



2nd UPM innovatech International Workshop

INVESTING IN HIGH TECHNOLOGY FOR SUCCESS

2014, December 3rd



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Organized by:

Center for Support of Technological Innovation -
TECHNICAL UNIVERSITY OF MADRID (UPM) &
EIT ICT Labs Associate Node in Madrid



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Introduction

The Technical University of Madrid (UPM), within the activities promoted by the Center for Support of Technological Innovation (CAIT) and in the frame of the development of the International Campus of Excellence of Montegancedo, and EIT ICT Labs Associate Node in Madrid, launches the 2nd UPM Innovatech Workshop: Investing in High Technology for Success.

- **Who should join?**

Technology based companies, multinational companies' managers, university leaders, directors & managers of R&D institute and centers, TTOs, science parks and incubators, investors and venture capital professionals.

- **When?**

Wednesday, December 3rd, 9:00 a.m.

- **Where?**

IMDEA Software Institute building. EIT ICT Labs co-location center
Campus de Montegancedo UPM, km 38 M-40, 28223 Pozuelo de Alarcón, Madrid

- **How?**

Attendance is free, invitation required.

You can request your invitation at innovacion.tecnologica@upm.es indicating name, company, title, email address and interest in attending the conference.

More information at:

e: innovacion.tecnologica@upm.es ; w: www.upm.es/innovatech; t: 91 336 4687/ 9201



Program

#innovatech

9:00-9:30 Conference registration

9:30-9:50 Inauguration and welcome

Carlos Conde Lázaro – Rector of the Technical University of Madrid

Federico Morán Abad - Spanish General Secretary for Universities. Ministry of Education, Culture and Sport

Manuel Hermenegildo - IMDEA Software Institute and EIT ICT Labs Associated Node Director

9:50-10:00 2nd UPM *Innovatech* workshop presentation

Gonzalo León - CAIT Director -General Chair

Glenn Osaka - Advisor Board at RiverMeadow Software and former Senior Vice President at Juniper Networks

10:00-10:30 Trends in Technology based Health Investment

Michael Kahn - Associate Professor of Epidemiology in the Department of Pediatrics at the University of Colorado Denver, USA

10:30-11:00 UPM Case study in biotech

Francisco del Pozo - Director of the Center for Biomedical Technology (CTB). Technical University of Madrid

Miguel Holgado Bolaños - BIOD Ltd. (UPM spin off)

11:00-11:30 Disruptive innovation strategy at Telefonica

Francisco J. Jariego - Director of Industrial IoT (Internet of Things) and Member of the Executive Committee of Telefonica I+D (Research & Development)

11:30-12:15 Coffee break – Networking

Inauguration of the Innovatech Technology Fair "Live and experience technology". Stands with plasmas in which UPM technologies and initiatives will be exhibited. Attendees will vote for the best technology and the best presentation displayed in the spaces / plasmas authorized for this purpose.

12:15 – 12:45 How to make your research more relevant and commercially viable in near real time, using technology



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Sanjiv Gupta - Serial entrepreneur. Founder of Bodhtree, co-founder of 24x7guru.com, Artflute, Trylah and Pressmart

12:45-13:30 UPM technology presentations

Several innovative UPM technologies will be presented, some of them, are participants of the III UPM Commercialization Course

13:30-14:00 EIT ICT Labs - Accelerating ICT in Europe: Business Developer Acceleration Services

Representative ICT Labs - *confirmation pending*

14:00 Awards ceremony and closure of the workshop

14:15-16:30 Catering + Networking

Lunch and opportunity for networking among attendees and developers of technologies and living-labs presented.



