



**Techonomy Detroit: Hosted by the Detroit Economic Club**  
*Competitiveness, Jobs and the Urban Future in an Age of Technology*  
Wayne State University, September 12, 2012

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FINAL AGENDA

TUESDAY, SEPTEMBER 11, 2012

Roof Deck at The M@dison Building, 1555 Broadway Street, Downtown Detroit

5:00 - 7:00PM                    REGISTRATION AND OPENING RECEPTION

WEDNESDAY, SEPTEMBER 12, 2012

Wayne State University, McGregor Center & Community Arts Auditorium

7:30 - 8:30AM                    COFFEE AND REGISTRATION

8:30 - 10:35AM                  PLENARY SESSIONS

8:30 - 8:40

*Welcome*

Beth Chappell, President and CEO, Detroit Economic Club  
David Kirkpatrick, Founder and CEO, Techonomy  
Ned Staebler, Vice President of Economic Development, Wayne State University

8:40 - 9:05

*Entrepreneurship and American Relevance*

With countries around the world focusing more on education and innovation, how will tech-enabled change allow our own country to stay competitive? How can stakeholders work together to re-arm America as an economic powerhouse?

*Panelists:*

- o Steve Case, Chairman and CEO, Revolution LLC; Co-founder, America Online
- o Josh Linkner, CEO and Managing Partner, Detroit Venture Partners

*Moderator:* David Kirkpatrick, Founder, Techonomy

9:05 - 9:15

*The City as Technology*

With technology increasingly being deployed in cities to address the perennial challenges of congestion, safety, efficiency and security. Many now see the city itself as a complex integrated technology.

*Speaker:* Carlo Ratti, Director, MIT SENSEable City Lab

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9:15 – 9:55

***How Far Can Innovation Take Our Cities?***

From the aqueduct to the elevator to intelligent infrastructures, technology has always propelled cities forward. As cities grapple with how to build a foundation for sustainable economic growth, continued innovation is critical. What can innovation bring to cities like Detroit?

*Panelists:*

- Janet Anderson, Adjunct Professor, Wayne State University; Policy Analyst, City of Detroit
- Gordon Feller, Director, Urban Innovations, Internet Business Solutions Group, Cisco
- Michael Littlejohn, Vice President, IBM Smarter Cities Strategy & Business Development
- Carlo Ratti, Director, MIT SENSEable City Lab

*Moderator:*

- Bruce Katz, Vice President and Founding Director, Metropolitan Policy Program, Brookings Institution

9:55 – 10:35

***Our Challenge in an Era of Global Competition***

*A session organized jointly with the Council on Foreign Relations*

Many other nations put more effort and money into education and infrastructure than the US. And how should we think about immigration, which provides critical workers both at the high end and in manual labor? How is the US really doing? What are top competitors doing? What pragmatic near-term steps can we take?

*Panelists:*

- Edward Alden, Director, Renewing America Program, Council on Foreign Relations
- Vivek Kundra, EVP Emerging Markets, salesforce.com; Former CIO of the US
- Paul Mascarenas, Chief Technical Officer and Vice President, Ford Research and Innovation
- Michael S. Teitelbaum, Wertheim Fellow, Harvard Law School; Senior Advisor, Alfred P. Sloan Foundation

*Moderator:*

- James P. Dougherty, Adjunct Senior Fellow for Business and Foreign Policy, Council on Foreign Relations

10:35 – 11:00AM

**BREAK**

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**11:00AM - 1:00PM      PLENARY SESSIONS**

***Making It: Manufacturing's Next Stage***

Since the earliest days of the industrial revolution, making things, and the jobs associated with making things, has been the primary vehicle for both the production of wealth and its distribution. In this brave new world...what do we make...and who makes it?

