



Welcome Italy to Boston:

Harnessing Collaborative Advantage

Boston INNOVATION Tour
1st-8th October 2011

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ENTOVATION International Ltd



Learning Objectives

1. To understand how leadership adjusts to changing time
2. To explore the innovation fabric of Massachusetts with a diversity of institutions and organizations
3. To perform an innovation assessment of respective companies
4. To initiate global conversations or other business bridges that might result in international expansion
5. To review the international context for Italy and identify entrepreneurial actions for the region

Thanking you, in advance , for making Boston a priority.

Elevator Pitch



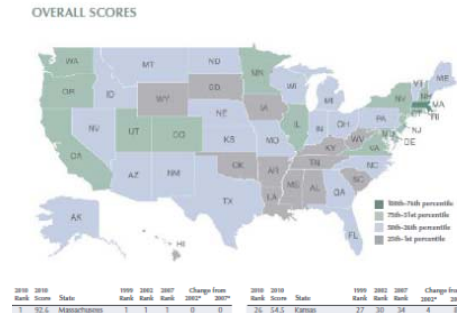
- ✓ Being creative does not necessarily mean you are innovative.
- ✓ Being innovative does not necessarily mean that you have an innovation strategy.
- ✓ Innovation – by definition – is collaborative.

Therefore,

- Innovation is MORE than R&D
- Innovation is MORE than Financial Capital
- Innovation is MORE than competitive strategy
- Innovation is LEADERSHIP strategy for the 21st Century
- Innovation is our collective FUTURE...nothing less

Massachusetts – The INNOVATION Destination

- ✓ *Boston is the #1 World Innovation City*
- ✓ *Boston is the #1 Digital City in America*
- ✓ *Boston Convention Center is the #1 in the country*
- ✓ *Boston represents a compact, convenient, attractive geographic hub*
- ✓ *Massachusetts leads the nation (5 years in a row)...ranks 1st in measures for the Innovation Economy – ITIF New Economy Study 2010: “Massachusetts is in a league all its own.”*
- ✓ *Massachusetts has the highest concentration of Intellectual Capital with world-class universities and research institutions*
- ✓ *Massachusetts ranked #1 In the Race to the Top (RTTT) Competition*
- ✓ *Massachusetts is a lead recipient of Federal R&D across several industry sectors*
- ✓ *Massachusetts is recognized as a prominent venture capital marketplace*
- ✓ *Massachusetts is a recognized leader in growth industries [start-ups, incubators, etc]*
- ✓ *If Massachusetts was a country, it would rank competitively with Finland, Sweden, Singapore, Denmark, Japan and Belgium. In fact, it ranks #1!*



GLOBAL KNOWLEDGE LEADERSHIP MAP



<http://www.entovation.com/kleadmap/index.htm>

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Innovation Tour *Design*

Case Stories/Study

- Legal Sea Foods, Inc
- Boston Scientific
- Z Corporation
- Patriot's Place
- Ocean Spray Cranberries
- Participant Strategy Competition
- Mindtree Consulting

Modules

- #1** MIT
- #2** Boston Innovation District
- #3** Harvard University
- #4** Kendall Square Dialogue
- #5** Babson College & Olin College of Engineering
- #6** IBM/Consulates
- #7** Legal Sea Foods, Inc. Quality Control Center
- #8** MOITI – Getting Grounded
- #9** The Collaboration Gene
- #10** Best of Boston

Bringing Italy to Boston...and Boston to Italy

Tour Agenda: Saturday



- Arrival
- Marriott Check-in
- Faneuil Hall Marketplace

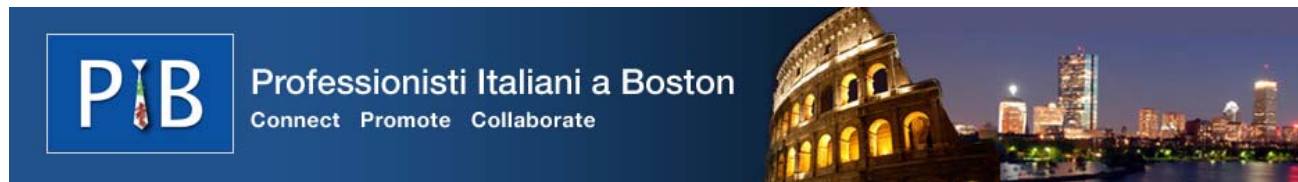
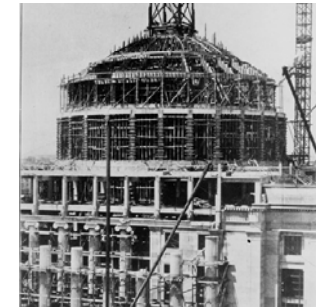


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Tour Agenda: Sunday



- Be a Tourist
- MIT Museum
- PIB Welcome
- Tour Launch
- Strategy Champion Contest



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Tour Agenda: Monday

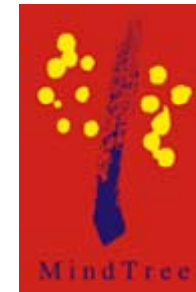
- MIT
- Design Museum Boston
- Boston Innovation District
- Legal Sea Foods, Inc



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Tour Agenda: Tuesday

- Harvard/NEBHE
- Mindtree
- Kendall Square
- The State House



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Tour Agenda: Wednesday

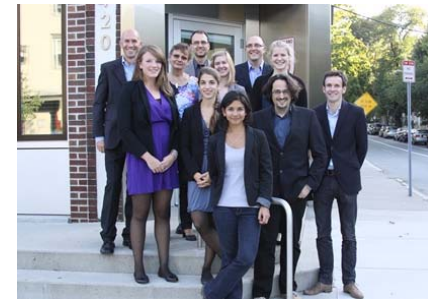


- Babson College/Olin College
- IBM Innovation Center
- Consulate Generals
- MassTLC/MassEcon
- Boston Scientific
- Chinatown



**Boston
Scientific**
Defining tomorrow. today.™

A mandate for change
is a mandate for smart.



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Tour Agenda: Thursday



- Legal Sea Foods QCC [20]
- Z-Corporation
- Patriot's Place
- Ocean Spray
- MOITI
- Toscani Lecture



Z CORPORATION®

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Tour Agenda: Friday



- Deloitte
- AIM/BWP/MTC
- Microsoft NERD
- TEDx Boston
- Strategy Champion
- Spirit of Boston Cruise



Associated Industries of Massachusetts



TEDxBoston 2011 Adventures



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Tour Agenda: Saturday



- JFK Museum
- Mayor Thomas Menino
- Union Oyster House
- Departure from Logan International



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CAUTION!

**Monday
3rd October 2011**

Bus leaves *Promptly* from Long
Wharf Marriott

YOUR Local Tour Guides



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They are all *In Search of Innovation...*

And it all happens in Massachusetts –
The Global Commonwealth

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