



TECHONOMY DETROIT
TUESDAY, SEPTEMBER 15, 2015
Spencer M. Partrich Auditorium
Wayne State University Law School
471 W. Palmer Street | Detroit, MI 48202

MONDAY, SEPTEMBER 14

Museum of Contemporary Art Detroit

5:30 – 7:30PM

Design Night Detroit hosted by Autodesk

Fast Lane to the Future

Technology is transforming not just how we drive, but how cars are designed and manufactured. Picture a car built from a lightweight biological material that's grown from a seed, or a customized car that can be 3D printed in a little over a day. It's coming faster than you think. Hear a talk by **Elizabeth Baron** of Ford, make your own dashboard accoutrements, and more!

TUESDAY, SEPTEMBER 15

Wayne State University Law School
Spencer M. Partrich Auditorium

7:45AM

Registration Opens

Wayne State University Law School Lobby

7:45 – 8:30AM

Breakfast hosted by Detroit Venture Partners

8:30 – 8:45AM

Welcome

Jocelyn Benson, Dean, Wayne State University Law School

David Kirkpatrick, CEO and Chief Technomist, Techonomy

8:45 – 9:30AM

Can We Hack Our Way to the Cities We Need?

The digital economy and tech are transforming America's cities as much as its companies. There are apps and hacks for every problem. But the resulting civic benefits are incomplete. Can we create enough jobs? Is access getting fairer? Health care improving? Transit? What more can companies, cities and citizens do to inclusively reinvent themselves for this interconnected, technologized era?

Speakers: **Thomas Ermacora**, Author, "Recoded City: Co-Creating Urban Futures"; Founder and Director, Clear-Village.org & MachinesRoom.org

Jon Gosier, Founder, Cross Valley Capital; Partner, Rokk3r Labs

Dan'l Lewin, Corporate Vice President, Technology and Civic Engagement, Microsoft

Beth Niblock, Chief Information Officer, City of Detroit

Moderator: **David Kirkpatrick**, CEO and Chief Technomist, Techonomy

9:30 – 9:55AM

Craftsmanship, Work & the Future of Business

What a personal touch means for products, our economy and the ecosystem of cities.

A conversation with **Carl Bass**, President and CEO, Autodesk

Interviewer: **David Kirkpatrick**, CEO and Chief Technomist, Techonomy

9:55 – 10:05AM

Civic Tech and the New Digital Divide

A presentation by **Tiana Epps-Johnson**, Founder and Executive Director, Center for Technology and Civic Life



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- 10:05 – 10:15AM** **A Maker City is A Jazz City**
Like jazz, a maker city is about the interconnectivity of ideas, innovation and improvisation.
A presentation by **Peter Hirshberg**, Chairman, Re:Imagine Group
- 10:15 – 10:35AM** **A Conversation with Detroit Mayor Mike Duggan**
Interviewer: **David Kirkpatrick**, CEO and Chief Technomist, Techonomy
- 10:35 – 11:00AM** **Break**
- 11:00 – 11:35AM** **The Right Tech for the Job: Closing the Gap**
As the economy shifts ever-more rapidly, matching people and their skills with jobs becomes a huge social challenge. We need better training, better awareness of opportunities, and more flexibility on the part of employers. Companies are desperate for appropriate talent, but emerging systems suggest that tech could help bring people and jobs together more productively.
- Speakers: **Matt Anchin**, SVP, Global Communications and Content, Monster
Wan-Lae Cheng, Senior Director, Markle
Charlene Li, Principal Analyst and Managing Director, Altimeter, a Prophet Company
Moderator: **Martha Laboissiere**, Associate Principal, McKinsey & Company
- 11:35 – 11:45AM** **The Millennial Way of Working**
A presentation by **Karoli Hindricks**, Founder and CEO, Jobbatical
- 11:45AM – 12:10PM** **Creating the Next Generation of Capitalism and an Uber for Healthcare: Aetna Chairman and CEO Mark Bertolini's Big Ambitions**
Interviewer: **David Kirkpatrick**, CEO and Chief Technomist, Techonomy
- 12:10 – 12:20PM** **The Way to Wellville and the Production of Health**
A presentation by **Esther Dyson**, Chairman, EDventure Holdings; Founder HiCCup
- 12:20 – 1:00PM** **Scale Means Nothing in the Internet of Manufacturing**
Molds. Presses. Smelters. Manufacturing was once the sole purview of those that could create, shape and assemble on a massive scale. Today, thanks to software, the cloud, builder collectives and more, scale means next to nothing. The Internet of manufacturing is here to stay, and with it, entire communities of new ideas and opportunities.
- Speakers: **Raj Batra**, President, Siemens Digital Factory Division, U.S.
Jerry Foster, Chief Technology Officer, Plex Systems
Mark Hatch, CEO, TechShop
Mike Whitens, Director for Vehicle & Enterprise Sciences, Research and Advanced Engineering, Ford
Moderator: **Michael Chui**, Partner, McKinsey Global Institute, McKinsey & Company
- 1:00 – 2:00PM** **Lunch *hosted by Ford***
- 2:00 – 2:15PM** **Switch Break**



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2:15 – 3:15PM

TECHONOMY LABS

Mapping Detroit’s Information Ecosystem

Presented in partnership with the World Economic Forum and Internews

A robust and dynamic, inclusive information ecosystem is critical to the ability of any city to serve its citizens. But mounds of data alone are not enough; humans and their communities are still actors in the system. How can we design systems that are truly of benefit, trusted and usable? How can a human-centered design approach be applied to establish an information ecosystem that becomes an adaptive network of inclusion, identifying needs, solving problems and serving communities in a more trustworthy and innovative manner?