**11:00 - 11:05**

**Welcome back**

**11:05 - 11:50**

***The DIY Economy: The Democratization of Finance, Design, Manufacturing and Distribution***

Entrepreneurs in garages, kitchens and dorm rooms now have ready access to tools and resources to finance their businesses; design, test and build their products; and distribute their wares through a new ecosystem of technology enabled tools and platforms. This system serves as a breeding ground for entrepreneurs who are launching and growing viable businesses. How big and how disruptive can this movement get?

*Panelists:*

- Grady Burnett, Vice President of Global Marketing Solutions, Facebook
- Mark Hatch, CEO, TechShop
- Danae Ringelmann, Co-founder and COO, Indiegogo
- David ten Have, CEO, Ponoko

*Moderator:* Erick Schonfeld, Contributing Editor, Techonomy

**11:50 - 12:00**

***The New Face of Product Development: Start-up as Industry of the Future***

A new business model is marrying the rigor of traditional engineering disciplines with social media to upend the process of designing, engineering and building products.

*Speaker:* Ben Kaufman, CEO, Quirky

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12:00 – 12:35

### *Manufacturing's Future, and the Impact on Jobs*

As productivity skyrockets, manufacturing may return to the US without the jobs impact many expect. With automation and the increasing technologization of manufacturing, can we keep our workers employed?

#### *Panelists:*

- Amar Hanspal, Senior Vice President, Products, Autodesk
- Stephen Hoover, CEO, PARC, a Xerox company
- Lou Rassey, Principal, McKinsey

*Moderator:* Daniel Howes, Business Columnist and Associate Business Editor, *The Detroit News*

12:35 – 12:50

### *The Next Generation of Entrepreneurs*

Why are veteran business creators so passionate about instilling entrepreneurial drive in the next generation of business innovators?

*Speaker:* Tim Draper, Founder and Managing Director, Draper Fisher Jurvetson; Founder, Draper University School for Entrepreneurs

12:50 – 1:00

### *21st Century Skills: What Do We Need? How Do We Get There?*

Guy Halfteck, Founder and CEO, Knack

*Interviewer:* David Kirkpatrick, Founder and CEO, Techonomy

1:00 – 2:00PM

LUNCH

2:15 – 3:15PM

BREAKOUT SESSIONS

#### *1. From Here to There: The Evolution of Mobility*

Autonomous vehicles, traffic-free roads, social cars and intelligent cities: where and how will technology most alter how we get around?

#### *Speakers:*

- Jay Baron, President and CEO, Center for Automotive Research
- Vivek Kundra, EVP Emerging Markets, salesforce.com; Former CIO of the US
- Michael Littlejohn, Vice President, IBM Smarter Cities Strategy & Business Development
- K. Venkatesh Prasad, Senior Leader, Open Innovation, Ford Advanced Research and Engineering, Ford Motor Company

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- Susan Zielinski, Managing Director of Sustainable Mobility & Accessibility Research & Transformation (SMART), University of Michigan

*Moderator:* Russell Hensley, Principal, McKinsey & Company

## **2. So You Want to be an Entrepreneur?**

If your passion is to start a business, you are in for an exciting ride. What does it take? How can you create the greatest likelihood of success? And in the era of crowd funding, social media and mobile technologies, how are the rules changing?

*Speakers:*

- Brian Balasia, Founder and President, Digerati
- Angela Benton, Founder and CEO, NewME Accelerator
- Grady Burnett, Vice President of Global Marketing Solutions, Facebook
- Tim Draper, Founder and Managing Director, Draper Fisher Jurvetson; Founder, Draper University School for Entrepreneurs
- Mike Norman, Co-founder and President, Wefunder

*Moderator:* Eric Savitz, San Francisco Bureau Chief, *Forbes Magazine*

## **3. Is Detroit the Next Berlin?**

With a vibrant entrepreneurial scene, a tech savvy creative community and an extensive network of energetic, engaged locals, Detroit is a magnet for creative and entrepreneurial enterprises. Could Detroit become the next Berlin? The city's stakeholders dialogue on the best ideas to restore and revitalize Detroit and its economy.

