

Present



CONFERENCE ON CORPORATE INNOVATION & ENTREPRENEURSHIP 2009

“Competing Globally in the New World Order through Innovation & Entrepreneurial Culture”

Featuring



Kenneth P. Morse
Founding Managing Director
MIT Entrepreneurship Center



Gold Sponsors:



Silver Sponsors:



Supporters:



Print Media Partner



13 November 2009 | Karachi Marriott Hotel | 09:00 am to 05:30 pm



CONFERENCE ON CORPORATE INNOVATION & ENTREPRENEURSHIP 2009

The **Conference on Corporate Innovation & Entrepreneurship (CCIE 2009)** which would coincide with the finals of **MITEFP-OPEN BAP-2009** (MIT Enterprise Forum of Pakistan - Organization of Pakistani Entrepreneurs of North America Business Acceleration Program-2009) is targeted towards Board Members, Senior and Mid Level Management across all aspects of organizations -- from strategy development to business models and channels, finance, marketing and business development, HRD, Operations, Web presence and other areas of Information Systems, etc. It also targets leaders, faculty and students from the academic field. The need for **Innovation, Entrepreneurial Strategy and Acceptance and benefiting from Change** is across all aspects of any organization – no market & potential customer, products and /or services, business model, delivery channels, processes, individual, department, activity, region, should be ignored when organizations look at ways, on an ongoing basis, to innovate, have an entrepreneurial strategy and a culture that accepts and benefit from change.

As per a *Business Week* study, of the Top 50 companies in the world, to find out what made them successful, Innovation stood out as the single most important success factor and with Entrepreneurship driving innovation, as per MIT Entrepreneurship Center. It is imperative for Pakistani corporate sector to embrace these two vital competencies whole heartedly.

At the **Conference on Corporate Innovation & Entrepreneurship (CCIE-2009)** you will learn how the world's leading companies are putting **Innovation and Entrepreneurial Culture** at the center of their business strategy. At the conference find out:

- Why Innovation and entrepreneurial strategy and culture and acceptance of change is important for the corporate sector.
- How Pakistani Corporate Sector can compete in the new world order with Innovation and a corporate strategy where entrepreneurial culture is engrained in the organization
- Why Innovation and Entrepreneurial culture is essential to retain top talent in the organization
- How do you achieve the pinnacle of continuous innovation and entrepreneurial culture?
- Listen to the Business Plans of MITEFP-OPEN BAP-2009 finalists

Kenneth P. Morse

Founding Managing Director
MIT Entrepreneurship Center

Farrokh K. Captain

Chair
MITEF Pakistan

Dr. Zahir Ali Syed

Co-Chair
MITEF Pakistan

Azhar Rizvi

Vice Chair
MITEF Pakistan

Imran Sayeed

Chairman
OPEN Global

Hamza Wasi Hashmi

CEO
Terrabiz



09:00 - 09:30

Registration

09:30 - 09:40

Welcome Address by **Dr. Zahir Ali Syed** – Co-Chair, MITEFP

09:40 - 10:30

Panel discussion:

'Practice and Teaching of Creativity, innovation, and Change'

Learn techniques and processes to help organizations maximize opportunities and manage innovation and change by:

- Developing more creative attitudes and attitudes where change is not only accepted, but, people are looking at ways to benefit from it.
- Improving capacity to respond practically and creatively to problems and opportunities.
- Approaches to developing ideas and manage innovation, change and knowledge transfer.
- Establishing an organizational climate in which creativity, entrepreneurship and innovation can grow.

Panelist:

Dr. Qasim Sahikh – CEO, NICTR&DF

Saad Waraich – Country Director, Nokia Siemens Networks

Amir Jehangir – CEO, Sama TV

Maleeha Mimi Bangash – Member Research, Competition Commission of Pakistan

Moderator: Imran Sayeed – Vice President, Keane Inc., USA

10:30 - 11:00

Tea Break

11:00 - 11:50

Panel discussion:

'Corporate Entrepreneurship'

- What is Corporate Entrepreneurship
- How do Pakistani companies bring about corporate entrepreneurship in their corporate culture?

Panelist:

Monis Rehman – Founder Naseeb Networks

Usman Ismail – Executive Vice President, Lewtan Technologies, Inc.