Speakers: **Garlin Gilchrist II**, Deputy Technology Director for Civic Community Engagement, City of Detroit

Amanda Noonan, Director for Research, Design & Learning, Internews Center for Innovation & Learning

Erica Raleigh, Director, Data Driven Detroit

John Webb, User Experience Researcher, Google Civic Innovation

Facilitators: **Daniel Hewett**, Executive Director of Research and Partnered Projects, Rhode Island School of Design

William Hoffman, Head of Data-Driven Development, World Economic Forum

Tech and the Organization of Work

How is technology and digitization reshaping the fundamental organization of work? What does it mean to be white or blue collar? Will computers replace us or will we find new ways to work alongside them, in what's starting to be called “assistive intelligence”? How do we update policies and re-visit organizational models that will lead to a society of shared prosperity?

Speakers: **Mohammad Hamid**, Co-founder and CTO, two.42.solutions

Mark Hatch, CEO, TechShop

Karoli Hindricks, Founder and CEO, Jobbatical

Jess Kutch, Co-Founder and Co-Director, Coworker.org

Sarah Ann Lewis, Senior Lead Researcher, Policy, AFL-CIO

Moderator: **Andrew Keen**, Author, “The Internet Is Not the Answer”; Host, “Keen On”

Movements, Cities and Economic Development

What if makers started making more than things? What if they started making policies and services? What if the maker ethos made its way into government? Could a bottom-up model, with everyday citizens more actively engaged, drive economic development and redefine what cities mean today and going forward? Let's find out.

Speakers: **Esther Dyson**, Chairman, EDventure Holdings; Founder HiCCup

Steve Glickman, Co-founder and Executive Director, Economic Innovation Group

John Hagel III, Co-Chairman, Center for the Edge

Peter Hirshberg, Chairman, Re:Imagine Group

John Lettieri, Co-founder and Senior Director for Policy and Strategy, Economic Innovation Group

Moderator: **John Gallagher**, Business Reporter, Detroit Free Press



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Developing and Retaining Diverse Talent

The tech industry has finally recognized that diversity is a key element to strength and success. How can leaders who recognize the need better educate themselves about the underlying cultural and structural complexities and create genuine pathways that work for a wider variety of contributors? What lessons can be learned from other industries?

Speakers: **David O. Egner**, President and CEO, Hudson-Webber Foundation;
Executive Director, New Economy Initiative

Julie Samuels, Executive Director and Board President, Engine

Andrew Yang, Founder and CEO, Venture for America

Moderator: **Marlin Page**, Diversity and Inclusion Officer, FCA Fiat Chrysler
Automobiles; Founder, Sisters Code

3:15 – 3:30PM

Switch Break

3:30 – 3:35PM

Welcome Back

David Kirkpatrick, CEO and Chief Technomist, Techonomy Media

3:35 – 4:20PM

Get Engaged! Our Technologized Civic Life

Social networks, both digital and physical, and a sense of civic duty, are bringing community back to the neighborhood, driving positive social, business and political change. How is this power of the collective fueling our reawakening American cities? Why are our biggest tech companies so fascinated with civic life? And what motivates people to get engaged? Is encouraging empowerment part of the table stakes of successful tech business?

Speakers: **Jennifer Crozier**, Vice President, Global Citizenship Initiatives, IBM

Lauren Hood, Founder, Deep Dive Detroit

Anmarie Levins, General Manager, Technology & Civic Engagement, Microsoft

John Webb, User Experience Researcher, Google Civic Innovation

Moderator: **James Fallows**, National Correspondent, The Atlantic

4:20 – 4:35PM

Techonomy Lab Reports

Encapsulation and report back from the Techonomy Labs

Presented by McKinsey & Company

4:35 – 4:50PM

What Connected Mobility Really Means

New agile entrants are pushing the boundaries of how tomorrow's cars will run (on their own), what they'll do (everything), and what they'll be (an iPhone with wheels?) From cars and buses to bikes and trains and everything in between, people and businesses need to be able to move. What does the intelligently interconnected urban transportation infrastructure look like? And what wonders will it enable?

Speaker: **Erica Klampfl**, Global Future Mobility Manager, Ford

Interviewer: **Andrew Keen**, Author, "The Internet Is Not the Answer"; Host, "Keen On"



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The Detroit Transportation Challenge

The Detroit Transportation Challenge is a call to entrepreneurs, engineers, designers, and other creative thinkers to create an innovative solution that significantly improves transportation in Detroit with focus on public transportation. The winning team with a creative solution will receive an investment of \$250,000 to help establish a new company in Detroit.

Presented by **Nima Adelkhani**, Chief Innovation Evangelist, IdeaMarket

Meredith Kerekes, Entrepreneur in Residence, Detroit Creative Corridor Center

Alisyn Malek, Investment Manager, GM Ventures

Ted Serbinski, Managing Director, Techstars Mobility

Jamie Shea, Managing Director of Investments, Mission Throttle

5:05 – 5:55PM

Making Detroit a Movement: The Power of Narrative

Our closing session will kick off with a presentation by **John Hagel III**, Co-Chairman, Center for the Edge, on *What Business Can Learn from Social Movements*, leading into a discussion about the future of Detroit, with its legacy of innovation and diversity. How can Detroit become a movement not just of individuals, but of companies and institutions? And where could that momentum take the city?

Speakers: **David O. Egner**, President and CEO, Hudson-Webber Foundation;
Executive Director, New Economy Initiative

Lauren Hood, Founder, Deep Dive Detroit

Moderator: David Kirkpatrick, CEO and Chief Technologist, Techonomy

5:55 – 6:00PM

Closing Remarks

6:00PM

Reception hosted by Quicken Loans