*Speakers:*

- Matt Clayson, Director, Detroit Creative Corridor Center
- Josh Linkner, CEO and Managing Partner, Detroit Venture Partners
- Leslie Smith, President and CEO, TechTown
- Tim Smith, President and CEO, Skidmore Studio

*Moderator:* Justin Fox, Editorial Director, *Harvard Business Review*

#### **4. Jobs, Growth and Michigan's Future**

This session will take stock of recent proposals and momentum for revitalizing Michigan's economy. The state has world-class research institutions, abundant natural resources, a strong technical talent base, a strategic location, a legacy of innovation, and a great history as a business center. But the rapidly changing economy and global environment pose challenges to job creation and business growth. As the state recovers from the recession, how can Michigan's business community create a prosperous and competitive future? Will Michigan's businesses create the right jobs - in the right numbers - for the state to top lists of favorable locations for business?

*Speakers:*

- Timothy Bryan, CEO, GalaxE.Solutions
- Michael A. Finney, President and CEO, Michigan Economic Development Corporation (MEDC)
- John Gallagher, Business Reporter, *Detroit Free Press*
- Sarah L. McClelland, President, Michigan Market, JPMorgan Chase

*Moderator:* Hans-Werner Kaas, Senior Partner, McKinsey & Company

#### **5. Beyond the Theories: Local Strategies to Revitalize Detroit**

Unfortunately, Detroit has become a poster child for a failed city. While its problems of population loss, poverty, blight, and crime are well publicized, the efforts of its residents to combat these challenges are often overlooked. This panel presents examples of innovative local strategies to revitalize Detroit.

*Speakers:*

- Drexel Amy, President, Michigan Region, Liberty Bank and Trust
- Walter K. Evans, Chief Operating Officer, The Barthwell Group
- Oran B. Hesterman, President and CEO, Fair Food Network
- John Webb, CEO and Managing Partner, Quantum Reach

*Moderator:*

- Akosua Barthwell Evans, Founder and CEO, The Barthwell Group

3:15 - 3:30PM

SWITCH BREAK

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3:30 - 5:45PM

**PLENARY SESSIONS**

3:30 - 3:35

*Welcome Back*

3:35 - 3:55

*An Effective You: How Do YOU Need to Change for the Future?*

Sure, it's a tough economy. But nobody's going to bail YOU out. This is the era of self-reliance, where individuals must be empowered to proactively manage their own careers -- as if they were startups. Jobs guru Dick Bolles brings us up to date.

*Speakers:*

- Dick Bolles, Author, *What Color is Your Parachute?*
- Gary A. Bolles, Co-founder, eParachute; Co-founder and CEO, Xigi

3:55 - 4:35

*Why I Believe in Detroit*

Detroiters share perspectives on life and work in their city, and where Detroit may be in 10 years.

*Speakers:*

- Tonya Allen, Chief Operating Officer and Vice President, Program, The Skillman Foundation
- Brian Balasia, Founder and President, Digerati
- Catherine Kelly, Publisher, *The Michigan Citizen*
- Bruce Schwartz, Detroit Relocation Ambassador, Quicken Loans/Bedrock Real Estate

*Moderator:* Rochelle Riley, Columnist, *Detroit Free Press*

4:35 - 5:05

*Entrepreneurship and Detroit's Emerging Tech Hub*

An interview with Dan Gilbert, Chairman, Rock Ventures and Quicken Loans; Majority Owner, Cleveland Cavaliers

*Interviewer:* David Kirkpatrick, Founder and CEO, Techonomy

5:05 - 5:45

*An Interview with Jack Dorsey on Twitter, Square and the City as Inspiration*

*Interviewer:* David Kirkpatrick, Founder and CEO, Techonomy

5:45 - 6:45PM

**NETWORKING RECEPTION**