Haroon Waheed – Director HR, Unilever Pakistan

Sohail Wajahat H. Siddiqui – Chief Executive Officer, Siemens (Pakistan) Engineering Co. Ltd

Moderator: Zubair A. Faiz – Executive Director, Information Technology Group HCSC – BlueCross USA

Parallel Session:

'From Research to Commercialization'

Pitches by Research Teams whose Research has been funded by National ICT R&D Fund:

Dr. Qasim Shaikh, Ali J. Siddiqui, Imran Sayeed & Azhar Rizvi

11:50 - 12:00

Keynote Address:

'Introduction to the Key note speaker'

by **Farrokh K. Captain** – Chair, MITEFP

12:00 - 12:40

'The Spirit of Corporate Innovation & Entrepreneurship – What's Hot and What's Not'

by **Kenneth P. Morse** – Founding Managing Director, MIT Entrepreneurship Center

Chair, Innovation, Entrepreneurship & Competitiveness, Delft University of Technology

Chairman, Entrepreneurship Ventures, Inc.

12:40 - 13:40

Lunch

13:40 - 14:20

Panel Discussion:

'Funding Entrepreneurs'

Ali J. Siddiqui – Managing Partner, JS Private Equity

Arif Habib – Chairman, Arif Habib Group

Azhar Rizvi – CEO, TAN Fund

Moderator: Muddassar Malik – CEO, BMA Capital

14:20 - 14:50

'Drivers of Industrial Growth'

by **Tariq Ikram** – Former Trade Minister

14:50 - 16:30

BAP-2009 Finalist Presentations

Judges:

Kenneth P. Morse, Imran Sayeed, Zubair A. Faiz,

Ali J. Siddiqui, Usman Ismail, Dr. Qasim Shaikh,

Monis Rahman & Other prominent business leaders.

16:30 - 17:00

Breakout Session:

BAP-2009 Judges deliberations to decide the winners

Success Stories: 2-3 Companies (Main Hall)

17:00 - 17:30

BAP-2009 Awards and Vote of Thanks

by **Imran Sayeed** – VP, Keane Inc., USA



CONFERENCE ON CORPORATE INNOVATION & ENTREPRENEURSHIP 2009



MIT Enterprise Forum of Pakistan (MITEFP: <http://www.mitefp-pakistan.org>) has great pleasure in inviting you to a **History Making MITEFP-OPEN Business Acceleration Program (BAP-2009)**. BAP is being conducted under the guidance and leadership of **Mr. Ken Morse, MD, MIT Entrepreneurship Center & Mr. Bill Aulet of MIT**. It is supported by **OPEN** (Organization of Pakistani Entrepreneurs of North America), **PSEB** (Pakistan Software Export Board), **PASHA** (Pakistan Software Houses Association), **CSP** (Computer Society of Pakistan), **National ICT R&D Fund, CIO Pakistan, and Terrabiz**.

MITEFP-OPEN Business Acceleration Program's (BAP) objective is to mentor IT Companies operating in Pakistan, to accelerate their business to the next level. This is part of the **MITEFP** and **OPEN** overall goal of building and sustaining the Entrepreneurial Eco-system in Pakistan.

Mentoring and Judging in BAP are provided by highly respected Entrepreneurs and VCs like **Ken Morse, Bill Aulet, Ayaz Ul-Haq**, ePlanet (one of world's leading VC), **Umair Khan**, VC-Entrepreneurs Fund III and Folio3, **Imran Sayeed**, Keane, **Naeem Zafar**, Concordia Ventures, and Faculty member UC Berkeley, **Shuja Keen**, TRG, **Jauher Zaidi**, Palmchip, **Monis Rahman**, Naseeb Networks, **Naeem Zamindar**, Mobilink, etc.

MITEFP-OPEN BAP now in its third year, has become **one of the best programs of its kind in the world** (as declared by Mr. Ken Morse, MD MIT Entrepreneurship Center). This history making initiative has the potential of having significant impact on the growth of IT Industry in particular and economic growth of Pakistan in general. The participating teams reported that they benefited tremendously from participating in BAP-2007 and BAP-2008

The main benefits highlighted by the teams are as follows:

- Tremendous increase in revenues and valuation of the companies. Some of the firms that have participated in this program have seen revenue growth of 5-10 times and valuation increase by 15x. The best example of this is Sofizar, whose revenue has grown from less than US \$ 1 M to US \$ 15 M in less than 2 years. The revenue is now projected to grow to US \$ 150 millions in around 3-5 years.
- Strategy improvement, Clarity of thought and focus by streamlining of their business plans and acceleration strategies.
- They got free of cost mentoring of the highest quality which they could only get from high priced consultants. As commented by Mr. Jawwad Farid of Alchemy Technologies (BAP-2007 runner-up); **"We got advice of the highest quality and the only thing that was asked in return was that we should dream dreams which were beyond our dreams."**
- Great networking experience and opening of doors from Pakistan to USA. Which helped Sofizar (the winners of BAP 2007) to get top notch advisors and an incredible CEO on the board.
- Sofcom, CyberSoft, Voizar and Sofizar's teams attended the MIT EDP (Entrepreneurship Development Program-2008 and 2009 as the prize for being the top companies of BAP-2007 and BAP-2008. The teams benefited tremendously. This can be gathered from comments of Mr. Aamar Qureshi of Cybersoft (runner-up of BAP-2008): **"The MIT EDP experience was very enriching and it will continue to shape our enterprises as we re-think and re-align our strategies. It was like a compressed MBA squeezed into a week's duration. An excellent networking opportunity that has broadened our horizons beyond our myopic view of our own businesses."**
- Introductions to OPEN members at events in Boston and Chicago. This opened up new business avenues, established relationships with high profile mentors and resulted in offers of funding from leading Pakistani and US investors. The winner of BAP 2008, Softcom, a software vendor of Laboratory Information Management System, which was operating in Pakistan only before taking part in BAP, just closed two deals with Pharmaceutical manufacturing firms in Chicago.