General Chairs



Gonzalo León is the CAIT-innovatech Director and Rector's Deputy for Strategic Programs. He is professor of Telematics Engineering and has worked for internationalization strategy and technology transfer of several multinational companies. Former General Secretary of Science Policy, Deputy Director General for International Relations Vice director at the Office of Science and Technology of the Prime Minister's Office and Vice President for Research at the UPM. He has been President of the Space Research Advisory Group in the European Commission, President of the expert group of the Lisbon Strategy in R & D, President of the Expert Group on Research Infrastructures and rapporteur of the G8 Research Infrastructures Senior Officials Group. Today he is the Spanish representative in the Strategic Forum for International Cooperation of the European Union and adviser of the Secretary of State of Science, Technology and Innovation. He has worked for the governments of South Africa, Mexico and Morocco in the evaluation and design of science and innovation policies. Gonzalo León has been member of the Board of Trustees of several companies and foundations and in Advisory Boards of others.



Glenn Osaka has over 30 years of experience in building and managing information technology based businesses. He most recently served as a Senior Vice President at Juniper Networks responsible for the company's services portfolio globally. Prior to his role at Juniper, he served as the Vice President, Strategy and Planning for Worldwide Operations at Cisco Systems and as Vice President, Enterprise Computing at the Hewlett Packard Company. In addition to his experience with large corporations, he served as CEO of Reactivity, Inc. a startup focused on web service integration (acquired by Cisco), and as Managing Director for the Redleaf Group, an early stage venture capital firm in Silicon Valley. Glenn has also served as a member of the Board of Directors for several U.S. based startup companies. He has also been an early stage advisor to Paypal and Insight Venture Partners. In the non-profit domain, Glenn has served as a board member for CommerceNet, an organization that helped set the groundwork for global electronic commerce and as Chairman and board member for the Center for Asian American Media. Glenn was educated at UCLA where he completed both a Bachelor of Arts and a Masters in Business Administration.



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Keynote Speakers



Michael Kahn is Associate Professor of Epidemiology in the Department of Pediatrics at the University of Colorado Denver, Co-Director of the Colorado Clinical and Translational Sciences Institute (CCTSI), Biomedical Informatics core director for the CCTSI and Director of Clinical Informatics in the Department of Quality & Patient Safety at The Children's Hospital. Dr. Kahn holds joint appointments in the School of Medicine, School of Public Health, College of Nursing and Graduate School at the University of Colorado. Dr. Kahn's research interests include real-time clinical decision support linked to clinical outcomes monitoring, clinical data warehouses for both operational and retrospective research support, integration of electronic medical records with prospective research, and translational research informatics for both T1 (bench to bedside) and T2 (bedside to community) translational settings. Prior to his current positions, Dr. Kahn was faculty in the Departments of Medicine, Computer Sciences, and Biomedical Engineering at Washington University School of Medicine in St Louis, Director of Advanced Clinical Systems at BJC Health Systems, and was in the commercial clinical trials software industry before returning to academics. Dr. Kahn has been a member of the board of directors of the American Medical Informatics Association, the Board of Scientific Counselors of the National Library of Medicine and the editorial boards of the Journal of the American Medical Informatics Association and the International Journal of Medical Informatics. He is a member of the American College of Medical Informatics. Dr. Kahn received a BS in Biological Sciences, a BA in Chemistry from the University of California, Irvine and M.D. degree from the University of California, San Diego. He received training in internal medicine at St. Mary's Medical Center, an affiliate program of the University of California, Los Angeles. Dr. Kahn received a Ph.D. in Medical Information Sciences from the University of California, San Francisco.



Francisco del Pozo. Dedication to Biomedical Engineering since 1970 without interruptions (44 years): Telecommunication Engineer (1970), PhD (1979) and Full professor (1986) by the Technical University of Madrid (UPM) Spain. He has been research fellow at UK (Imperial College) and US (Yale, Minnesota and N. York) Universities. Invited professor of several EU and US universities (1970-1990). Founder and Director of the Bioengineering and Telemedicine Group of UPM 1995. Founder and Director of the Centre for Biomedical Technology CTB of UPM (since 2008). More than 450 scientific publications and 24 PhD thesis. Principal investigator of more than 120 research projects, funded by international and national competitive R&D calls and private companies. Head of the Bioengineering and Medical Imaging area of the CIBER-bbn (networked Centre for Bioengineering, Biomaterials and Nanomedicine) 2006-2011. Head of the Bioscience Madrid research Program on Biomedical Engineering since 2006.



