

# Detailed Program

## The 11th annual VentureLab Investment Forum

### October 13th 2009, Oslo, Norway

**08.00 – 09.00** Registration and breakfast  
**09.00 – 09.10** **Welcome address**, opening remarks, Morten Richardsen, VentureLab AS  
**Moderator of the day:** Leo A. Grünfeld, MENON Business Economics

<b>Part 1:</b>	<b>Successfully Navigating In Challenging Market Conditions</b>	<b>Venue: Main Auditorium</b>
<b>09.10 – 09.40</b>	<b>Keynote speech:</b> <b>The Future of Innovation: Opportunities and Challenges?</b> <i>Speaker:</i> William M. Reichert , Garage Technology Ventures	
<b>09.40 – 10.25</b>	<b>Keynote speech:</b> <b>Technology – Perspectives on Trends and Future</b> <i>Speaker:</i> Cliff Reeves, Microsoft	
<b>10.25 – 10.45</b>	<b>Break (20 minutes)</b>	
<b>10.45 – 11.05</b>	<b>Keynote speech:</b> <b>Economic &amp; Capital Market Outlook</b> <i>Speaker:</i> Harald Magnus Andreassen, First Securities	
<b>11.05 – 11.20</b>	<b>Business case:</b> <b>MentisCura, Four Years After</b> <i>Speaker:</i> Audun Abelsnes, MentisCura	

<b>Part 2:</b>	<b>Parallel Sessions – Company Presentations and Entrepreneurial Lectures</b>	
<b>11.20 – 12.05</b>	<b>Session A + B</b> <b>17 Companies Presentations</b> <b>Moderated parallel sessions:</b> <b>A1:</b> 4 company pitches  Børge Tvorg, Venturelab AS Einar Bakko, Advokatfirmaet Selmer DA  <b>B1:</b> 4 company pitches  Giert Von der Lippe, CONNECT East Bryn Aarflot AS	<b>Session C:</b> <b>CONNECT Norway –</b> <b>Entrepreneurial lectures</b>  <b>Step by step towards changing markets</b>  <b>Moderator:</b> Dorte Wiene – Europe Unlimited  <b>Speakers:</b> Abigail Barrow, Massachusetts Technology Transfer Center Helle Moen, Investinor Bjørn Kjetil Mølmann, Bryn Aarflot AS
<b>12.05 – 12.25</b>	<b>Break (20 minutes)</b>  <b>A2:</b> 5 company pitches  Thorvald H. Steen, Venturelab AS Nils Kristian Einstabland, Advokatfirmaet Selmer DA	
<b>12.25 – 13.15</b>	<b>B2:</b> 4 company pitches  Jens A. Huseby, CONNECT East Bryn Aarflot AS	

**13.15 – 14.05** Lunch

<b>Part 3:</b>	<b>The Future Of Renewables, Water and Environment</b>	<b>Venue: Main Auditorium</b>
<b>14.05 – 14.30</b>	<b>Keynote:</b> <b>Nordic cleantech - Facts, trends and outlook</b> <i>Speaker:</i> Magnus Agerström, Cleantech Scandinavia	
<b>14.30 – 14.50</b>	<b>Keynote:</b> <b>Smart Green Growth - Business Opportunities in a Low Carbon and Resource Efficient Paradigm</b> <i>Speaker:</i> Bjørn Brunstad, Econ Pöyry	
<b>14.50 – 15.10</b>	<b>Keynote:</b> <b>US Renewables – Challenges and New Policies</b> <i>Speaker:</i> Christopher Clement, Invest in America, U.S. Department of Commerce	
<b>15.10 – 15.30</b>	<b>Break (20 minutes)</b>	
<b>15.30 – 16.05</b>	<b>Panel discussion:</b> <b>Smart Investments in the Cleantech Era</b> <b>Moderator:</b> Mike Rosenberg – IESE, Business School <i>Panelists are:</i> William M. Reichert, Garage Technology Ventures, Magnus Agerstöm, Cleantech Scandinavia, Bjørn Brunstad, Econ Pöyry, Helle Moen, Investinor, Lassi Noponen, Modern Energy Technology & Finance Oy	
<b>16.05 – 16.30</b>	<b>Inspirational speaker:</b> <b>Redefining success: Entrepreneurship in the Great Recession</b> <i>Speaker:</i> Arican Vechter, LOVEFILM.com	
<b>16.30</b>	Closing remarks, VentureLab AS	
<b>18.00 - 20.00</b>	<b>Evening reception</b> (invitation only) At the The British Ambassador's Residence	