SPEAKERS



Kenneth P. Morse
Founding Managing Director
MIT Entrepreneurship Center

Ken is the Chairman of Entrepreneurship Ventures, Inc., Founding Managing Director, MIT Entrepreneurship Center, Chair in Entrepreneurship, Innovation and Competitiveness, Delft University of Technology, Delft, The Netherlands, President and CEO Global Entrepreneurship Team and is a serial Entrepreneur. He has been a high performance leader in global high tech sales and sales management for over 35 years.

In the thirteen years that Ken served as Founding managing Director of the MIT Entrepreneurship Center, the number of students taking Entrepreneurship Courses increased from 220 to 1,600 per year while the number of professors grew from 3 to over 36. Ken was named "Education All Star" by Mass High Tech magazine.

Prior to joining the MIT Entrepreneurship Center as Founding Managing Director in 1996, Ken Morse was a co-founder of six high-tech companies. Five of these ventures had successful IPOs or mergers. They included 3Com Corporation, Aspen Technology, Inc., a China Trade Company, a biotech venture, and an expert systems company. Ken was either the CEO or responsible for part or all of the Sales organization in each of these new enterprises.

Ken is a member of the Council on Foreign Relations (New York City) and the Circle Royal Gaulois Artistique & Littéraire (Brussels). Ken is a member of the Board of Advisors of three early-stage Venture Capital Firms: PolyTechnos Venture-Partners (Munich), Rudyard Partners, LLC (Boston), and The Entrepreneurs Fund III (Silicon Valley).

Ken serves on the Board of Advisors of Denkwerk GmbH in Germany, iMotions - Emotion Technology A/S and Zylinec ApS in Denmark, Naseeb Networks and Sofizar in Pakistan as well as Dynasil, Inc. and several MIT spin-offs, including Terrafugia, Inc.

Ken got his BS from MIT and MBA from Harvard Business School.



Imran Sayeed
VP, Keane Inc., USA

Imran leads the Financial Services & Insurance (FSI) practice for Keane, a global BPO and IT Services company with ~10,000 professionals worldwide. FSI is the largest vertical at Keane, with a majority of the top 100 global banks and insurance carriers as clients, with professionals across the US, Canada, UK & India. Sayeed came to Keane through its acquisition of netNumina, a boutique technology strategy and consulting firm that he founded and grew from a 15 person startup to one of Computerworld's Top 100 emerging companies.

netNumina won more than 30 of the leading financial services & pharmaceutical institutions in the world as clients, raised more than \$25MM from venture capitalists and strategic investors and received more than 20 industry awards for its work.

Sayeed has over fifteen years of experience in software and services. Previously, as a founder of Open Environment, Sayeed helped pioneer multi-tier client server technology, and grew the company from a 10-person startup to an IPO and leadership in the middleware market.

Sayeed has written and spoken extensively in leading industry conferences and trade journals over the last 13 years on entrepreneurship, e-business, financial services, insurance and technology. Sayeed serves on the Advisory Board of several software and private equity companies. Sayeed also holds a patent on technology for providing secure financials transactions over the Internet. He is a visiting professor at MIT's Sloan School of Management.

Sayeed did his BS in Engineering from Brown University and did post-graduate work at Harvard University.



Zubair A. Faiz
Executive Director,
Information Technology Group HCSC – BlueCross USA

Zubair Faiz is a seasoned senior IT executive with 15 years of experience spanning the Telecom, IT Services and HealthCare Industry. He is the Executive Director of the Information Technology Group for Health Care Service Corporation (HCSC), which owns and manages Blue Cross Blue Shield of Texas, Oklahoma, New Mexico and Illinois. As a combined organization it serves 10 million members with annual sales of more than \$16B.

At BCBS Zubair is part of the Strategic Leadership team to address alignment of IT and Business. He led and implemented the creation of Competency Centers to deliver better management of IT Investments of \$700M on an annual basis.