Creator of several official graduate and postgraduate education programs:
 1) Master on Biomedical Engineering; 2) PhD Program on Biomedical Engineering, 3) Undergraduate 4 years course on Biomedical Engineering, 4) Master's Sciences on Clinical Science (University of Colorado Denver, and Technical University of Madrid, Spain).

Prof. del Pozo is member of several scientific editorial boards and societies, has received awards to his research and teaching activities including the first award of the Stockholm Challenge of 2004.



Miguel Holgado received his Bachelor's and Master's degree in Electrical Engineering from the Technical University of Madrid (UPM) (1996), and the Doctoral degree (Ph.D.) at the Institute of Material Science belonging to the Spanish National Research Council CSIC (2000). He is currently group leader of the Optics, Photonics and Biophotonics Technology Lab at the Center for Biomedical Technology CTB-UPM, and associate professor at the Applied Physics and Material Engineering Department of ETSII (UPM). He worked as R&D engineer at Laser Section of TPyCEA at the Spanish Ministry of Defense. He was process engineer at Lucent Technologies Microelectronics during 4 years, Spanish representative in the 5th and 6th European R&D Framework Programme and Head of European Communities Unit at CSIC. He has led and participated in 11 European and in 10 National research projects as well as other R&D initiatives. He is author/co-author of more than 40 scientific publications, which have been cited more than 900 times, and 68 communications to congresses. He is also the inventor of 5 patents applications. In addition, He is also founder of BIOD Ltd. focusing on the development and the commercialization of biomedical optical devices.



Francisco J. Jariego is Director of Industrial IoT (Internet of Things) and Member of the Executive Committee of Telefonica I+D (Research & Development).

Francisco holds a Ph. D in Physics from Autónoma University of Madrid and has developed his professional career in the ICT industry, where he has participated and led many different research and innovation projects with focus in mathematical modeling and optimization, operations research, software development, information economics and R&D management and strategy.

He served as Director of Technology Strategy for Telefonica I+D from 2009 to 2012, being an active contributor to the definition of the current Telefonica R&D and innovation strategy that led to the creation of Telefonica Digital in 2011. Before his current position in Telefonica, Francisco was the Enablers & Technology Director at Telefonica Digital





Sanjiv Gupta is a business graduate from Delhi University. He founded Bodhtree and leads the company as chairman & founder, shaping the strategic growth and vision of the company as a niche IT services provider. He has over 25 years of successful entrepreneurial experience. He originally set up the company to offer niche Web Services expertise to the industry and tied up with reputed organizations like Hewlett-Packard and AU System (Sweden). He then led the company to expand into other high-growth areas like Data Quality Management and Business Analytics and partnered with leading healthcare giants in the US. He has also successfully attracted business from Fortune 500, 250 and Forbes enlisted organizations. Under Sanjiv's guidance, Bodhtree became the sole offshore services venture to Securent Inc., a company that was working in the entitlement server and data integration. Securent got acquired by CISCO for USD 100 Million. He initiated a Strategic Business Unit within the company focused on offering New Media Delivery and Archival services to the publication industry and has led it to become a separate corporate entity called Pressmart Media Limited. Pressmart is a successful venture and has leading publication organizations coming from over 57 countries in its customer-fold. Pressmart was funded USD 6 Million; USD 3 Million each by Draper Fisher Jurvetson (DFJ) and NEA IUV and currently has Mr. Mohanjit Jolly and Vinod Dham on its board. Sanjiv has also co-founded Trylah, a first-of-its kind B2B mobile search classified service based in Malaysia and expanding rapidly across the South East Asia. He is also the co-founder of 24x7guru.com, an education E-Assessment portal – the only portal of its kind that has already served over 2.7 million students offline.



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Organizers and sponsors

Center for Support for Technological Innovation CAIT

The Center for Support for Technological Innovation at the Technical University of Madrid was founded in the framework of the development of the International Campus of Excellence of Montegancedo, with the aim of promoting the technology transfer to market and productive relations between different public and private institutions.

