy and Entrepreneurship. He is also co-founder of MIT Sloan's PhD Program in Economic Sociology. As Deputy Dean, he has responsibility for all of Sloan’s faculty, approximately 200 (hiring, promotion and tenure, performance evaluation, and compensation), and half a dozen research centers based in Sloan. Zuckerman is an economic sociologist whose research focuses on showing how an understanding of fundamental social processes is important for shedding light on key issues in business and management, as well as how an appreciation for the dynamics of business and management inform our understanding of fundamental social processes. He is perhaps best known for demonstrating the importance of categorical structures in shaping valuation in various markets. Zuckerman’s master’s and executive level teaching centers on competitive and technology strategy, and he teaches two doctoral courses, “Sociology of Strategy” and “Identity and Action.” Zuckerman holds a BA in political science from Columbia University as well as an MA and a PhD in sociology from the University of Chicago.
EasyEmail was founded in August 2016 out of a dorm at MIT, EasyEmail helps you write emails in seconds powered by AI. We’re backed by Y Combinator, Slow Ventures, MIT Sandbox, MIT fuse, and the MIT NYC Summer Startup Studio.

Arturo Moreno

Arturo is a firm believer that technology financing must be a fast, data-driven and fair process. He is the co-founder and CEO of PreSeries, a spin-off from BigML, and the rising-leader software startup for venture capital data management and predictive modelling.

At PreSeries he is building an affordable, best-in-class software tool to allow all investors leverage the benefits that data and ML represents for the generation of insights. Arturo believes that a data-centric culture at investing organizations will not only bring fastest and better investment decisions, but will also allow investors to be helpful to startups in a much more productive manner thanks to the insights that the analysis of their data will bring. Arturo previously worked in Bessemer Venture Partners as a venture capitalist, Kensho Technologies and Ferrovial. He holds an MBA from MIT Sloan School of Management, as well as BS in Business and an LLB from Universidad Carlos III of Madrid. He is the former President of MIT FinTech and MIT Martin Trust Center for entrepreneurship Practice Leader.
Vicente J. Montes Gan

Vicente holds a Bachelor in Economics from the Autónoma University of Madrid and a PhD in Law from the Complutense University of Madrid. He is a State Economist and Trade Specialist. Vicente is an Officer of the Royal Order of Isabel La Católica, Leão de Oro of the Republic of Angola (AIA) and I Essay Prize Casa África. He is the Director (CEO) of the Rafael del Pino Foundation, Founder and President of the NGO Liberdom, member of the Board of Trustees of the NGO Flying Doctors HEALTH AFRICA, and member of the Editorial Boards of the academic magazine *Información Comercial Española* and *Ceteris paribus blog*. Previous positions he has held include: Vicepresident of the United Nations Global Compact Spanish Network; President of the Spanish State Economists & Trade Specialist Association; Economic and Commercial Counsellor at the Spanish Embassy of Spain in Angola, Namibia, Congo, DR Congo, São Tome and Principe and Zambia; Director at ICEX; and Deputy Director General of the Court of Competition. He is a Member of the Board of Directors of different companies and institutions. He has also been the Spanish representative on the Board of Directors of CERRM and the groups and international committees: Export Promotion of the European Commission; Committee on Competition Law and Policy of the OECD; Industry Committee of the OECD; and Industry Group of the Commission and the European Council. He has also been Professor of Economic Analysis at the Carlos III University of Madrid, along with other institutions, and Chairman of the Department of Economics of the Ateneo de Madrid for more than ten years.

Emanuele Musini

Emanuele is a multiple entrepreneur. After the loss of his father due to complications arising from medication non-adherence, he started his first business: an artisanal food gift sharing platform, Magnatum Club. In 2008 he opened the U.S branch of his second business, Tartufi di Fassia, which he built to become one of the largest importers of Truffle Products to the US. He graduated from the University of East Anglia with a degree in Media & Business. He quickly moved into advertising and, at the age of 24, became Executive Producer for BRW-Filmland, a leading Italian advertising production Company. He is also a Partner in Tenuta di Bagnoli Energy. It is from this entrepreneurial upbringing, and from the loss of his father, that the idea for Pillo was born - the need for a digital healthcare assistant that empowers older adults to live healthier and more independent lives in the comfort of their own homes.

Laura Dubreuil Vall

Laura received a MSc in Telecommunications Engineering from the Polytechnic University of Catalonia (UPC). She did her master thesis at MIT in collaboration with Northeastern University. She worked as a consultant at EY and as a signal processing engineer. In 2012 she joined the Neuroscience department at Starlab, a research company based in Barcelona. Two years later she moved to Boston as the Technical Manager of the new US offices of Neuroelectrics, a Starlab’s spinoff focused on the development of medical devices to monitor and stimulate the brain. She currently combines her work at Neuroelectrics with her PhD in Neuroscience with Massachusetts General Hospital.
Oihana Basilio

Oihana is the Director of Research and Online Programs at the Rafael del Pino Foundation and Lecturer of Foreign Trade Techniques at the Autonomous University of Madrid. She holds a PhD. in Economics from the Autonomous University of Madrid, a MSc in Economics and Management of Innovation, a MSc in Society, Science and Technology from the European Inter-University Association and a Bachelor’s Degree in Economics from the University of the Basque Country. She has also been the Director of Celera Association, an accelerator of young talents. Prior to this she worked at the Secretary of Employment and Territorial Development of Junin de los Andes (Argentina) and at Deloitte S.L. in the Anti-money-laundering Department. Her research areas include innovation in services, management of intangibles, and knowledge management.