On the IT side Zubair led the creation of an Enterprise Architecture Services organization to address both current and Long term Strategic Architecture needs as the company is planning to double in size in terms of Membership growth to 20M members with sales of \$32B. Competency Centers that he oversee are Customer Relationship Management, Business Process Management, Business Rules, Collaboration Technologies, e-Solutions, Web Services and Technology R&D. Also he is responsible for Process Excellence. Zubair holds a BS in Computer Science. He also serves on the board of two IT services firms.



Usman Ismail
Executive Vice President
Lewtan Technologies, Inc.

Usman joined Lewtan in 1986 as VP Sales and Marketing. Currently he is responsible for global sales and business development. Mr. Ismail has 20+ years of experience in the financial services industry. Prior to joining Lewtan, Mr. Ismail was VP of Marketing and Sales at DST Belvedere, a Portfolio Management Systems supplier. Prior to that he has held management positions as President and CEO of AimTech, a multimedia company, Executive Vice President at Money Management Systems and Senior Vice President for New Business Development and Strategic Planning at Automatic Data Processing (ADP)/ Mr. Ismail holds a Bachelor of Science in Naval Architecture from MIT and an MBA from Columbia University.

Automatic Data Processing (ADP)/ Mr. Ismail holds a Bachelor of Science in Naval Architecture from MIT and an MBA from Columbia University.



CONFERENCE ON CORPORATE INNOVATION & ENTREPRENEURSHIP 2009

ABOUT



MITEFP's mission is to improve the economic well being of the people of Pakistan through development of an Entrepreneurship Promotion Program for Pakistan. This is in line with the MITEF global mission i.e. the promotion of formation and growth of innovative and technologically-oriented companies through specialized executive education programs. Through these programs, the Forum provides networking, leadership opportunities, and life-long connections to MIT while showcasing MIT's role in entrepreneurship in communities around the world.

MITEFP in partnership with OPEN (Organization of Pakistani Entrepreneurs) and MIT Alumni of Pakistan and other Pakistani well wishers would work towards the development of an Entrepreneurial Ecosystem in Pakistan (EEP). Towards this end work would be undertaken in four directions namely: **1. Ensuring Availability of a Large Pool of Entrepreneurs. 2. Ensuring Availability of a Large Pool of Investors in Individual capacity or Working in Groups and Organizations 3. Promotion of Exist Mechanisms and 4. Creation of an Enabling Environment for Entrepreneurship to Flourish.**

www.mitef-pakistan.org



The Organization of Pakistani Entrepreneurs and Professionals (OPEN) is a not-for-profit organization, whose sole focus is the promotion of entrepreneurship and professional growth.

OPEN is a secular and non-political organization.

OPEN was formed in 1998 by a group of Pakistani American entrepreneurs and corporate executives, and was registered in the Commonwealth of Massachusetts in the year 2000. The first OPEN chapter was formed in Boston, MA.



Training | Conferences | Exhibitions | PR

Having organized over 250 national and international events, the team at TerraBiz is highly experienced and brings with them complete knowledge of the business, clients, and ethical concepts related to corporate event management.

Terrabiz has been instrumental in bringing a number of international speakers including from Google, Yahoo, Microsoft and P&G for a recently concluded highly successful conference on Digital Marketing called Marketing 2.0. CIO Pakistan magazine launch event was managed by Terrabiz. We have also organized a number of roadshows on capital market for CDC in collaboration with KSE and SECP.

We are strategic partners for Asia Pacific HRM Congress held in India every year. www.terrabilizgroup.com

Registration Fee:

Rs. 6,500/- per participant

Group Discount:

Every 4th participant from the same organization is Free

Includes Lunch, Refreshments and Business Networking &
MITEFP Certificate, signed by Kenneth P. Morse

TO REGISTER CONTACT:

TERRABIZ

Qazi Waqas Ahmed

E-mail:

qazi.waqas@terrabilizgroup.com
register@terrabilizgroup.com

Mobile: +92 345 303 7045 & +92 300 213 38 49

Fax: +92 21 3455 7264

Phones: +92 21 3455 8539 & 3455 0431

MITEFP

Dr. Zahir Ali Syed – Co-Chair, MITEFP
Mr. Azhar Rizvi – Vice-Chair, MITEFP

Email:

zahirsyed@gmail.com
azharrizvi@mitef-pakistan.org

Fax: +92 21 3432 3725

Phones: +92 21 3547 3050 & 3765 2628

Send your cheque in favour of

"TERRABIZ"

Murad Hassan

Suite # 403, Shahwar Trade Centre, Above Standard Chartered Bank,
Allama Iqbal Road Branch, P.E.C.H.S, Block 2, Karachi, Pakistan.

Tel: +92 21 3455 0431 & +92 21 3455 0319
Cell: +92 300 922 0647 & +92 321 278 1000