The Center manages and supports the following initiatives:

- UPM innovatech® Innovation and Commercialization Program
- Entrepreneurship Program actúaupm®
- Business Center and Living Labs

UPM_innovatech® Innovation and Commercialization of Technologies Program

UPM_innovatech® provides supporting services for the commercialization of technologies generated in the UPM with potential application in the market, ranging from the detection of innovative technologies, developing commercial dossiers based on them, the specialized training in marketing and sales of technology, to advising in the final negotiation of commercial contracts.

The program offers a range of additional services to support and accelerate collaboration between companies and the UPM in the field of innovation and technology (screening solutions and know-how, coordination of work meetings, joint organization of conferences, technology watch).

More information at www.upm.es/innovatech

UPM actúaupm® Entrepreneurship Program

The UPM Entrepreneurship Program has the main objective of building companies with high growth potential in the framework of the Technical University of Madrid, with activities ranging from the detection of ideas, support in developing the business plan and seeking funding by investors.

From the very beginning, the Program has detected more than 2,500 UPM researchers and student business projects, has worked continuously with 700 teams and has supported the running of 162 companies in the period between 2007 and 2014, which have captured more than €37M from investors. In 2014, the UPM Entrepreneurship Program counts as sponsors with Accenture, eGauss, ROUSAUD COSTAS DURAN SLP and Savior Venture Capital, and as collaborators Revista Emprendedores and actúaupm experts.

It has recently launched the actúa_COM program, 1st Open Innovation Competition of the Center for Open Middleware UPM (COM) with the support of Banco Santander, ISBAN and Produban.

More information at www.upm.es/actuaupm



EIT ICT Labs Associate Node in Madrid

EIT ICT Labs is one of the first Knowledge and Innovation Communities set up by the **European Institute of Innovation and Technology**, a European Union initiative. The Mission of EIT ICT Labs is to drive European leadership in ICT innovation for economic growth and quality of life. By linking education, research and business, EIT ICT Labs empowers ICT top talents for the future and brings ICT innovations to life.

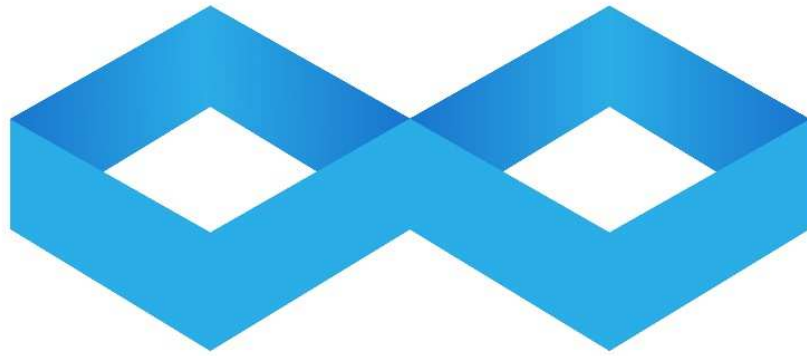
EIT ICT Labs' partners represent global companies, leading research centres, and top ranked universities in the field of ICT, organised in seven nodes (Helsinki, Stockholm, Berlin, Eindhoven, London, Paris, Trento) and two Associate Partner Groups (Budapest and Madrid)

The Madrid Associate Partner Group (APG) of EIT ICT Labs leverages the significant potential of the Spanish ICT innovation ecosystem and market by bringing on board leading actors in ICT entrepreneurship, research, and education in Spain, and brings strong outreach in the region and to Latin America.

The Madrid APG is coordinated by the **IMDEA Software Institute**, and includes the **Technical University of Madrid (UPM)**, **Telefónica**, **Indra**, **Atos**, and the **Barcelona Supercomputing Center (BSC)**.

The IMDEA Software Institute hosts in its new building, located within UPM's Montegancedo Science and Technology Park, the **EIT ICT Labs Madrid Co-location Centre**, where students, teachers, entrepreneurs, investors and researchers enjoy ample and convenient space where they meet, exchange ideas, develop their innovation potential, and collaborate.





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